

SAVICKI

11 754%

11 754% ROI for Marketing
Automation implementation

45%

transactions supported
by SALESmanago account
for over 45%

Content personalization and advanced audience segmentation are something that our e-mail marketing has been missing so far. Today we know, that thanks to SALESmanago, we can conduct efficient and effective mailing and implement effective solutions that help us build strong relationships with customers by directing them to a tailored offer in a sensitive industry, which is online jewelry sales.

Radosław Gołębski
Member of the Board



About

Over the last 5 years, SAVICKI has built the position of the eCommerce leader in the Wedding & Engagement segment in Poland, and today it also offers its products on six foreign markets - in Germany, the Czech Republic, Slovakia, Hungary, Bulgaria, and Romania. The SAVICKI brand also means over 45 years of family jewelry tradition. Since 1976, we accompany our clients in the most important moments of their lives - celebrating love confessions and wedding vows together.



Challenges

Activation and segmentation of customers at every stage of the buyer's journey

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

Conducting omnichannel communication that is attractive to the recipient (e-mail, webpush, text messages, website messages), allowing for the delivery of a personalized offer at the optimal time



Objectives

Maintaining brand loyalty and increasing retention

Increasing the Customer Lifetime Value

Automation of new marketing processes and reaching users through multiple channels



Implementation

Onsite

Intelligent product recommendations (AI)
Conversion of anonymous traffic on the site

Communication with the client

E-mail marketing
Web Push
Mobile marketing
On-site communication

Automation processes

Omnichannel recovery of an abandoned cart
Retention campaigns
Dynamic multichannel dropped session recovery
User activation campaigns

Segmentation

Behavioral, transactional, declarative, and geographic segmentation
Customer segmentation by visits to the website and purchasing activity

Lead generation

Pop-up with a rebate code and progressive segmentation



Effects

11 754%

11 754% ROI for Marketing Automation implementation

41%

41% of last-click supported transactions were generated by automatic campaigns matched 1-to-1 with user activity

45%

Transactions supported by SALESmanago account for over 45%

622%

622% higher click rate and 206% higher open rate for dynamic emails with 1-to-1 recommendations compared to mass emails

23%

An increase in the contact base by 23% per annum



Development opportunities

Customer Preference
Center implementation

Implementation of Cinderella
AI Visual Products Search

Launching the
Loyalty Program



SALES  **manago**