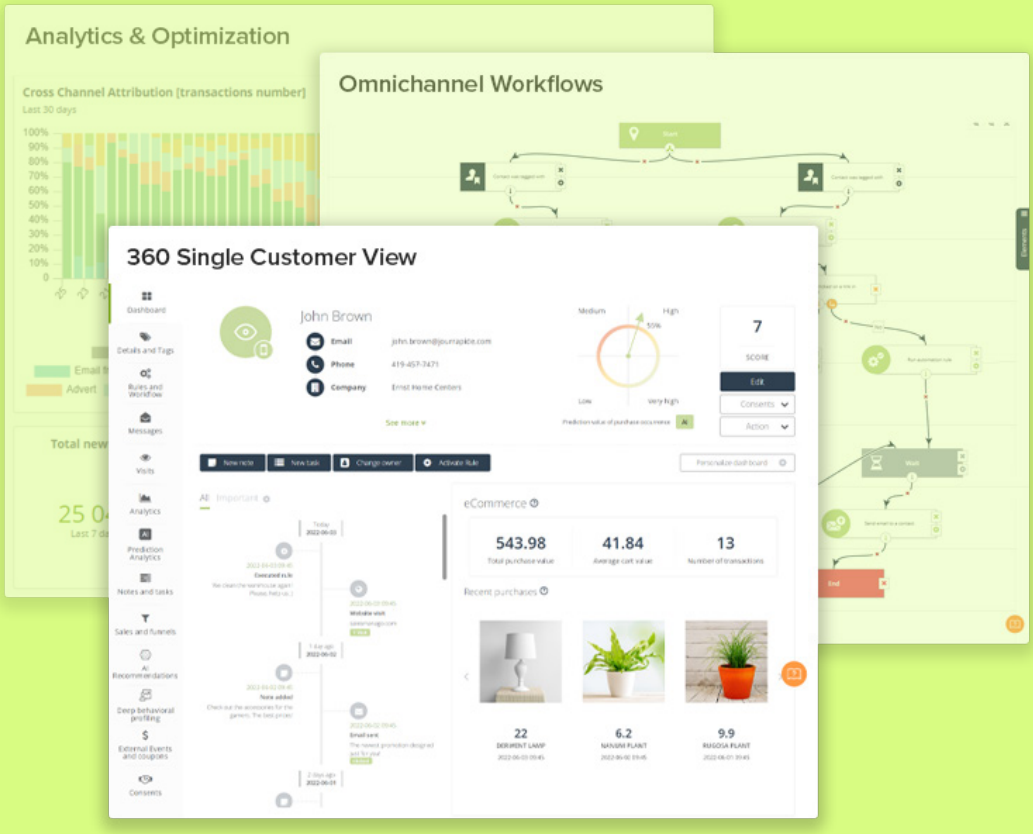
SALESmanago

Maximize eCommerce revenue growth... the lean way

Customer Intimacy | Precision Execution | Growth Intelligence



Customer Engagement Platform for impact-hungry eCommerce marketing teams who want to be lean yet powerful, and trusted revenue growth partners for CEO

Deloitte. Technology Fast50 #11 Fast 50 | EY Entrepreneur of the year | FT Financial Times #26 Fastest Growing Company | 2022 RealCDP Certified Real CDP CERTIFIED

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

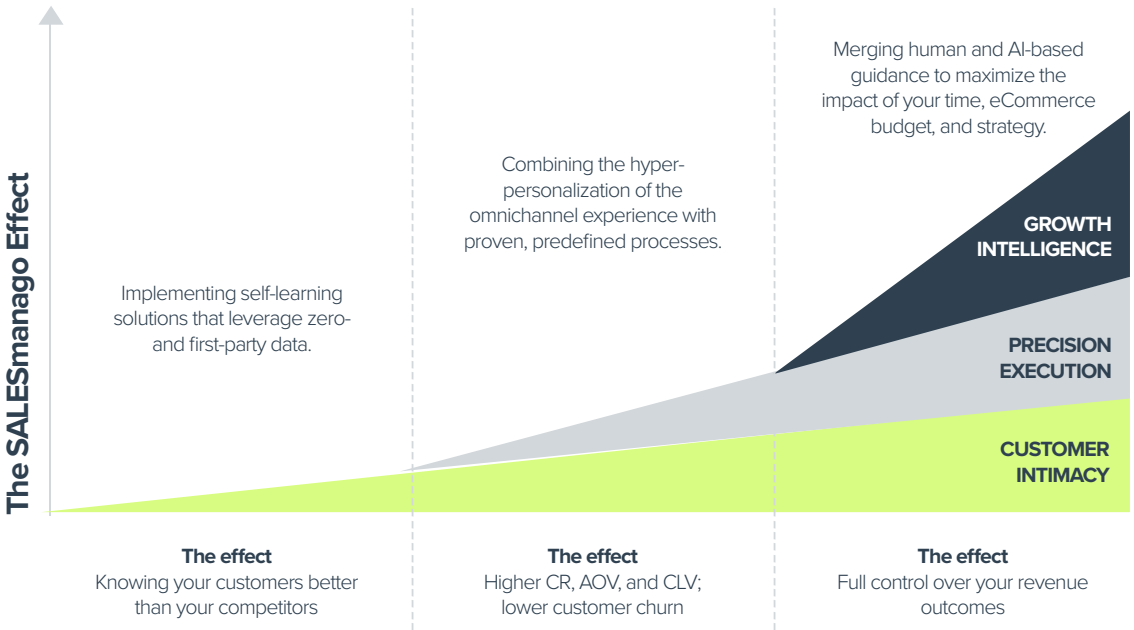
Driving omnichannel sales in eCommerce	Increasing shop conversion	Purchase process optimization	Boosting marketing effectiveness	E-commerce Customer Lifecycle Management
KPI'S	KPI'S	KPI'S	KPI'S	KPI'S
Total sales	Revenue per visit (RPV)	Shopping cart abandonment rate	Customer acquisition cost (CAC)	Customer 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



