

# Fashion Industry

## Case studies

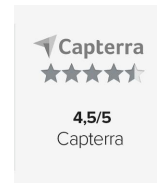
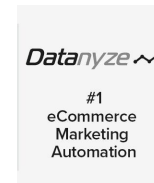
WWW.SALESMANAGO.COM



# Join the community of customer's favourite fashion brands using Customer Engagement Platform

Enjoy the all-in-one marketing solution enabling to tailor unique set of campaigns and processes adapted by each eCommerce brand according to their needs. Choose among dozens available use cases and craft your own strategy of Customer Engagement.

Learn how Europe's known fashion brands use the potential of SALESmanago.



# Create unforgettable buyer journeys that span every digital touchpoint

## Campaign Management



Send newsletters



Campaigns in SALE items



New Arrivals/New Collection /  
Black Friday / Christmas



Birthday campaigns /  
Personalized Coupons



Special offers for loyalty tiers



Campaigns for at risk of churn  
customers

## Website Experience



Product recommendations



Personalized lead generation  
pop-ups and forms



Web push consent forms with  
tailored visuals



Encourage buying with Social  
Proof



Personalized banners



Live chat with Chatbot



Personal Shopping Inbox for 1:1  
offerings

## Customer Journey Automation



Onboard new users



Recover Abandoned  
Shopping Carts



Retarget visitors regarding  
their interests



Collect feedback after the  
purchase



Build product refill and  
win-back journeys



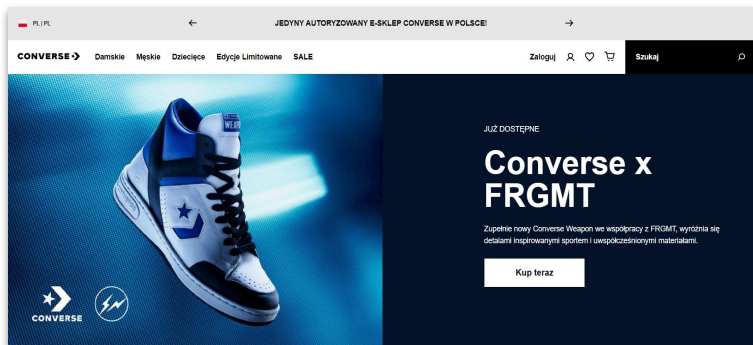
Automate Loyalty program  
messaging



**Customer Database: 120k**

### About the company:

Converse, the ultimate style icon, requires no introduction. It captures the essence of today's youth, who continually push boundaries, think differently, and demand more. As a symbol of creativity, rebellion, and boldness, Converse remains a timeless inspiration, destined to shape the future for years to come.



[www.converse.pl](http://www.converse.pl)

### What makes it special with SALESmanago

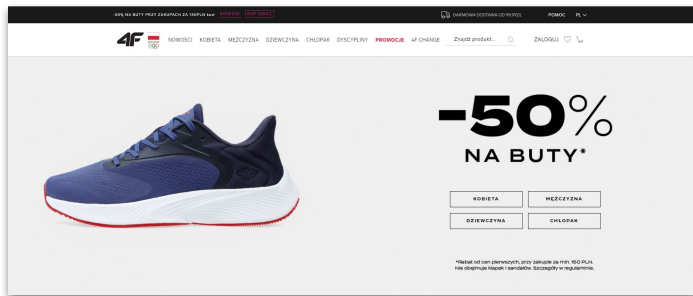
- Converse has teamed up with SALESmanago to enhance customer communication, streamline cross-channel interactions, and elevate the user experience. Leveraging data from CDP and 360 profiles, Converse can deliver personalized messages to users at the perfect time.
- One of the key functionalities that Converse relies on is a range of lead generation tools (pop-ups, sidebars, forms, and landing pages) used to convert anonymous traffic into potential customers and grow its newsletter subscriber base.
- Leveraging SALESmanago's omnichannel capabilities, Converse engages users across multiple touchpoints, including email, web push, SMS, and social media channels. This approach ensures precise targeting, reaching users at the optimal moment.
- By utilizing segmentation modules like RFM or Dynamic Segments, Converse efficiently targets a carefully selected group of customers, delivering personalized offers tailored to their preferences.
- Converse enhances customer relationships through birthday campaigns and dedicated special offers.



