



19x

ROI from SALESmanago
implementation

18,75%

of supported last-click
transactions generated
by automation processes

We increased massively the revenue generated using our SALESmanago system and made a huge impact on size and quality of the base using deep segmentation on them.

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About

Sailo is the company focused on renting the boats by their platform for their customers. Their goal is to give a chance to their clients to spend their best free time on the boat.



Challenges

Increasing the tempo of growing the base to collect more leads.

Implementing more automations to generate more revenue

Increasing the quality of the base. Quality of the base is the main reason to start using SALESmanago. Customer wanted to increase it more effectively, but with high quality contacts, with opt-in statuses





Solutions

Implementing series of Exit pop-ups regarding the destination that user was interested when was checking the Sailo platform
(final average growth quarterly on whole base - 5,5%)

Increasing revenue by following workflow campaigns:
Abandoned cart campaign / Mail after purchase campaign / Welcome mail campaign
(Driven by SALESmanago (touchpoint) sales from last 12 months generated by Automations - 73%)

Collecting the contacts by organic way from website activity and additionally convert opt-out contacts to opt-in by Google Ads campaigns and still active consent forms + periodically web push sendings
(94% contacts in the base has Opt-In status)





Results

19x

ROI from SALESmanago
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18,75%

of supported last-click transactions
generated by automation processes

20,58%

OR increase in Mass mailings
(Current quarter to previous
quarter)

10,85%

OR increase in automated mailings
(Current quarter to previous quarter)

5,85%

of transactions supported by
SALESmanago

19%

Sales increase +19% (Current quarter
to previous quarter)

Are these stats possible to measure and increase using SALESmanago?

[Read here!](#)



Development opportunities

First one is fully focused on the customer where we want to increase the retention of the clients. Collecting zero party data and implementing deep segmentation give us a chance to know Sailo clients better.

Second area is to expand using SALESmanago to an additional channel of communication - mobiles using SALESmanago Mobile to be much closer to our users and be able to meet their expectations.



SALES  **manago**