

SALES||manago

# #1 Customer Engagement platform for eCommerce

[WWW.SALESMANAGO.COM](http://WWW.SALESMANAGO.COM)



# A global leader in advanced data driven Customer Engagement

Customer Engagement Platform for impact-hungry eCommerce marketing teams who want to be lean yet powerful, trusted revenue growth partners for CEOs. SALESmanago delivers on its promise of maximizing revenue growth and improving eCommerce KPIs by leveraging three principles: Customer Intimacy, Precision Execution and Growth Intelligence.

**€22m**

ARR  
Dec-22

**350**

Employees

**2000**

Customers

**55%**

Share of revenue  
from Partners

**50**

Countries we are  
in

**Over 3000%**

company growth in  
last 5 years



## Community of 2000+ impact-hungry eCommerce teams across 50 countries



YVES ROCHER

**1200%**

increase in email marketing efficiency

**200%**

effectiveness of birthday messages



**160%**

increase in lead generation with dynamic popups

**430%**

higher OR for automated emails

new balance 

**400%**

higher OR and CTR for automated emails

**200%**

increased engagement in win-back campaign

oriflame

**162%**

increased performance of personalized emails

**30%**

higher effectiveness for targeted mass campaigns

## Community of 2000+ impact-hungry eCommerce teams across 50 countries

 T-Mobile

**57%**

OR for dynamic emails with product retargeting

**200%**

increased effectiveness of mass mailings with customer segmentation

 vodafone

**220%**

increased conversion with dynamic lead generation forms

**57%**

OR for automated emails with product recommendations

 vivos

**12%**

recovered marketing consents from the unsubscribes

**450%**

higher conversion rate for short lead forms

 RAINBOW

**1200%**

higher CTR with dynamic emails

**100%**

increase in conversion rate

# Value Proposition

[WWW.SALESMANAGO.COM](http://WWW.SALESMANAGO.COM)



