

The winning formula

16 unique implementations of Customer Engagement Platform

The image displays three overlapping screenshots of the Salesmanago platform interface. The top-left screenshot, titled 'Analytics & Optimization', shows a 'Total sales: Cross Channel Attribution' bar chart with a 'Comparison: Total sales (new)' of 0.64% and a 'Last 7 days' period. The top-right screenshot, titled 'Omnichannel Workflows', shows a complex flowchart with various nodes and arrows representing customer journeys. The bottom-center screenshot, titled '360 Single Customer View', provides a detailed profile for 'John Brown' (john.brown@ourapple.com, 419-457-2471, Email Home Centers). It includes a 'Score' of 351, a 'Predicted value of purchase amount' gauge, and an 'eCommerce' section with metrics: Total purchase value (543.98), Average unit value (41.84), and Number of transactions (13). Below these are 'Recent purchases' for 'DEWEY LAMP', 'MARIAN PLANT', and 'ROCKA PLANT'. A left sidebar lists navigation options like Dashboard, Details and Tags, Rules and Workflow, Messages, Visits, Analytics, Predictions, Notes and tasks, Sales and funnels, Recommendations, Deep personalization, External feeds and exports, Contacts, and Company.



Customer Engagement Platform takes your marketing communications to the next level

- Marketing Automation is nowadays a standard and must-have for most companies operating online.
- Many understands that in order to properly fuel their personalization and automated journeys, they need a Customer Data Platform to unify the customer data and integrate it across different marketing tools they use.
- SALESmanago combines Marketing Automation and Customer Data Platform to deliver a winning formula that helps over 2500 customers to grow their business.
- We present 16 success stories of our customers to show how easily you can tailor solutions to fit your business.

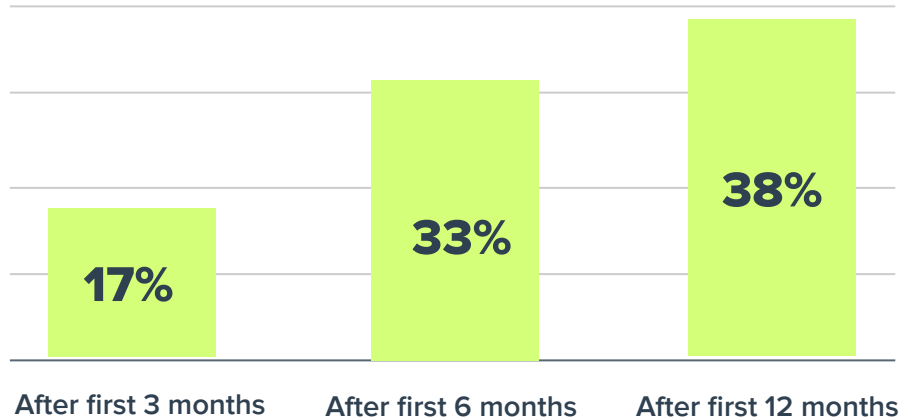


Customer Engagement Platform - a platform that enables an enterprise to capture and unify customer data from multiple sources and view the customer journeys holistically. A CEP interprets, as well as intelligently and proactively orchestrates, personalized and relevant content, offers, or responses regardless of channel or device. A CEP also allows an enterprise to continuously analyze, learn, and amend how it engages to continually enhance the customer's experience.

Omnia

Customer Engagement Platform transforms your marketing. We have a proven track record of growing the revenue of our customers...

Average revenue growth



After first 3 months

After first 6 months

After first 12 months

Best time-to-value

Sky-high
development and
optimization
possibilities

Scalability

20x
ROI

after just 12
months*

25%

growth of the
customer database
within 12 months*

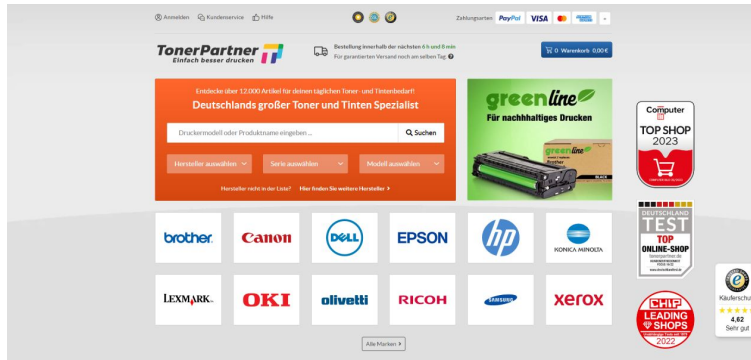
TonerPartner

Germany, Category: Electronics

Customer Database: 4 million

About the company:

