Krakvet

Thanks to the use of automated 1-to-1 emails,
Krakvet achieves a 796% higher CTR
and 3617% higher open rate compared
to mass emails.

800%

higher efficiency thanks
to the automation of email
marketing campaigns

3600%

higher rate
of opening
dynamic emails

Salesmanago provides unique tools, allowing you to automate online marketing processes and personalize your offer. By implementing new functionalities and solutions offered by Salesmanago, a snowball effect is created - not only a significantly increasing your revenues but also your customer satisfaction.

Bogusława Kowalewska
Head of Marketing

The client

Krakvet.pl is an online pet store debuting in 2006, which is a pioneer and leader in the e-commerce zoological market. At its height the company employed several hundred people and had 20 online stores in various European countries. In 2019 Krakvet underwent a deep organizational and capital restructuring and now has merged with a large industry investor, Action SA. The existing changes allow for a significant increase in the scale of operations and dynamic development of the store.

SALESmanago

Challenges

keeping email marketing communication attractive for the recipient

automation of marketing process

delivering a personalized offer at the best possible time

Solution

Lead Generation

Thanks to the Lead Generation feature, an initial segmentation of Krakvet's customers was carried out by gradually collecting information about them and their shopping preferences. This data is saved on the contact card. The function also offers contact forms for the customer to receive discount codes.

Custom Audience

SALESmanago improves customer communication by optimizing email marketing with bulk and dynamic emails and Web Pushes. Thanks to the Custom Audience feature, it is also possible to reach diverse groups of recipients.

Automation processes

The Automation Processes help to run the sales process campaign, in which a potential Krakvet customer is assigned to the appropriate segment and stage of the sales funnel, depending on their activity (cart / purchase / no cart / no purchase). Contacts are appropriately segmented depending on their sales channels, then targeted for personalized marketing actions, such as a multi-stage campaign following an abandoned shopping cart.

Segmentation

Segmentation itself takes place simultaneously on many levels according to:
- customer visits to the website;
- products that have been viewed, purchased, and added to the cart;
- time from the last purchase;
- frequency of purchases;
- cash receipts;
- newsletter activity

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Results

800%

higher efficiency thanks
to the automation of e-mail
marketing campaigns

27%

growth of the number
of contacts after cooperation
with SALESmanago in the last
12 months

3600%

higher open rate
dynamic emails

796%

higher CTR

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