## **We know what are key eCommerce Marketing Challenges today...**

**Hyper aggressive  
competition**

**Growing need  
of superior relevance  
to customers**

**Skyrocketing Customer  
Acquisition Costs**

**Being perceived  
as a cost center**

**Complexity  
of Omnichannel  
Experience**

**Increased  
dependency on IT**

## ...we are also aware of what keeps marketers awake at night

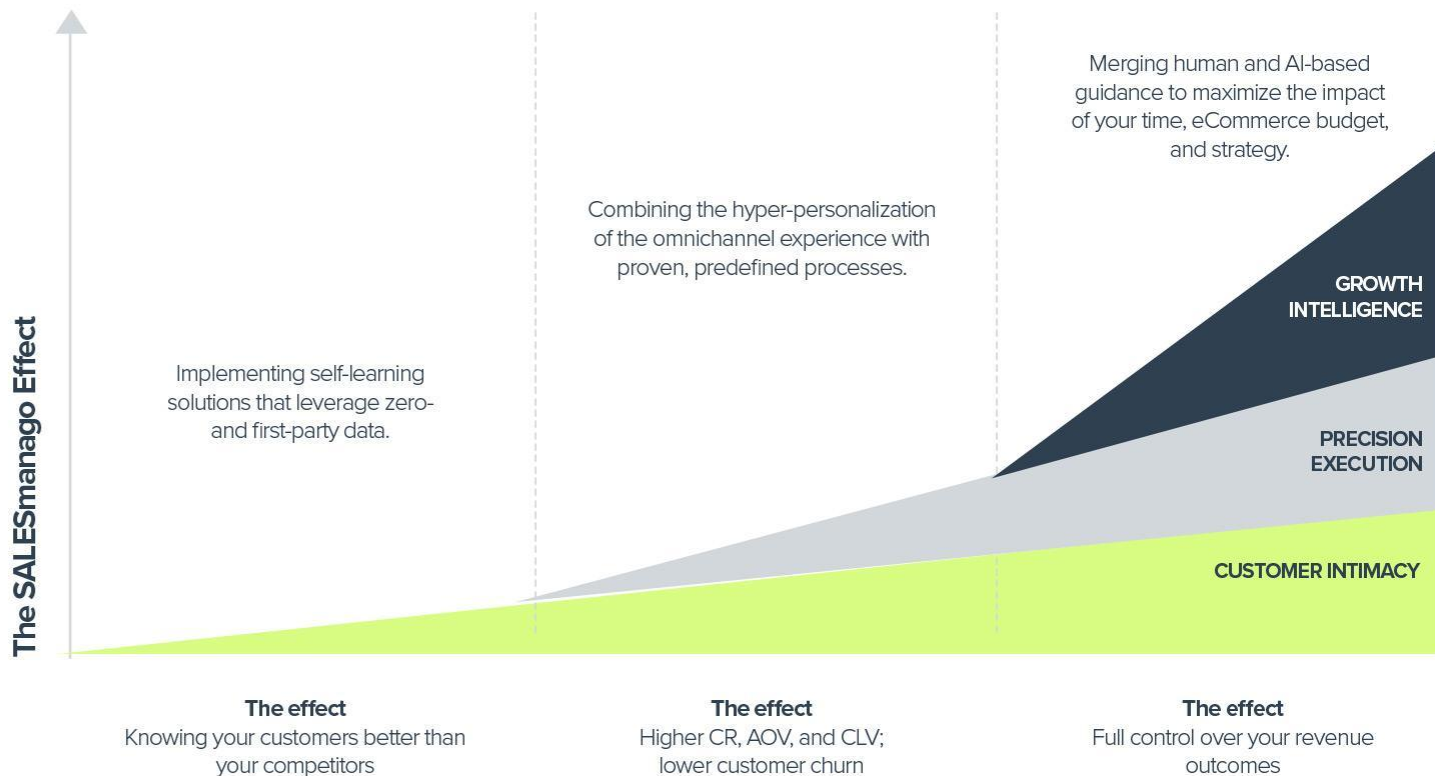
Driving omnichannel sales in eCommerce	Increasing shop conversion	Purchase process optimization	Boosting marketing effectiveness	E-commerce Customer Lifecycle Management
KPI'S	KPI'S	KPI'S	KPI'S	KPI'S
Total sales	Revenue per visit (RPV)	Shopping cart abandonment rate	Customer acquisition cost (CAC)	Customer lifetime value (CLV)
Average order value	Time on site	Product return rate	Open rate (OR)	New customer orders
Average order frequency	Conversion paths	Assigned discounts rate	Click through rate (CTR)	Returning customer orders
Conversion rate	Viewed products relationship	Discount Order Share	Return of investment (ROI)	Churn rate

# That's why we have created SALESmanago

Become CEOs trusted revenue partner

Maximize eCommerce revenue growth  
... the lean way

Know your customers better than your competition





# Customer Intimacy



## Customer Intimacy

Implementing self-learning solutions that leverage Zero- and First-Party Data.

### The effect

Know your customers better than your competition. Increased loyalty. Authentic customer relationships.

# Precision Execution



## Precision Execution

Combining hyper-personalization of the omnichannel experience with clearly predefined processes.

### The effect

Higher CR, AOV, and CLV.  
Lower customer churn.

# Growth Intelligence



## Growth Intelligence

Merging human and AI-based guidance to maximize the impact of your time, eCommerce budget and strategy without dependency on IT.

## The effect

Full control of your revenue outcomes.

