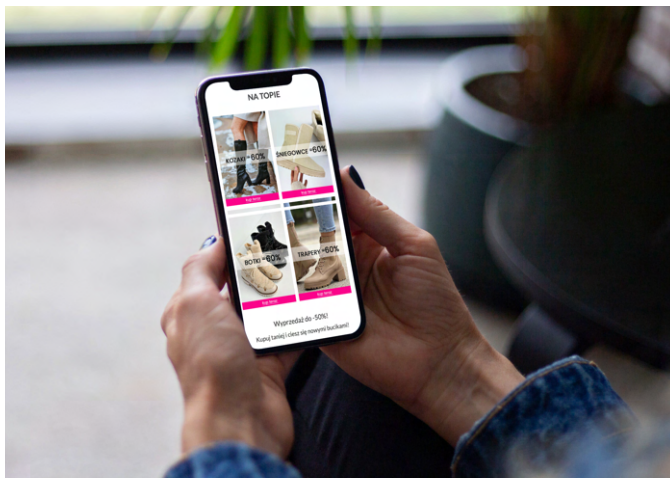




# Transform marketing at Suzana.pl with ROI program in 90 days



# About Suzana.pl



Suzana.pl is an online store that offers a wide selection of footwear for different seasons. Their extensive collections are always in line with the latest trends, so their customers always have access to fashionable and comfortable shoes for any occasion. Suzana.pl attracts customers with a wide selection of footwear, attractive prices and regular sales. The store has been awarded the Gold Seal of Customer Recognition, achieving a score of 98.58% positive reviews from the store's 10,038 customers.

IDENTYFIKATOR PARTNERA	BFD4ED216B9B0FF	<b>4.9 / 5</b>
STATUS	ważny	
LICZBA OPINII	10038	Pozytywne <span style="color: green;">+</span> <b>98.58%</b> Neutralne <span style="color: orange;">o</span> <b>0.87%</b> Negatywne <span style="color: red;">-</span> <b>0.56%</b>
OSTATNIA AKTUALIZACJA	22.11.2023 o 19:35	<b>Liczba wszystkich opinii: 10038</b> obliczona na podstawie 6060 opinii klientów (ostatnich 12 miesięcy)
ADRES	Suzana.pl ul. Zygmunta Kaszkowskiego 14/3 05-300 Maleszów, Mazowiecki POLSKA <a href="http://suzana.pl">suzana.pl</a>	
STRONA INTERNETOWA	<a href="http://suzana.pl">suzana.pl</a>	
POLEC	 Michael Ambros eKomi CEO	

## About the ROI in 90 Days program

ROI in 90 Days is a dedicated program for e-commerce stores that want to implement Marketing Automation 2.0 quickly and efficiently, while being guaranteed to make profits at least 5 times the cost of the technology.

To qualify for the program, a store must meet three requirements:

Execute at least 1,000 transactions per month.

Have an offer consisting of more than 100 different products.

Conduct an interview with a Persooa consultant.



This program is the result of three years of work on process standardization and enables our teams in three months and regardless of the store's technology to:

Implement the technology so that all of its functions and modules are fully operational and the resource outlay for implementation is minimal.

Implement up to 10 scenarios, chosen jointly by the client and our consultant during a dedicated, free workshop. The selection of scenarios is based on the store analysis and our experience from more than 50 implementations, focusing mainly on three pillars:

Marketing consent acquisition strategy.

Artificial intelligence-supported personalization strategy.

Marketing automation strategy.

Together with the Suzana store, we developed a plan for the first 90 days, and the results are presented below. Currently, our work goes beyond this and includes services such as a loyalty program, AI search engine and promotion and coupon management.

## Why did Suzana's store qualify for the ROI in 90 days program?



Suzana is a store running on the SoteShop platform, offering more than 1,000 different products (SKUs). It receives more than 400,000 monthly visitors. Despite numerous attempts to implement Marketing Automation in the past, these ventures often remained only in the implementation phase. For this reason, both Kamil Woznica (the store owner) and the supporting agency approached our program with a measure of uncertainty.

Suzana.pl is an online store that cares about the diversity and timeliness of its offer, always following the latest trends. The analysis and interview conducted confirmed the potential of implementing Marketing Automation 2.0. Therefore, we decided to participate in the ROI in 90 days program to effectively implement the new marketing strategy. We are pleased with the results achieved and confident that our continuous innovation work will allow us to continue to meet our customers' expectations, providing them with an exceptional shopping experience.

**Kamil Woźnica**

Owner of Suzana.pl



In the context of Suzana's qualification for our ROI in 90 Days program, the analysis and interview conducted confirmed the potential of implementing Marketing 2.0.

