

BALAGAN

3 097%

ROI

31%

31% of transactions supported
by SALESmanago

From the day when Balagan (www.balaganstudio.com) took its first steps in marketing automation, until today, when automation has become one of our key pro-sales activities, we receive specialized support that significantly facilitates the design and implementation of new solutions and processes. Importantly, this support allows us to avoid potential mistakes and motivates us to reach for more - even if we do not have specialist knowledge in a given area.

SALESmanago has enabled us to achieve a higher level of sales by implementing a number of solutions in the field of automation and personalized marketing in our online store - starting from newsletters and including workflows, as well as by recovering baskets, and recommendation frames.

Our biggest joint project, however, was the implementation of the Loyalty Program, which was a natural continuation of our activities in the area of customer loyalty and monitoring customer behavior, which significantly allows us to improve not only our store but also the brand. Importantly, the project was difficult to implement on many levels, it required taking into account many aspects, the needs of the systems, and a creative idea for this program.

Today, more than half a year after the implementation, we can happily admit that it works as expected.

With thanks for your work,

Magda Kulesza
Managing Director



About the company

Classic shoes, handbags and accessories for everyday use, locally produced with attention to every detail. At Balagan, we believe in timeless aesthetics, commitment to quality, and attention to detail.

Our products are made of high-quality natural leather. We combine the simple elegance of Polish design with the casual, universal style of the Israeli street. This connection is reflected in the very name - Balagan - a word common to the languages of the two cities, one of the many elements connecting these seemingly distant cultures.

More on the company at: <https://balaganstudio.com/>





Challenges

Encouraging customers to come back and buy again

Increasing customer loyalty and retention

Reducing the number of abandoned carts

Support for after-sale services and products, e.g. sales of care products

Increasing the ABV by recommending upselling products

Improvement of newsletter indicators, i.e. OR and CTR

Automation of the process of displaying similar and complementary products on the recommendation page



Solutions

Newsletter campaigns, cross-selling campaign after purchase, winback campaign, loyalty program

Loyalty program, automations based on the frequency of purchases

A 3-stage abandoned cart campaign with advanced recommendations including similar and complementary products

Including in frames recommendations of care products and information on proper care in the lead nurturing campaign

Product recommendations on the cart page and in the expanding cart. Including cross and upsell recommendations in automatic emails

Sending mass campaigns based on contact activity

Creating advanced recommendation scenarios tailored to the site where the user is



Results in less than one year

3 097%

ROI

44%

44% of supported last-click transactions generated by automation processes

149%

OR increase

191%

CTR increase

31%

31% of transactions supported by SALESmanago

12%

12% last click transactions supported by SALESmanago

sales increase

Are these stats possible to measure and increase using SM? [Read more!](#)



Development opportunities

Analyzes and further development
of the loyalty program

Personalization of messages
on the website



SALES  **manago**