Rockmetalshop

2 613%

ROI for Marketing
Automation implementation

64%

of the last click supported transactions
were generated by the campaign
automatically matched 1-to-1
with user activity

SALESmanago is a great tool that not only allows us to automate the campaign but also significantly impacts increasing sales. Thanks to analytical data and segmentation, we are able to reach the customer with a specific offer at the best time for him, which has a significant impact on shortening the purchasing path. The system has a lot of functionality, is intuitive to use, and we can count on support at every stage of our cooperation.

Bartłomiej Pluciński
CEO

About

Rockmetalshop.pl is one of the oldest stores operating on the Polish Internet, selling clothing and accessories related directly to rock and metal music. Over the years of activity, they have consequently expanded their range, offering items practically unavailable anywhere else in Poland. As of today, the store offers music fans over 60,000. various types of assortment, ranging from jewelry and piercing, through clothing and footwear, books and CDs, ending with instruments and furniture.

Challenges

Maintaining brand loyalty and increasing Customer Lifetime Value

Conducting omnichannel communication (email, Web Push, website messages), allowing for the delivery of a personalized offer

Constant activation and segmentation of customers

Automation of marketing processes

SALESmanago

Implementation

Lead generation

Pop-up for anonymous contacts
with progressive segmentation

Pop-up activating contacts
unsubscribing from the newsletter

Newsletter subscription form

Automation processes

Omnichannel recovery
of an abandoned cart

Post-purchase campaign with the use
of purchase prediction

Dynamic omnichannel post-visit retargeting

Campaigns activating inactive users

On Site

Intelligent product recommendations (AI)

Dynamic pop-ups with recommendations

Conversion of anonymous
traffic on the website

Segmentation

Behavioral, transactional,
and declarative segmentation

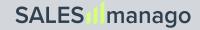Customer segmentation according
to newsletter and shopping activity

Recency, Frequency, and
Monetary segmentation

Communication with the client

Email marketing

Web push

On-site communication

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Effects

2 613%

ROI for Marketing
Automation implementation

64%

of last click supported transactions were
generated by the campaign automatically
matched 1-to-1 with user activity

541%

higher click rate and 176% higher
open rate in dynamic emails with
recommendations compared to
mass emails

3 313%

higher OR in mass mailings sent to
active segmented contact groups
compared to mailings without
segmentation

656%

higher CTR in dynamic
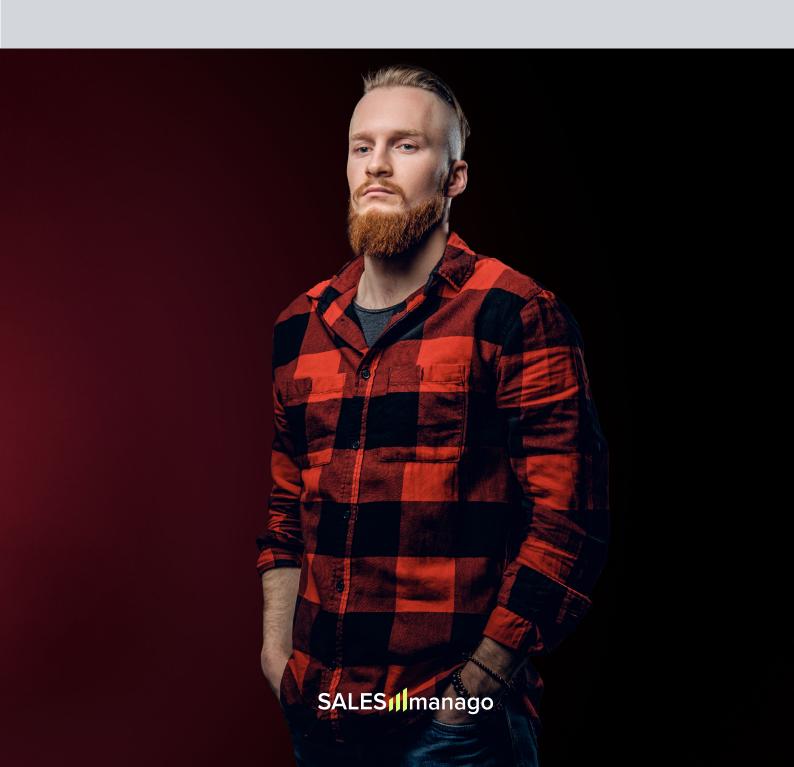emails using the customer's
purchase prediction

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Development opportunities

Implementation of Customer
Preference Center

Launching the
Loyalty Program

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