Toner Partner GmbH is a leading provider of high-quality printer consumables and office supplies based in Germany. With a commitment to delivering excellent customer service and a wide range of products, Toner Partner GmbH has established itself as a trusted partner for businesses of all sizes.



www.tonerpartner.de

What makes it special with SALESmanago

- Toner Partner partnered with SALESmanago to enhance their approach towards their over 4 million customer database.
- The company provides a personal touch to help customers choose the best possible products for their needs and ensure their return.
- Each device used by their customers is now compatible with a set of supplementary products, including inks and toners
- Toner Partner successfully launched their own brand of supplementary products and recommended them to their customers, prioritizing their own brand due to higher profitability.
- By integrating customer data with communication channels in a single platform, Toner Partner is now able to communicate more effectively with their customers.
- As a result, Toner Partner has seen a significant increase in customer engagement and loyalty and by leveraging automation processes, such as welcome, conversion, reminder, winback flows, Toner Partner achieved increased conversions, customer satisfaction, and set themselves apart from competitors in the industry.
- The company's revenue has also increased due to the successful launch of their own brand of supplementary products.
- Toner Partner is a leading player in the printer and consumables market, thanks to their personalized approach.

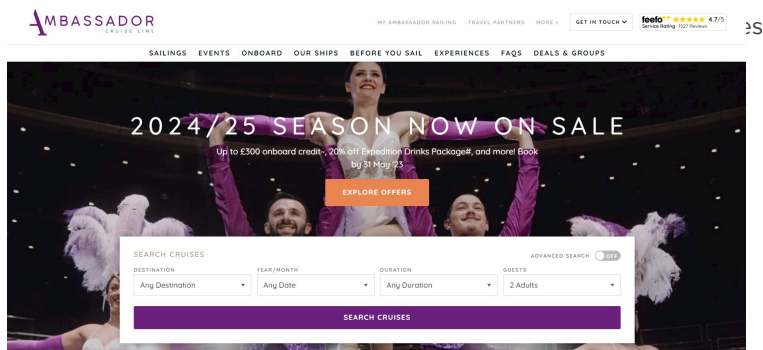


United Kingdom, Category: Travel

Customer Database: 110k

About the company:

Ambassador Cruise Lines is a luxury cruise company that offers unique and memorable experiences to its passengers. With a focus on traditional British cruising and exceptional customer service, Ambassador Cruise Lines provides a premium holiday experience for guests. The company's ships are designed to offer a relaxed and



www.ambassadorcruiseline.com

What makes it special with SALESmanago

- Ambassador prides itself on providing a premium customer experience. To take their marketing efforts to the next level and provide an even better experience for their customers, Ambassador Cruise Lines partnered with SALESmanago to provide a seamless customer journey.
- They are able to guide the customer from sign up to providing recommendations, tips, reminders and upsell opportunities in the time up to the sailing, simultaneously nurturing their customers and creating additional revenue channels.
- By utilizing SALESmanago's omnichannel capabilities, Ambassador Cruise Lines was able to reach customers through multiple channels, including email, social media, and SMS. This resulted in more personalized messaging and improved customer engagement.
- Ambassador Cruise Lines leveraged the SALESmanago platform to build a unified center of excellence/truth for their data sources, ensuring accurate and consistent customer data across all touchpoints.