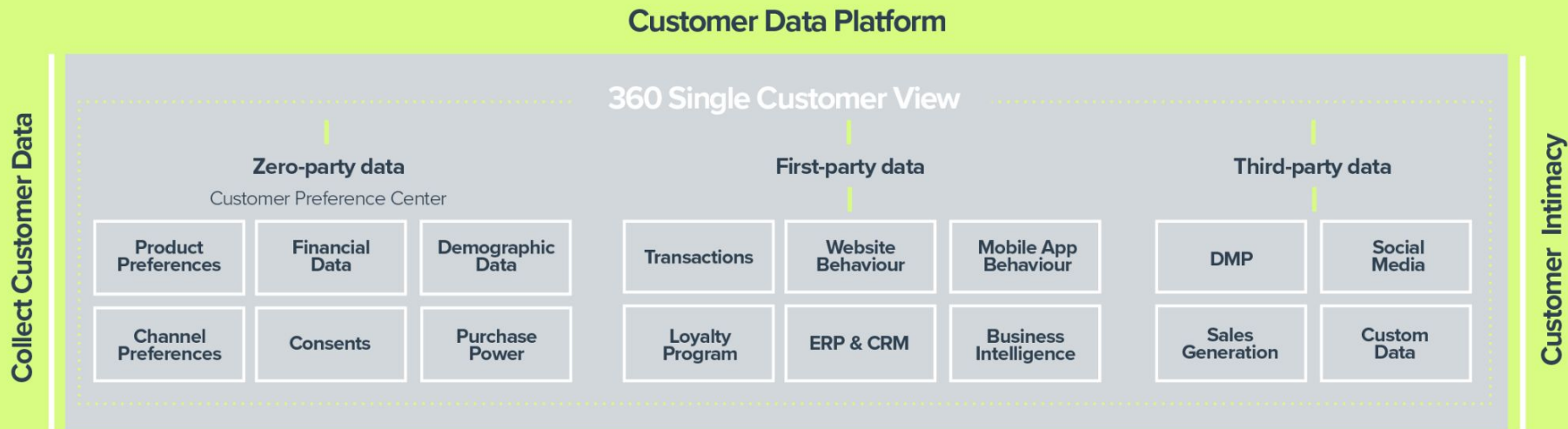
SALESmanago

# Our Platform

[WWW.SALESMANAGO.COM](http://WWW.SALESMANAGO.COM)



# Customer Engagement Platform composed of Customer Data Platform with natively built Omnichannel Execution, Analytics, Optimization Tools and Marketing Intelligence features

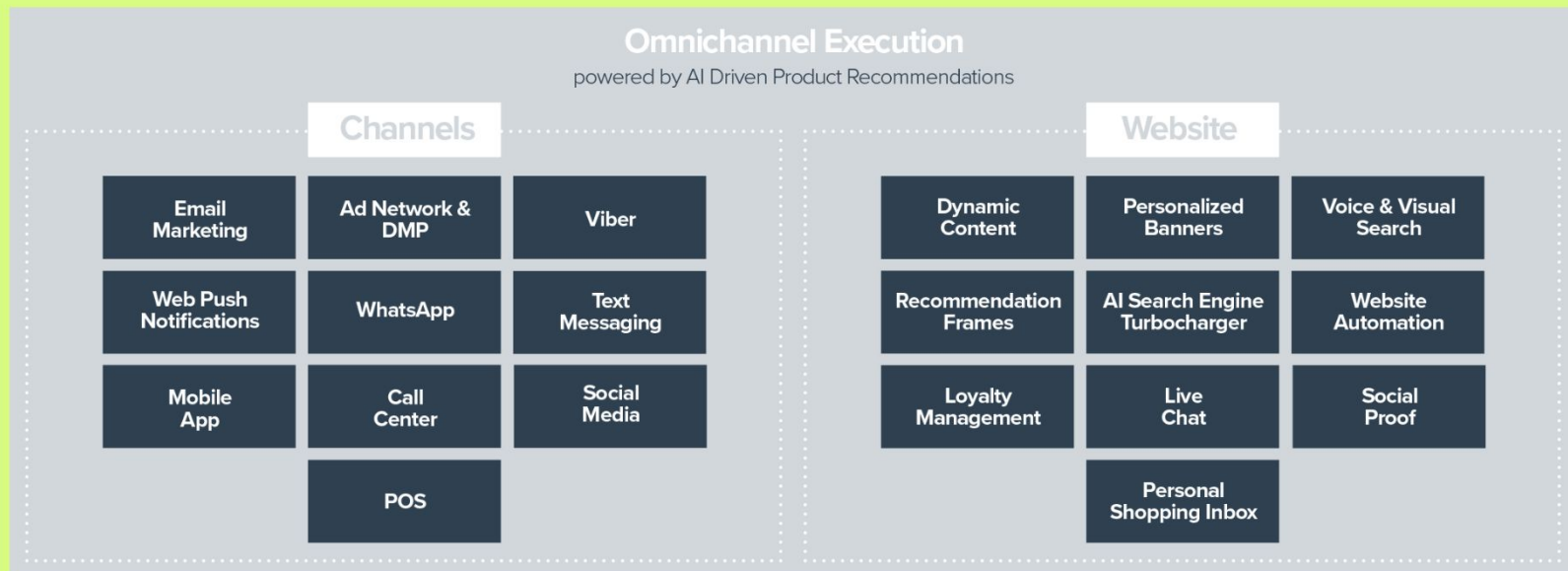


## Segmentation, Scoring & AI Predictions



# Campaign Management and Omnichannel Workflows

Deliver Superior Experience



Precision Execution

## Analytics & Optimization

Test and Optimize



Growth Intelligence

## High reliability Enterprise class solutions for handling huge amount of data and traffic

**125 M**

emails delivered  
daily

**650 M**

visits on our customers'  
websites daily

**45 000**

database transactions  
per second

**15 billions**

events processed  
monthly

**1000 IP**

**addresses**

monitored for highest  
deliverability

**350**

services &  
microservices

# Case Studies

[WWW.SALESMANAGO.COM](http://WWW.SALESMANAGO.COM)







## YVES ROCHER

Dynamic e-mails adjust the list of products individually for each customer. The message is sent automatically after the visit on the website which has not finished with a purchase.

