

SFeRIS

Case study

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B2C



Thanks to the use of automation and personalization, Sferis achieves a **993% higher OR ratio** and a **2384% higher CTR** in the e-mail channel.

About

Sferis is a dynamically growing online store that offers its customers an extremely rich product portfolio. The store's offer includes products for consumer electronics, home furnishings and accessories for developing your hobby.

The idea of the store is to provide the highest quality products and services to the market, while offering as much choice as possible at the most competitive prices.

Numerous prestigious awards, including: "Consumer Laurel of Decade 2004-2014", "Client's Golden Laurel" in the "Computer Stores" category, "Business Gazelle", "Secure eShop" category, and third place in the E-Ranking Ceneo.pl 2017 purchases in the Technology category.

Opinion “

We strive to make customers like to buy from us. Therefore, we focus on permanent development. We are constantly searching for new, attractive products and technical solutions that will allow us to more competently meet Customers' expectations. One of such solutions is Marketing Automation.

Our goal is to be as close to the customer as possible, which is why communication is crucial for us. We focus on effective tools that provide modern ways to reach customers and personalize the communication. Thanks to dynamic e-mails we are able to continuously, and at the same time very precisely respond to the needs of our clients. Projects carried out in cooperation with SALESmanago allow you to optimize operations, and the obtained results are satisfactory. Individual targeting of offers and dispatch times are much better than mass mailings. In connection with the above, we look forward to the implementation of new projects and the effects of these solutions.

Ewelina Mucha

E-commerce Specialist,

Sferis

Challenges

- Broad offer and necessity to diversify communication depending on interests.
- Constant communication with clients using various marketing channels.
- Building a permanent relationship with customers purchasing for the first time and increasing loyalty among current customers.
- Increase conversion on already generated traffic on the page.



Solutions

- **Dynamic segmentation matrices**

The use of dynamic segmentation matrices allowed for precise determination of the interests of customers visiting the website. Dynamic matrices allow for precise segmentation of contacts even with a very large number of product categories.

- **Dispatch of mass newsletters**

Regularly sending newsletters allows you to keep in touch with your customers and translate into current sales.

- **Web push notifications**

Thanks to web push notifications, important information and attractive offers quickly reach everyone, including anonymous users.

- **Personalization of communication in accordance with the interests of clients**

Customers receive information about the offer tailored to their needs and interests depending on the categories they have recently viewed.

- **Dynamic e-mails after the visit**

Customers visiting the website but not making the purchase receive personalized e-mails with products that interested them, based on previous visits.

Results

2384%

higher CTR in
dynamic emails
after the visit
compared to
mass mailings

993%

higher OR for
dynamic e-mails
after a visit
compared to
mass mailings

491%

higher CTR in
web push
notifications
compared to
mass mailings

Development

- Implementation of AI recommendations to better match product offers in mailings to inactive users.
- Implementation of the recommendation frames using the SALESmanago Copernicus Machine Learning & AI and complementary products.
- Development of automatic mailings for contacts in various segments.
- Use of dynamic web push notifications after an abandoned shopping cart and visit.