Netherlands, Category: Beauty

Database size: 90k

About the company:

AMARLA is one of the biggest boutique retailers operating in the EMEA countries. The company offers an individualized approach to each client combined with their retail experience. They have gained extensive experience through cooperation with Victoria's Secret and Bath & Body Works, celebrating successes together.



www.amarla.com

What makes it special with SALESmanago

- AMARLA connects with its customers through personalized communication and an unconventional approach to Bath & Body Works brand in the Dutch, Greek, and Austrian markets.
- Implementing the SALESmanago system was a significant milestone for AMARLA, as it enabled regular communication with customers through various channels.
- By utilizing an extensive Welcome campaign, AMARLA was able to boost sales and engage new leads, familiarizing them with the company's offers and brand.
- AMARLA creates a verified and segmented database using SALESmanago, which enables communication with users at the highest level and facilitates the customization of content to suit their preferences.
- The use of SALESmanago enables the company to collect and store all possible contact data in one location, streamlining the process of building advanced campaigns.
- Through a jointly developed strategy and assistance, AMARLA is able to achieve its business goals more efficiently.

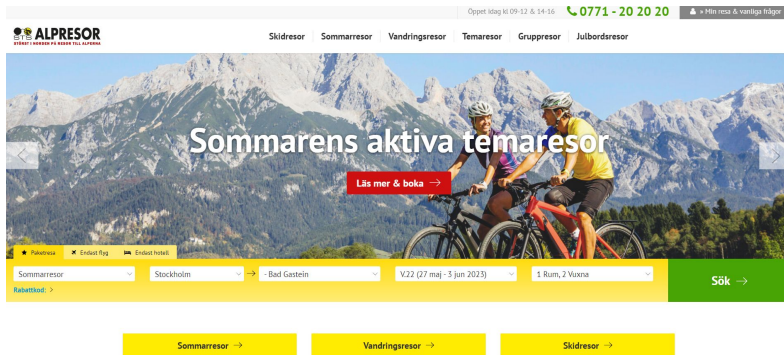


Sweden, Category: Travel

Database size: 100k

About the company:

STS Alpresor is the largest organizer of trips to the Alps in Scandinavia, providing trips to Austria, Italy, France, and the USA. Additionally, it offers accommodations at many renowned hotels in the Alps. The company is known for providing high-quality services, the ability to customize travel arrangements, and years of experience. STS Alpresor offers comprehensive care to its customers, providing not only travel and accommodations but also ensuring their rest, safety, and access to various attractions.



www.alpresor.se

SALESmanago

What makes it special with SALESmanago

- By utilizing SALESmanago, the company can conduct multi-channel segmentation of contacts and store data in a centralized location.
- STS Alpresor uses the platform to direct content to various user groups without the need for external tools,
- STS Alpresor has enhanced its user experience by customizing pop-ups displayed on its website and collecting zero-party data.
- By reacting to user behavior on the site, the company builds its relationship with users and caters to their interests.
- Establishing multi-channel communication, including social media and advertising, is a crucial aspect for the company to build and maintain long-term relationships with its customers.
- STS Alpresor uses Workflow communication to automatically send emails in response to user behavior, maximizing the efficiency of its mailing campaigns.
- SALESmanago has enabled the company to store large amounts of data necessary for its mass campaigns.



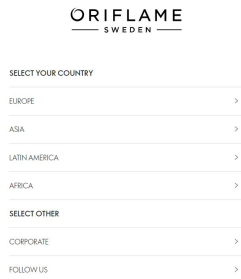
Sweden, Category: Beauty

Database size: 2,8 million

About the company:

Oriflame is a Swedish direct-selling company that specializes in selling beauty and skincare products.

Oriflame operates in over 60 countries worldwide and has a network of more than three million independent consultants who sell its products directly to consumers. The company's product line includes skincare, makeup, fragrances, and personal care items, and it is known for using natural ingredients in its products.



www.oriflame.com

SALES||manago

What makes it special with SALESmanago

- SALESmanago platform provides Oriflame consultants with access to personalized offers among thousands of products. This enables them to easily reach their customers with the right line of cosmetics, complementary products, or specific brands.
- SALESmanago supports Oriflame consultants by providing them with communication tools, regular training, and information about the best prices. By utilizing these tools, such as sending newsletters or text messages, Oriflame consultants can increase their profits, which contributes to the overall development of the company.
- New consultants are automatically enrolled in the Welcome campaign, which aims to promote Oriflame. This multi-stage campaign helps to connect the consultant with the brand by offering access to gifts and unique discounts for achieving sales goals successively.



