

greenpoint

Case Study

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e-commerce



Greenpoint generates 10% of its total online revenues thanks to campaigns conducted with SALESmanago. Because of the email personalization and usage of dynamic and AI recommendations, it achieves over six times higher open rate and five times higher click rate comparing to standard email campaigns.

About the company

Greenpoint is a women's clothing brand created in 1992. The activity began with one store located in Cracow. Today, there are over 165 stores. Greenpoint is one of the leading fashion networks in Poland. The brand was created in the need of combining elegance, femininity, style, and comfort.



Opinion on SALESmanago

SALESmanago contributes to increasing efficiency in ecommerce. Thanks to marketing automation, we can personalize and create individual offers according to customer preferences. The system is simple to use, has a friendly and intuitive interface. The collaboration is exemplary, because of the professional service of a dedicated project manager.

Alina Czarnecka

E-commerce Specialist

Challenges

- Increasing sales through personalized dynamic emails after abandoning a cart or after visiting the website.
- Activation of inactive customers.
- Using the information about purchased products to recommend new articles that can interest the customer.
- Using AI recommendations for better tailoring the offer for every single customer.
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Solutions

Abandoned shopping carts recovery via dynamic 1-to-1 emailing

- After 1 hour of abandoning the cart, a dynamic mail is being sent with products that had interested the customer with the additional discount valid for a specified period. In addition to the products added to the cart, AI recommendations are also displayed.

Dynamic email after the visit containing AI recommendations

- Customers who visit the site but don't end up with a purchase or don't abandon the basket will receive an email with a tailored product offer. The message will display recently viewed products recommended by SALESmanago Copernicus - Machine Learning & AI. The message is also customized to the product category that the customer was most interested in during the last visit.

Customer activation through a win-back campaign

- Customers who have not visited the store's website for 30 days, receive an email encouraging them to visit again. Personalized product recommendations are presented in the email as well.

Product recommendations after purchase

- Each customer, who makes purchases will receive an email with recommendations of subsequent products that may possibly interest him or her. The message will be delivered when the customer is most likely to be active.

Sales dashboard and revenue attribution analytics

- The system allows ongoing monitoring of revenues from individual campaigns as well as tracking and thorough analysis of interactions that took place before purchase. Because of that, it is possible to optimize upcoming campaigns.

Effects

646%

higher OR dynamic 1-to-1 emails with an abandoned shopping cart compared to mass mailings

801%

higher CTR of dynamic 1-to-1 emails with abandoned cart to mass mailings

801%

higher OR of dynamic 1-to-1 emails after purchase to mass mailings

412%

higher CTR of dynamic emails after purchase compared to mass mailings

420%

higher OR of dynamic emails after a visit compared to mass mailings

353%

higher CTR of dynamic emails after a visit compared to mass mailings

10%

of total online revenue is generated thanks to campaigns conducted with SALESmanago

Development opportunities

- The use of additional communication channels, i.e. web push in the paths of an abandoned cart, after a visit.
- Activation of birthday emails for customers.
- Acquiring new leads through dynamic pop-ups.
- Introduction of dedicated recommendation frames suggesting products that the customer may be interested in.
- Using prediction analytics - a panel that allows you to predict customer value, time of purchase, or loss of a customer. The panel also indicates the most accurate communication channel for the individual customer.