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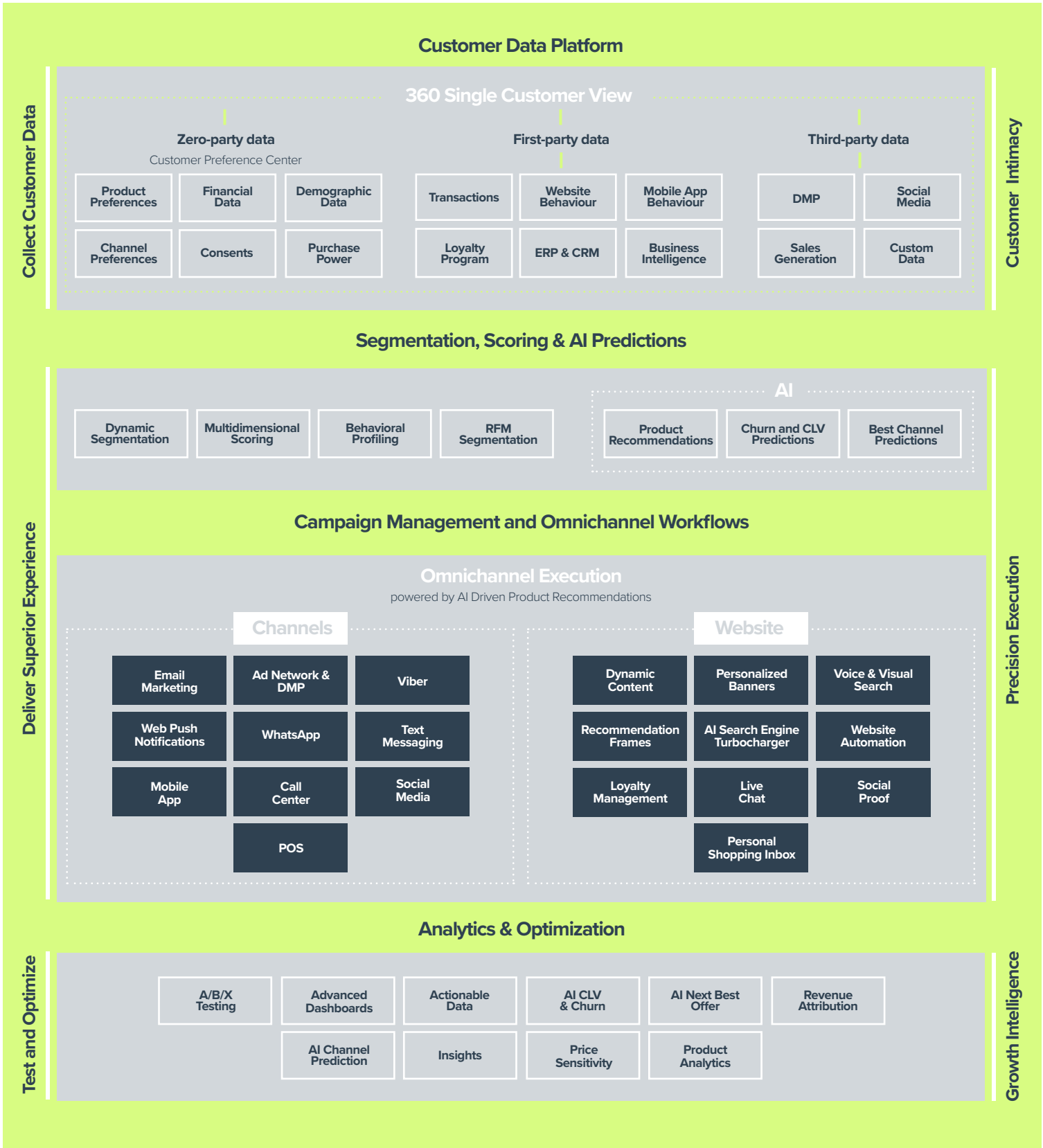
Customer Engagement Platform composed of Customer Data Platform with natively built Omnichannel Execution, Analytics, Optimization Tools and Marketing Intelligence features



SALESmanago

Unique solutions that help maximize eCommerce revenue growth ...the lean way

Join our community of 2000+ impact-hungry eCommerce teams across 50 countries

"For those who use Marketo, Hubspot or Pardot, SALESmanago is a powerful, feature rich inbound marketing automation platform".

NBC Sports

"SALESmanago account management is extremely efficient and well organized. We are happy customers with the solution".

Oriflame

"Thanks to CRM we gained deeper insight into customer behaviour. SALESmanago contributes to boost our sales in online shopping".

Yves Rocher

"Support is really great in problem solving. SALESmanago is up-to-date in innovations and is capable of adjusting for unique needs also".

Magyar Telekom

"Thanks to the SALESmanago I have managed to implement solutions that help me come closer to my customers"

Data Talks

"SALESmanago is perfect for the automation of multi-channel communication with the client, as well as using well-developed lead generation tools".

Perlas Network

SALESmanago

YVES ROCHER

1200%

increase in email marketing efficiency

200%

effectiveness of birthday messages

DeLonghi

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

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

vivus

12%

recovered marketing consents from the unsubsribes

450%

higher conversion rate for short lead forms

RAINBOW

1200%

higher CTR with dynamic emails

100%

increase in conversion rate

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