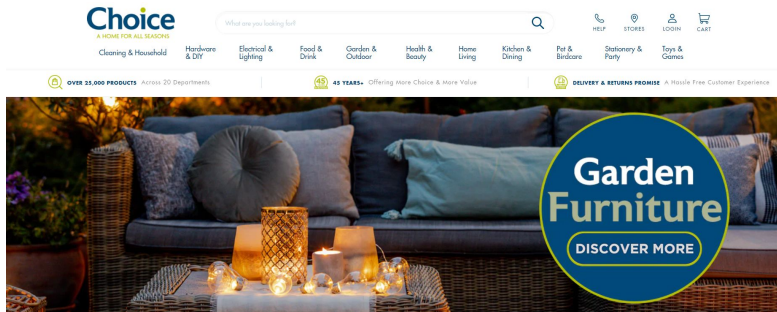
United Kingdom, Category: Home & Garden

Customer Database: 30k

About the company:

Choice is a family-owned business from Ireland that has been operating in the market for over 45 years, providing the best prices on household and seasonal items. They offer a large range of products in-store, with over 25,000 items available across 20 departments in their shops.

Choice provides unbeatable deals on seasonal items, DIY equipment, leisure products, household supplies, hardware, kitchen tools, electrical goods, furniture, gifts and home decor, health and beauty items, confectionery, pet care supplies, toys, stationery, and much more.



www.choicestores.ie

What makes it special with SALESmanago

- SALESmanago enables Choice to collect and store all relevant data of their customers in one centralized location. By streamlining the process of building a comprehensive 360-degree profile, Choice can gain deeper insights into their customers' behaviors, preferences, and needs, allowing them to deliver personalized experiences and targeted marketing campaigns.
- Choice uses SALESmanago to verify and segment their database, which enables them to communicate with customers more effectively and deliver personalized content that resonates with their interests and preferences. They can easily target specific segments of their audience, track engagement and behavior, and optimize marketing efforts to drive better results.
- Thanks to the SALESmanago Customer Data Platform, Choice can share valuable information, such as new products or services, as well as send out personalized offers and promotions relevant to each customer's interests and needs, increasing the likelihood of conversions and customer loyalty.
- The welcome campaign and abandoned cart campaign help increase sales and boost customer loyalty by providing personalized greetings and tailored offers.

GIGANTISCH bv

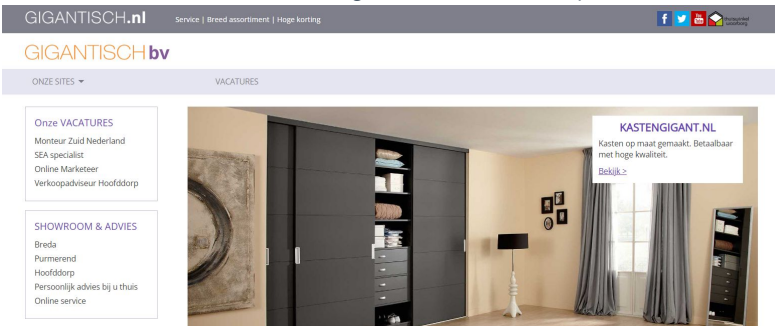
Netherlands, Category: Home & Garden

Customer Database: 120k

About the company:

Gigantisch is a Dutch company that specializes in providing cabinets, doors, windows, and kitchen renovations.