We use different types of dynamic emails:

- product retargeting
- abandoned cart
- activation when there is no purchase for X days

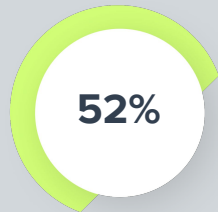
1200%

higher **OR** and **CTR** compared to mass communication

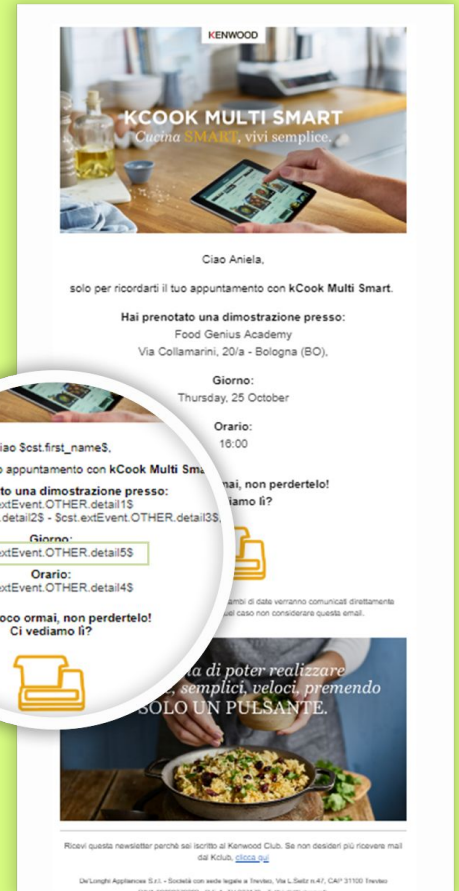


Generating leads by creating landing pages with registration for cooking workshops. Subscribers receive automatic messages informing about the course and reminding about the date of the workshop.

The process is supported by dynamic culinary recommendations depending on the selected workshops and the products viewed on the website.



average OR  
of messages sent to participants



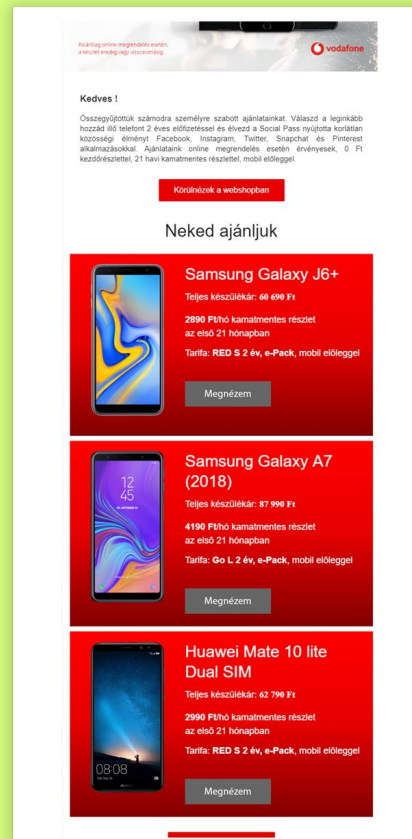


All new users added to the database receive a welcome email containing:

- general welcome information and presentation of the company's offer
- product recommendations based on the history of customer visits (device, offer, price in the case of installments)
- offer for alternative devices to the one calculated in the same offer

54%

**54% OR and 27% CTR**  
for a welcome message





We use a list of dozens of different parameters describing the profile of a consultant to target regular promotional campaigns

- segments of consultants
- purchase history
- behavioral profile
- number of loyalty points
- time since the last purchase

30%

**30% higher OR and CTR**  
compared to non-targeted  
campaigns



# Contact

info@salesmanago.com  
www.salesmanago.com

+44 20 3936 4391

