



4 279%

ROI for Marketing  
Automation implementation

71%

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

Thanks to SALESmanago, we started to build our own database of contacts in a professional manner, with a division that made it easier for us to manage leads. We reach an increasingly personalized group with better communication. The tool allows you to collect and edit the database online and offline. Thanks to the convenient dashboard, each employee is eager to use the solutions offered by the system.

Michał Tobiasz  
**CEO Fotoforma**



## About

Fotoforma is an authorized supplier of FOTO-VIDEO equipment, with most of the world's brands in its portfolio. The company has an online store, Fotoforma.pl, and two stationary stores in Warsaw and Wrocław.

Fotoforma | Po prostu obraz i dźwięk



# Challenges

The need to adapt the offer and the method of communication individually for each client

Maintaining brand loyalty

Conducting constant communication to an active group of recipients

Activation and segmentation of customers at every stage of the Customer Journey



# Objectives

Automation of new marketing processes and reaching users omnichannel

Making customers more loyal, increasing retention and the number of transactions made

Increasing Customer Lifetime Value

Increasing traffic and sales on the website

The use of dynamic mechanisms to target relevant offers to individual clients, at the best moment for them



# Implementation

## Lead generation

Pop-up with a discount code  
Pop-up activating opt-out contacts  
Forms and landing page

## Automation processes

Omnichannel recovery of an abandoned cart with the intelligent product recommendations  
Winback campaigns activating inactive users  
Multi-stage post-visit retargeting using AI recommendations

## On Site

Intelligent product recommendations (AI)  
Conversion of anonymous and monitored website traffic  
Live chat

## Segmentation

Behavioral, transactional, and declarative segmentation  
Recency, Frequency, and Monetary segmentation  
Customer segmentation by visits to the website and newsletter activity

## Communication with the client:

E-mail marketing  
Web Push  
On-site communication



# Effects

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an increase in the contact base  
by 35% per annum

741%

higher click rate and 175% higher  
opens rate for dynamic emails  
with 1-to-1 recommendations  
compared to mass emails

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# Development opportunities

Customer Preference  
Center implementation

Launching Personal  
Shopping Inbox

Implementation of  
Cinderella AI Visual  
Products Search



**SALES**  **manago**