**Customer Database: 2,2m**

### About the company:

OTCF S.A., founded in 1995 by Igor Klaja, is a Polish company that blends sports expertise and technology with the realm of fashion and style. The company specializes in the design, production, and distribution of sportswear, footwear, and accessories, catering to professional athletes and enthusiasts alike. At the forefront of their brand portfolio is 4F, renowned for its premium range of casual and athletic apparel. OTCF S.A. proudly partners with the Polish Olympic and Paralympic teams and multiple European Olympic Committees.



4f.com.pl

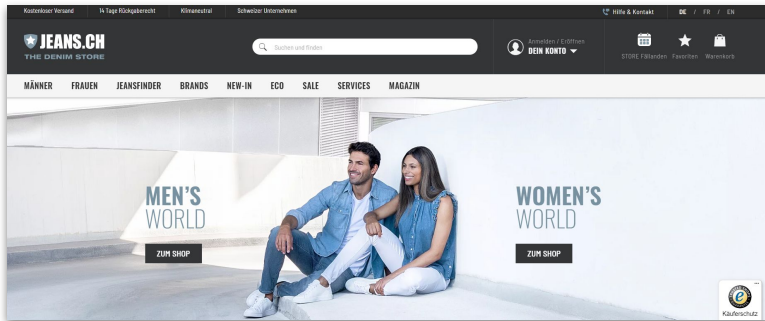
### What makes it special with SALESmanago

- Thanks to the comprehensive data collected in their CDP, 4F maximizes the potential of full user profiles, allowing them to operate in 12 European markets and tailor not only the language of communication but also personalized content and timing.
- One of the crucial aspects lies in the implementation of lead generation mechanisms, specifically the strategic use of pop-ups and forms, which enables 4F to effectively build a new subscriber base.
- Building a customer relationship is of utmost importance to them, which is why they implement a welcome campaign for every new newsletter subscriber.
- To maximize the value of purchases, 4F employs sophisticated abandoned cart recovery mechanisms, utilizing email marketing to remind customers of items left in their shopping carts and motivate them to finalize their purchase. By employing multiple channels, including dynamic pop-ups on the website, 4F enhances the likelihood of customers completing their transactions.
- In order to re-engage inactive users who have not visited the website for an extended period, 4F utilizes automated winback campaigns.
- 4F leverages dynamic behavioral and transactional segmentation in their automated campaigns. By utilizing RFM segments, they achieve precise communication alignment with the target audience, significantly enhancing the likelihood of achieving desired conversions.

**Customer database: 350k**

### About the company:

The Jeans.ch online store was founded in 2014 by a team with 20 years of sales experience. The company's goal 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 the website thanks to advanced filtering options. The shopping experience is enhanced by high-quality photos, videos, and a blog providing useful information.



[www.jeans.ch](http://www.jeans.ch)

### What makes it special with SALESmanago

- The implementation of the 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.

# FOLKSTER

Customer Database: 22k

## About the company:

Folkster is an Irish independent fashion and lifestyle brand and store. Founded by Blanaid Hennessy in Kilkenny, it offers a diverse collection of clothing, accessories, and home decor items. Folkster is celebrated for its bohemian and vintage-inspired designs. With its origins rooted in Ireland, the brand has gained recognition and a devoted following for its distinctive and eclectic character.



[www.folkster.com](http://www.folkster.com)

## What makes it special with SALESmanago

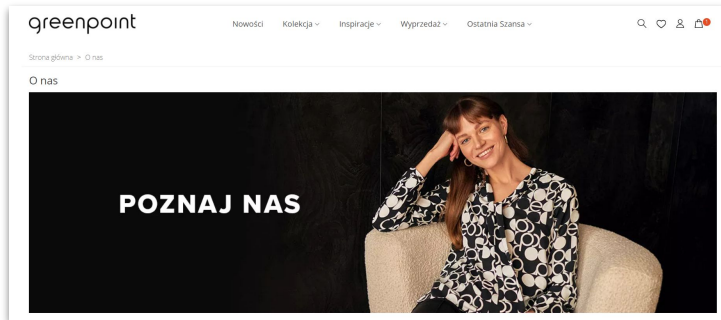
- Folkster has an active web push consent form on its website, enabling communication with anonymous Contacts. Web push notifications, prominently displayed on users' screens, have a high click-through rate and capture their attention effectively. With real-time delivery, Folkster can promptly provide important information and news as they arise.
- In addition to traditional web push notifications, Folkster has implemented dynamic web push notifications. Their two-stage abandoned cart scenario includes sending dynamic emails following an abandoned cart and subsequently sending web push notifications if the customer does not complete the purchase. By leveraging dynamic web push notifications, Folkster can deliver more effective and personalized messages that are highly relevant to each recipient.
- Folkster has implemented a recommendation frames that utilize colour-matching scenarios for garments. The products displayed in these recommendation frames are selected based on colour matching, suggesting colors that complement the products or are identical to the them. This approach allows customers who are interested in a specific color, such as a purple dress that may be unavailable in their size, to be presented with equally appealing suggestions of purple dresses and other products that complement the category.

