



129%

increase in AOV compared
with last year

299%

increase in total sales
compared with last year

SALESmanago accelerates like a solid locomotive. At first, setting up the scenarios was quite time-consuming, but when the ROI started to be 200–300% and after two years grew to 4000%–5000%, I found this tool to be extremely effective. In addition to email automation, we also used very effective recommendation frames, noting astronomical increases.

Paweł Frieske
Member of the Board



About

OpenGift has been operating in the advertising industry for 15 years, creating all kinds of advertising gadgets for companies from various industries.

They make advertising prints on various everyday products and on more sophisticated and original items. A wide range of products guarantees that people will find the right advertising products for their businesses. OpenGift also provides many thematic proposals that are perfect for seasonal advertising items. These include company gadgets from the sports and recreation category or the Christmas category.



Challenges

Increase online stores' conversion rates

Expand the number of monitored contacts

Activate dormant contacts

Maintain good relations with premium customers

Offer clients omnichannel communication using e-mail marketing, mobile marketing, and web push channels





Solutions

Rescue abandoned carts
using omnichannel communication

Use the RFM panel to activate dormant
contacts and maintain relations with
premium customers

Make product recommendations
on the website using the AI engine

Offer one-to-one recommendations via
email after a customer's visit

Use A/B tests in newsletters and automated
campaigns to provide clients with specific offers





Results

129%

increase in AOV compared
with last year

299%

increase in total sales compared
with last year

143%

increase in monitored contacts
compared with last year

Can these statistics be measured and increased using SALESmanago?

[Read here!](#)

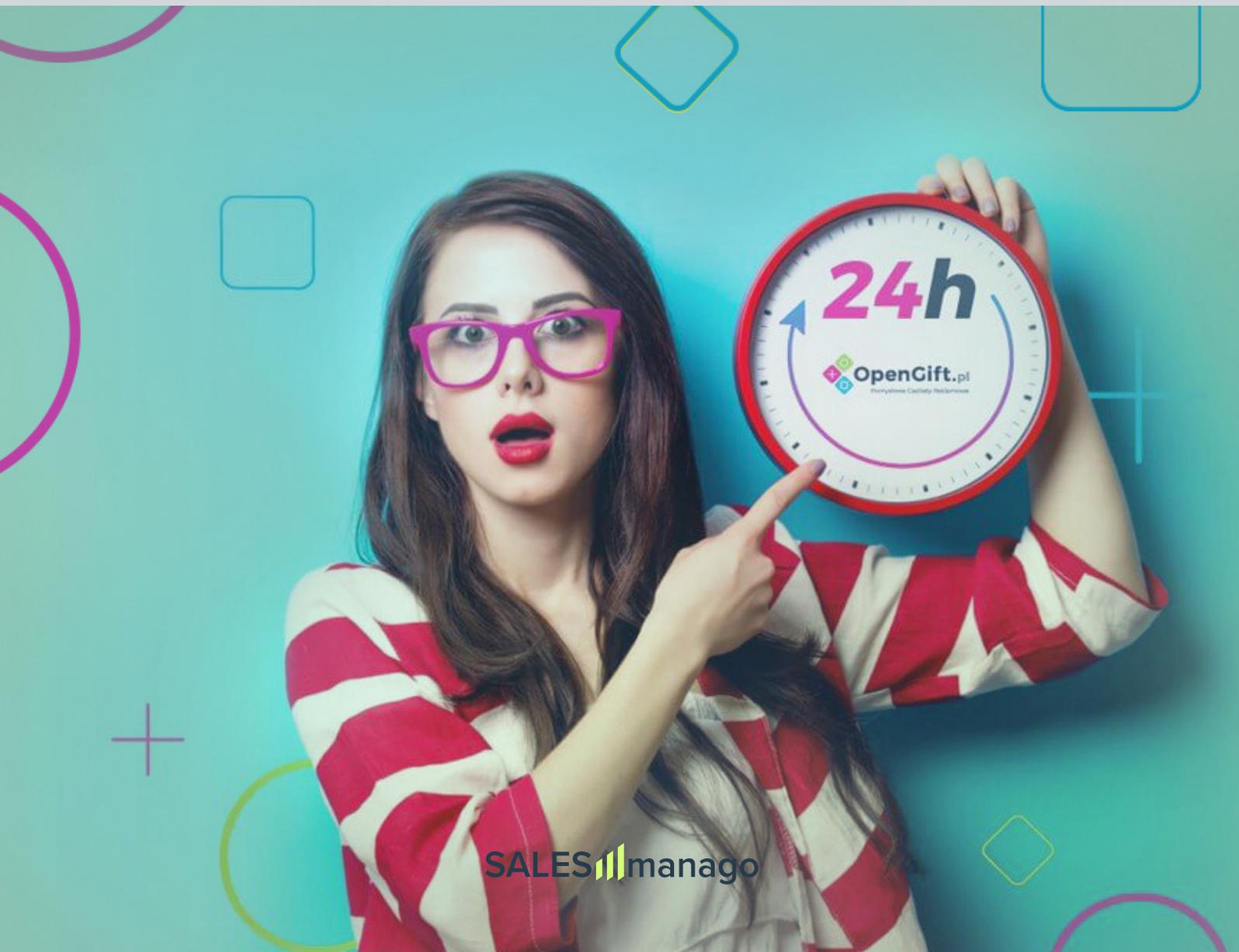


Development opportunities

Implementation
of dynamic exit pop-ups
with product recommendations

Implementation
of the Customer
Preference Center

Implementation
of the Loyalty Program



SALES  **manago**