The company was founded in 2004, and since then, a team of 35 professionals has been working enthusiastically on the Gigantisch concept. Customers can use the handy configurators available on their website, and they can also visit any of their three spacious showrooms located in Breda, Purmerend, and Hoofddorp. In addition to serving customers in the Netherlands, Gigantisch also sells its products in



www.gigantisch.nl

What makes it special with SALESmanago

- Gigantisch uses SALESmanago to store all customer data in one place and conduct multi-channel customer segmentation. This enables the company to collect and analyze data from all five stores, providing valuable insights into customer behavior and needs.
- The company can improve the user experience by customizing pop-ups and collecting zero-party data with SALESmanago. This allows them to offer tailored promotions that drive conversions and build long-term relationships.
- The Workflow automation tool helps to create personalized and targeted email campaigns based on user behavior that drive engagement and maximize ROI. Gigantisch also informs customers of their loyalty program points, incentivizing repeat purchases and building brand loyalty.
- The SALESmanago platform is used for data collection and contacts segmentation in order to build comprehensive 360-degree profiles of customers, what enables the company to run both mass campaigns and highly targeted ones.



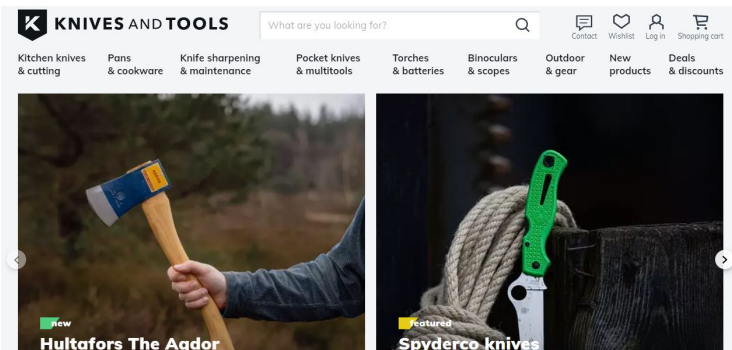
Netherlands, Category: Home & Garden

Customer Database: 420k

About the company:

Knivesandtools is an online shop specializing in kitchen knives, pocket knives, torches, and binoculars. With a focus on quality products and exceptional service, a team of enthusiastic individuals ships beautiful products to customers worldwide.

Founded in 1999, Knivesandtools is part of the Kato Group BV from Apeldoorn and has a strong international presence in the UK, Ireland, Belgium, the Netherlands, France, Spain, Italy, Germany, and Austria.



www.knivesandtools.com

SALESmanago

What makes it special with SALESmanago

- Thanks to SALESmanago platform, Knivesandtools can efficiently manage sales across 11 different markets while ensuring the delivery of accurate information to recipients.
- By utilizing SALESmanago's omnichannel capabilities, Knivesandtools can engage customers with personalized messages delivered through multiple channels such as email and social media, resulting in improved customer engagement.
- Knivesandtools partners with SALESmanago to provide customers a seamless journey. With the help of the platform, they guide customers from registration to delivery, providing recommendations, tips, and reminders, while educating them and creating additional revenue channels.

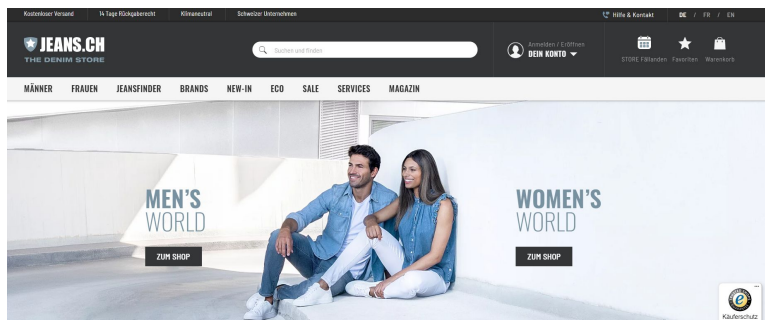


Switzerland, Category: Fashion

Customer database: 350k

About the company:

The Jeans.ch online store was founded in 2014 by a team with a 20-years sales experience. The goal of Jeans.ch is to become the ultimate jeans sales portal in Switzerland. Jeans.ch operates both online and in a physical location, offering a variety of products from various manufacturers. Customers can easily browse and select from a wide variety of clothes thanks to advanced filtering options. In addition, high-quality photos, videos on how to fit jeans, and an information blog are provided to enhance the shopping experience.