# greenpoint

**Customer Database: 470k**

## About the company:

Greenpoint is a women's clothing brand that was established in 1992. Today, the brand has grown to over 165 stores and has become one of the leading fashion chains in the country. The creation of Greenpoint stemmed from the need to combine elegance, femininity, style, and comfort. The Greenpoint collections cater to women of different body types, ranging from sizes 36 to 46. The belief is that clothes should fit you and be a source of joy and acceptance of your femininity.



greenpoint.pl

## What makes it special with SALESmanago

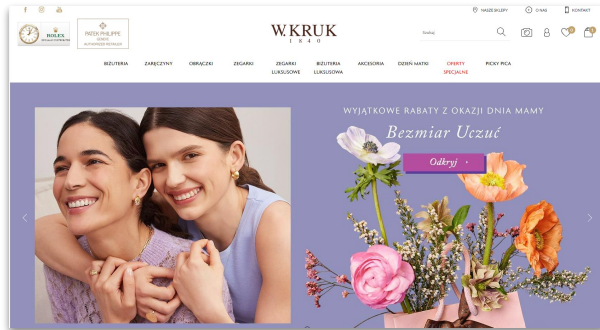
- Greenpoint uses SALESmanago, a Customer Engagement Platform, to build comprehensive 360° customer profiles. SALESmanago allows you to collect and organize customer data and thus gain insight into customers' behaviors, preferences, and purchase history. With this valuable information, Greenpoint can create personalized and targeted communication strategies.
- SALESmanago offers dynamic email capabilities. By leveraging this functionality, Greenpoint can deliver customized content to their customers. The subject lines and email content, including graphics, are tailored to the individual interests and preferences of each customer, based on their previous interactions with the website. This personalized approach helps to capture the attention of customers and increase engagement with the brand.
- Greenpoint uses targeted campaigns to re-engage customers who have been inactive for a while. By analyzing customer behavior and purchase patterns, SALESmanago enables Greenpoint to create automated campaigns that remind customers of the brand's offer and encourage them to return to the website and make a purchase. This proactive approach helps to drive conversions and maximize the potential of dormant customer relationships.
- The Dynamic Segments feature allows Greenpoint to reach specific groups of Contacts who are likely to be interested in a particular offer at a given moment. This targeted approach increases the chances of converting leads into customers and encourages repeat purchases.



## Customer Database: 1,8m

### About the company:

W.KRUK, the oldest jewellery brand in Poland, has been creating timeless jewellery since 1840. With a rich history in which they take immense pride, W.KRUK values stability and long-term values, remaining steadfast even in the face of changing fashion and trends. What sets the company apart is commitment to tradition, noble materials, and exquisite craftsmanship. With over 150 stores in Poland, W.KRUK offers unique collections inspired by the latest fashion trends.



wkruk.pl

## What makes it special with SALESmanago

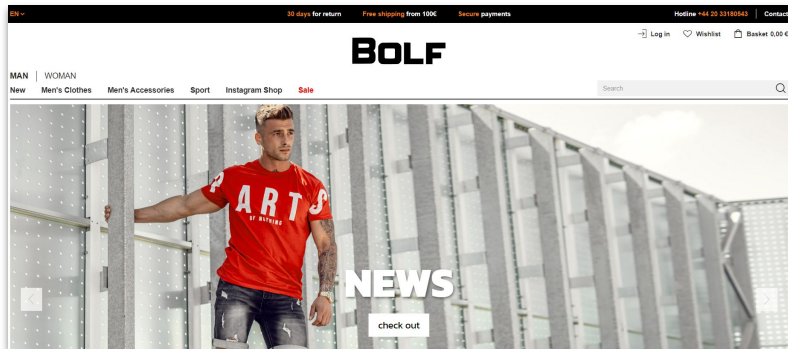
- W.KRUK re-engages customers who have shown interest in their products by implementing a price-drop email strategy. Customers who have created a wishlist but have not completed a purchase receive targeted reminders featuring discounted products from their wishlist. By providing these personalized offers, W.KRUK notifies active customers about exclusive discounts on their favorite items, even outside of regular sales events. This approach not only helps lower financial barriers but also fosters increased customer loyalty.
- W.KRUK effectively capitalizes on cross-selling opportunities by utilizing recommendation frames that showcase complementary accessories based on the type of jewelry the customer has added to their cart.
- Customers who have shown interest in the W.KRUK watch collection are provided with personalized and timely recommendations through 1-1 dynamic product recommendations. Within an hour of their visit, they receive an email featuring watches from the same category and price range as the ones they recently viewed. Additionally, the email includes related watches suggested by the AI algorithm, expanding the range of options available to them.
- W.KRUK implements an omnichannel strategy to engage with customers across various channels, including email and Web Push notifications. By utilizing multilevel abandoned cart and win-back campaigns, W.KRUK effectively encourages customers to return and complete their purchases.

