

VOBIS

12 882%

ROI for Marketing
Automation
implementation

7,2%

of SALESmango-backed
transactions came from
Personal Shopping Inbox

A great tool that gives a lot of analytical data, showing marketing funnels, accelerating sales, especially within AI CDP. It also gives us a chance to learn about consumer behavior and accelerates customer decision-making paths. Thanks to this tool, we significantly increased sales and reduced the number of abandoned baskets.

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About

Vobis is one of the oldest and most recognizable brands on the Polish market, which has been selling products from the following categories for 26 years, incl. computers, mobile devices, electronics and household appliances. It is constantly expanding its portfolio by cooperating with the largest manufacturers of the electronics industry. In 2006, one of the most technologically advanced online stores, Vobis.pl, was launched under the Vobis brand. Currently, the Vobis brand also conducts stationary sales in partner stores of the Vobis Partner network.



Challenges

Initiating and maintaining attractive omnichannel communication (email, WebPush, on-site) delivering personalized offers in optimal time

process automation and the need for implementation of the marketing automation best practices

wide array and diversity of products in conjunction with the need for personalization

activation of the clients that gone idle

maintaining brand loyalty





Solutions

Lead generation

a form and a popup
containing a discount

Automation processes

omnichannel rescue of the abandoned cart
dynamic multichannel retargeting after the visit
post-purchase gratification

On-site

AI-backed product recommendation
Personal Shopping Inbox
dynamic recommendation popups
social proof widget
anonymous traffic conversion

Segmentation

behavioral segmentation
transactional segmentation
segmentation by on-site visits
segmentation by the last purchase moment
segmentation by purchase frequency
segmentation by income

Customer communication

email mass marketing
dynamic emails
standard and dynamic WebPush notifications
on-site communication (Personal Shopping Inbox)



The Effects

12 882%

ROI for Marketing Automation implementation

over 15%

of last click-backed transactions generated by automation and workflow rules

over 21%

of transactions are SALESmango-backed

42%

year growth of contacts total number

397%

increase of opens, 701% increase of clicks in dynamic emails containing 1-to-1 matched recommendations compared do mass emails

7,2%

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Development possibilities

Loyalty Program
implementation

Google Ads
remarketing

Customer Preference Center
implementation