www.jeans.ch



What makes it special with SALESmanago

- The implementation of Personal Shopping Inbox has simplified the process of choosing jeans for e-commerce visitors. This feature allows e-commerce visitors to access recommended promotions with just one click, using data analytics to provide personalized recommendations based on their last viewed products. By leveraging this technology, SALESmanago enhanced the shopping experience and increased the engagement.
- SALESmanago uses advanced abandoned cart recovery strategies, including e-mail marketing and web push notifications, to remind customers of items left in their shopping cart and encourage them to complete their purchase. Using multiple channels increases the likelihood that customers will see the reminder and return to complete their purchase.
- The good relationship with customers has been fostered through the implementation of the birthday campaign. By acknowledging a customer's birthday and offering them a special promotion, Jeans.ch aims to create a sense of appreciation and increase customer loyalty.
- The use of Customer Engagement Platform has been highly beneficial for Jeans.ch in terms of customer retention. To achieve this, SALESmanago sends a personalized thank you email after a successful purchase of a pair of jeans. The email includes the customer's name and dynamic product recommendations based on their purchase history and preferences. By providing tailored recommendations, SALESmanago motivates the customer to make another purchase and thus, increases their lifetime value.



United Kingdom, Category: Beauty

Customer database: 190k

About the company:

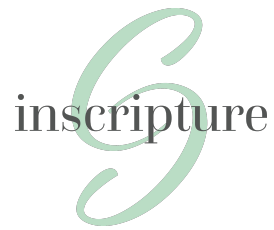
Killer Ink Tattoo was founded in 2008 with the aim of providing tattoo artists with the best tattoo equipment and supplies at competitive prices. Since then, Killer Ink Tattoo has continued to grow, constantly expanding its range of top-quality tattoo supplies and equipment to serve tattoo artists across Europe and beyond.



www.killerinktattoo.co.uk

What makes it special with SALESmanago

- SALESmanago helps establish a relationship with new subscribers through a welcome email flow, which is a series of automated emails sent to new subscribers after signing up for a newsletter. This implementation allows customers to learn about the Killer Ink brand and understand that a newsletter not only includes product promotions, but also valuable content to help them improve their skills.
- By implementing abandoned cart recovery globally, Killer Ink has increased customer retention rates. The SALESmanago Customer Engagement Platform tracks when a customer abandons their cart and sends them a reminder email about free delivery, which increases the chances of the customer returning to complete their purchase.
- Killer Ink can stay in touch with customers who were interested in their products, but did not add anything to their cart. Using a dynamic email, the system sends a personalized recommendation for a related product based on the customer's previous visits to the website. This results in increasing customer engagement and ultimately drive more sales.
- Killer Ink has successfully established a comprehensive communication channel with its customers. This includes a confirmation email upon subscription and ongoing communication through various channels until the completion of a purchase, resulting in a more engaged and satisfied customer base.



United Kingdom, Category: Jewelry

Customer Database: 105k

About the company:

Inscripture is the UK's first and leading handwriting engraving specialist that offers a wide range of memorial jewelry. This family-run business was established in 2016 and aims to provide exceptional quality items at affordable prices with a personal customer experience. They offer unique and innovative storytelling pieces for both adults and children that reflect one's personality. Inscripture has created over 110,000 pieces of memorial jewelry to keep loved ones close, even when they can't be physically present.



www.inscripture.com

SALESmanago

What makes it special with SALESmanago

- Thanks to personalized omnichannel communication, Inscripture is able to target diverse audiences. The great importance is placed on communication based on customer's purchase activities, including the types of jewellery they purchase, the occasions on which they make a purchase (such as Mother's Day, etc.), and their purchase frequency.
- Through various automated campaigns powered by SALESmanago, Inscripture is able to improve its most important ecommerce marketing KPIs like ROI and AOV.
- Retargeting campaigns are also crucial in Inscripture's marketing strategy, e.g winbacks after website visits and after purchase. Personalized content in these campaigns helps Inscripture make all of their customers feel valued and special. This represents a critical factor in achieving satisfactory customer retention.
- The intelligent usage of Lead Generation modules and website widgets helps the company to grow its customer database and to increase customer loyalty.