# BOLF

**Customer Database: 2m**

## About the company:

The first online shop under the name BOLF was launched in 2010 in Poland. So far they have launched 14 independent e-shops in all Europe. BOLF specializes in providing stylish and practical clothing for everyday use.



[www.bolf.eu](http://www.bolf.eu)

## What makes it special with SALESmanago

- BOLF implemented a price drop notification process and achieved remarkable results. The SALESmanago Customer Engagement Platform automatically sends customers notifications via email when the price of a product they are interested in changes. This proactive approach has significantly contributed to increased sales and customer satisfaction.
- BOLF's abandoned cart recovery system follows a two-stage process that has proven to be highly effective. Initially, the system sends information to Contacts about the products they left in the cart, to encourage them to complete the purchase. If they do not finalize the purchase within a day, the system sends a reminder to further prompt them. This process has played a crucial role in successfully recovering abandoned carts and maximizing sales conversion rates.
- SALESmanago's Social Proof feature displays the number of customers who have already added a viewed product to the cart. This has a positive influence on the viewing customer, fostering a sense of urgency and encouraging them to make a purchase. Showing Social Proof notifications in an online store successfully increases conversion rates and drives higher sales, even among anonymous visitors.

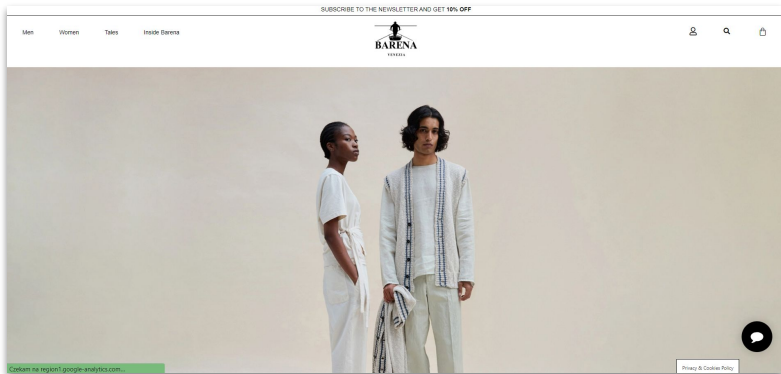
# BARENA

VENEZIA

## Customer Database: 5k

### About the company:

Barena Venezia is an Italian e-commerce brand that has been dedicated to crafting well-made daily essentials for men and women since 1993. With a focus on quality and style, their goal is to provide their clients with the opportunity to discover new trends through their collections.



[barenavenezia.com/mb](https://barenavenezia.com/mb)

## What makes it special with SALESmanago

- Barena Venezia leverages the SALESmanago tool to fully concentrate on omnichannel communication with their clients, providing them with a significant opportunity to enhance and maximize their relationship.
- By utilizing the Lead Generation functionalities, Barena Venezia gains the ability to expand their online presence and enhance the quality of their customer base. This includes capturing valuable data such as consent preferences, website activity, and other relevant information.
- Barena Venezia has strategically reallocated human resources from manual marketing tasks, which have been automated through SALESmanago, to more strategic areas. This shift has resulted in significantly improved efficiency and effectiveness in achieving marketing goals.
- The SALESmanago system effectively facilitates the conversion of Contacts who have not given marketing consents into those who grant permission to receive omnichannel communication.
- By leveraging website personalization and implementing automation processes, Barena Venezia has achieved consistent and continuous growth in revenue statistics from the previous quarter to the current quarter.
- Utilizing the SALESmanago system not only increases loyalty with users but also enables hyper-personalization in periodic seasonal campaigns such as Spring or Summer campaigns, as well as those organized for celebrating temporary holidays.

# Contact us and learn more use cases for your industry

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www.salesmanago.com

