



2947%

The Return on Investment
(ROI) on SALESmanago
implementation

1265%

Click-Through Rate
(CTR) for automated emails
compared to mass emails

Salesmanago is a reliable marketing company whose tools and services are invaluable to our business. They enable us to effectively manage our campaigns, personalise our customer communications and achieve better sales results. Their platform is intuitive and easy to use, and the Salesmanago team's professional support is always available, responding to our needs. We are pleased with the results we are achieving by working with Salesmanago.

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About

Pitbull West Coast emerges as a distinctive clothing brand rooted in the vibrant culture of California. Drawing inspiration from the dynamic blend of street culture and combat sports, the brand stands out for its fusion of style, quality, and comfort. The collections, pulsating with energy, showcase sportswear and streetwear that seamlessly transition from training sessions to everyday wear. Meticulous craftsmanship and a keen eye for detail characterize Pitbull West Coast, offering not just style but durability and functionality. Tailored cuts, premium materials, and iconic designs define each piece, providing individuals with an avenue to express their individuality and passion for sport.

[Visit Pitbull West Coast](#)



Challenges

Opting for SALESmanago stemmed from the limitations of the previous system, unable to offer the broad spectrum of capabilities Pitbull West Coast sought. Key functionalities crucial to the brand included:

Chat Bot

Aggregation of data from 5 aliases into one system

Recommendation frames in automatic emails and on the website front-end

Simplicity in creating automation rules and workflows

Implementation of a Loyalty program

Utilization of AI in the marketing communication process



Pitbull West Coast faced marketing challenges, transitioning from a previous system, necessitating advanced functionalities



SALESmanago



Solutions

Addressing Pitbull West Coast's marketing challenges was a multifaceted endeavor, with SALESmanago implementing a comprehensive suite of solutions to enhance their capabilities:

Chat Bot Integration:

The introduction of a Chat Bot empowered Pitbull West Coast to engage with customers in real-time, providing instant assistance and fostering a more interactive online experience.

Data Aggregation:

SALESmanago facilitated the seamless aggregation of data from 5 aliases into a unified system, offering a consolidated view of customer information for more informed decision-making.

Recommendation Frames:

Personalizing the customer journey, SALESmanago incorporated recommendation frames in automatic emails and on the front end of the website, delivering tailored suggestions to enhance the shopping experience.

Workflow Module Enhancement:

The Workflow module underwent a comprehensive refresh, ensuring a more user-friendly and efficient process for creating automation rules. This enhancement streamlined campaign management, allowing for greater flexibility and responsiveness.

Loyalty Program Implementation:

Recognizing the importance of customer loyalty, SALESmanago enabled Pitbull West Coast to create and manage a loyalty program seamlessly within the system. This not only incentivized repeat purchases but also strengthened the bond between the brand and its customers.



Solutions

AI-Driven Personalizations:

Leveraging the power of artificial intelligence, SALESmanago introduced AI scenarios for product personalizations, ensuring that each customer interaction was tailored to their preferences, thereby enhancing engagement and satisfaction.

Multi-Channel Marketing:

Pitbull West Coast embraced highly personalized marketing communications across two key channels—Email Marketing and Web Push. This approach ensured a consistent and targeted messaging strategy, reaching customers wherever they preferred to engage.

Pitbull West Coast needed a comprehensive and integrated marketing solution from SALESmanago, encompassing advanced functionalities that enhanced customer engagement, streamlined workflows, and personalized communications to address their diverse challenges and drive notable business success.





Results

In the wake of these strategic solutions, Pitbull West Coast reaped a harvest of success, with notable achievements and impressive metrics:

10%

of all transactions originated from SALESmanago (last click), showcasing the platform's influence on the brand's revenue stream.

3%

Acquiring 3% of the total contact base in the last quarter demonstrated the sustained growth and expansion of Pitbull West Coast's customer reach.

79%

A significant 79% of the contact base comprises individuals who made a purchase, indicating the effectiveness of personalized and targeted communications.

1265%

The Click-Through Rate (CTR) for automated emails was an impressive 1265% higher compared to mass emails, showcasing the power of tailored content.

337%

The Open Rate (OR) for automated mails was 337% higher than mass mailings, highlighting the engagement levels achieved through personalized communication.

109%

The Average Order Value (AOV) of transactions gained through SALESmanago (last click) reached an outstanding 109% of the AOV of all transactions, underscoring the platform's impact on transaction value.

8%

The collaboration with the Custom Design department resulted in 8% of last-click sales generated through dynamic emails, emphasizing the value of customized and visually appealing content.

2947%

The Return on Investment (ROI) on SALESmanago reached a remarkable 2947%, affirming the platform's contribution to the brand's overall business success.



Opportunities for Further Development

Building on their current success, Pitbull West Coast's partnership with SALESmanago opens the door to potential avenues for growth and innovation. SALESmanago envisions the following opportunities that, if given the green light by Pitbull West Coast, could further enhance the brand's presence and elevate the overall customer experience.

Exploration of Mobile Marketing and SMS Communication:

A potential opportunity lies in diversifying communication channels through the initiation of marketing messages via mobile marketing and SMS. Recognizing the evolving landscape of consumer preferences, this strategy, if approved, would ensure a broader reach and more personalized interactions, aligning with the brand's commitment to staying at the forefront of industry trends.

Implementation of the Customer Preference Center Module:

SALESmanago sees the potential for Pitbull West Coast to harness the Customer Preference Center module for zero-party data collection. If embraced, this approach would empower customers to willingly share their preferences, deepening the brand's understanding of individual tastes and paving the way for more personalized and targeted marketing strategies.

Activation of the Personal Shopping Inbox:

SALESmanago envisions the activation of the Personal Shopping Inbox as a forward-thinking step for Pitbull West Coast. If greenlit, this feature promises to enhance the shopping experience by providing a dedicated space for personalized recommendations, exclusive offers, and tailored content, thereby solidifying customer loyalty.



RFM Segmentation for Enhanced Contact Management:

SALESmanago recommends leveraging RFM segmentation for a more refined and optimized contact management strategy. If approved, this data-driven segmentation approach would provide a nuanced understanding of customer behavior, enabling Pitbull West Coast to tailor communications based on recency, frequency, and monetary value, ultimately enhancing customer engagement and satisfaction.

SALESmanago envisions these potential development opportunities as a strategic roadmap for Pitbull West Coast's future growth.

If embraced, these initiatives have the potential to further solidify the brand's position as a trendsetter in the fashion industry while continuing to meet the evolving needs and expectations of their customer base.



SALES  **manago**