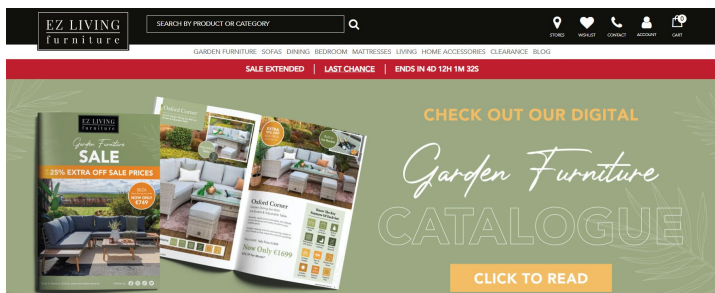


Ireland, Category: Home & Garden

Customer database: 63k

About the company:

EZ Living Furniture, founded by the Dilleen family in Galway in 1998, is a well-known retail brand in Ireland with 17 stores and an expanding e-commerce website. They offer high-quality furniture with exceptional customer service and support local clubs and charities. By sourcing directly from manufacturers, they ensure the highest level of quality. Customer satisfaction is their top priority, and the knowledgeable staff is always available to provide advice.



<https://www.ezlivingfurniture.ie>

What makes it special with SALESmanago

- In effectively targeting an anonymous audience, the use of a highly developed Web Push channel has enabled EZ Living Furniture to reach individuals interested in their furniture, thereby converting prospective website visitors into paying customers.
- With the assistance of SALESmanago, the company has been able to achieve key ecommerce business goals, such as increasing average order value (AOV). Transactions supported by SALESmanago campaigns have demonstrated notably higher AOVs compared to organic transactions.
- Personalized website widgets, including onsite product recommendations, popups for lead generation and discount actions, have contributed to EZ Living Furniture's improvement in customer experience. In addition, website widgets have enabled the company to build trust with customers by presenting useful materials, such as information on garden equipment.
- The most effective automated campaign utilized by EZ Living Furniture is their omnichannel abandoned cart recovery process, which employs both email and web push channels to great effect.



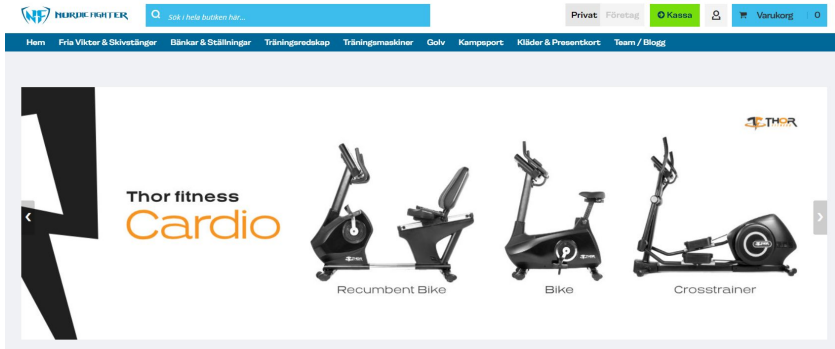
NORDIC FIGHTER

Sweden, Category: Sports equipment

Customer Database: 30k

About the company:

Nordic Fighter AB is a Swedish company that specializes in importing and selling fitness, strength, and martial arts products. The company prioritizes creating maximum value for all its customers. Over the years Nordic Fighter have built up a large network of contacts with suppliers in six different countries and a total of over 20 different factories to cover their total range.



www.nordicfighter.com

What makes it special with SALESmanago

- Nordic Fighter is able to make customized offers to customers engaged in different sports, thanks to the comprehensive 360-degree customer profiles provided by SALESmanago.
- The cooperation resulted in increased website conversion and re-engagement of regular customers, achieved through the implementation of product recommendation frames and tailored customer journeys based on customer segments.
- The company's omnichannel abandoned cart recovery feature utilizes Web Push, Mobile Marketing, and Email communication to effectively convert hesitant visitors into customers.
- Nordic Fighter has developed a tailored customer journey for B2B clients, effectively communicating the relevant information to meet their specific business needs and providing them with a distinct value proposition compared to individual customers

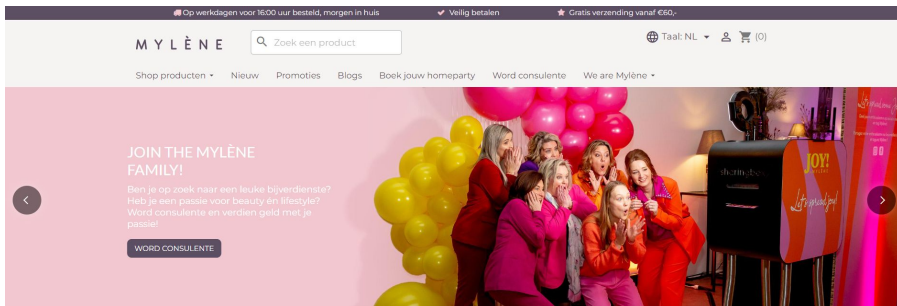


Belgium, Category: Beauty and Fashion

Customer Database: 500k

About the company:

Mylène NV is a Belgian direct sales company that offers cosmetics, women's clothing, and home interior products. The company distributes their products through a webshop as well as their special home parties, which are fun workshops held in the clients' homes.



www.mylene.eu

What makes it special with SALESmanago

- Since personalized communication is crucial for Mylene's customers, SALESmanago provides customized messaging in both Belgian and Dutch languages. Along with the usual personalized greeting, the emails also include the profile and contact information of the dedicated Mylene Consultant.
- Thanks to the data stored in SALESmanago's 360-degree customer profiles, newsletter openers are directed to a custom webshop linked to the customer's own Consultant.
- Mylene places significant emphasis on optimizing the welcome flow communication to ensure that clients receive the best possible customer experience from their first interaction with the company..
- The advanced abandoned cart feature makes it possible to convince hesitant visitors to make a purchase and maximize customer value.



DESTINATION
GOTLAND

Sweden, Category: Travel

Customer database: 930k

About the company:

Destination Gotland is a Swedish ferry-line that operates state-subsidized domestic ferries from Nynäshamn and Oskarshamn to Visby on the island of Gotland. It is a wholly owned subsidiary of Rederi AB Gotland. The fleet consists of four high-speed Ro-Pax ferries. The transport volume to the island of Gotland is more than 1.4 million passengers and 640,000 lane meters of freight per year. During the high season, the frequency is up to 16 departures per day between the mainland of Sweden and the island of Gotland.



www.destinationgotland.se

SALESmanago

What makes it special with SALESmanago

- Communication with passengers is handled via SALESmanago, thanks to omnichannel execution and heavily personalized messages.
- The smooth real-time integration of customer attributes via tags and details with their internal database allows for quick and automated interaction and last minute announcements.
- Data about trips taken by a particular customer is later used to maintain a relationship with the passengers.
- It also allows to easily gather after-trip feedback, often regarding very particular elements of the business which helps them not only improve the travel experience, but also their business as a whole.



France, Category: Sports

Customer database: 265k

About the company:

Racing Club de Lens (commonly referred to as RC Lens or simply Lens) is a professional football club based in the northern French city of Lens, located in the Pas-de-Calais department. They are currently one of the top teams in Ligue 1, currently in 3rd position. The club's most notable achievement to date is winning the championship in 1998.



www.rclens.fr

What makes it special with SALESmanago

- Segmentation enables precise organization of communication with match ticket buyers, with different messaging tailored for guests, fans, and long-time supporters.
- The club interacts with fans during matches through their mobile app using SM Mobile.
- The data gathered from these games helps enhance the eCommerce experience since season communication and eCommerce communication are both handled by the same system.
- Each fan receives information about the game and surrounding activities at carefully calculated moments, and the entire process is fully automated.

Contact us and try your own winning formula

info@salesmanago.com

www.salesmanago.com