## Reasons why Suzana qualified for our program:

- solicited marketing consents, mainly through the website footer;
- they used basic product recommendations or manual setting of product recommendations, not automatically taking into account users' behavioral preferences;
- they conducted basic automations, but not in several steps, which affected the overall effectiveness of operations;
- newsletter-based marketing;
- lack of a dedicated tool to analyze the effects of ongoing activities.
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- Due to the aforementioned reasons, our team was tasked with not only implementing Marketing Automation 2.0, but also customizing it to meet the unique needs of the store, eliminating existing problems and increasing the overall effectiveness of marketing activities.

## Course and results of implementation on Suzana.pl

To ensure an increase in selected performance indicators (KPIs) within 90 days, meticulous project planning is essential. To achieve this, we organized two workshops in cooperation with the Suzana.pl team:

business workshop: during this meeting we worked out the best scenarios based on business goals and our collective experience.

technical workshop: during this workshop, we validated the possibilities of implementing Marketing Automation 2.0 with selected scenarios within 90 days.

Based on this workshop, we prepared a detailed implementation schedule, including the division of roles, and the entire project was assigned a technical supervisor – Patrick Kriegelstein, Marketing Automation specialist. We then began the process of implementing marketing automation.




# Project launch and technical aspects

The technical integration with SOTE was carried out in cooperation with Suzanna.co.uk's technology agency, Convertis.

The scope of the implementation concerned
<b>Sote front-end integration with Synerise platform</b>
<b>Aggregate all data on anonymous and recognized users in the platform's dedicated CRM module in Synerise</b>
<b>Import base and marketing consents</b>
<b>Import data and historical transactions to train AI models faster</b>
<b>Suzana.pl product feed audit and integration</b>
<b>Collecting transactions in DaTa Layer and shopping cart events in Synerise</b>
<b>Emailabs integration for emails</b>
<b>Firebase integration for web push</b>

## What have we done?



**Marketing consent acquisition strategy.**

The strategy involves personalizing content for users without their consent to encourage them to sign up for the newsletter.

Once a customer expresses a desire to subscribe to the newsletter, confirmation is carried out by double opt in, for the hygiene of the base and in accordance with principles and good marketing practices

Our strategy has resulted in a threefold increase in acquired marketing consents per month compared to the original efforts, which translates into increased effectiveness of automated campaigns and the newsletter in the long term.



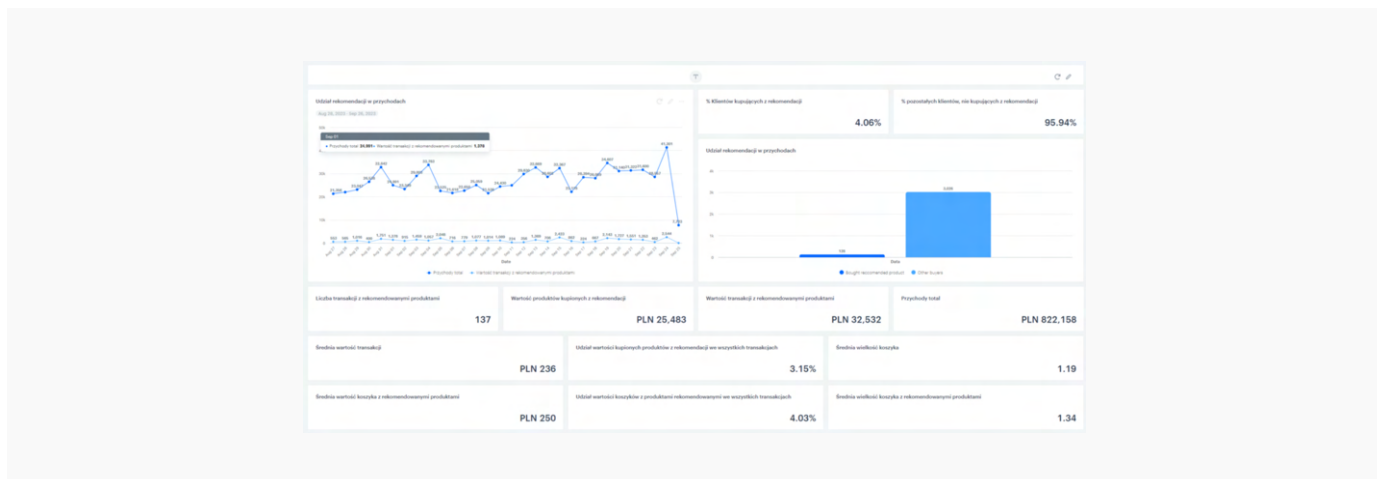
In addition, about 700 transactions per month are completed after new users of the service click on the welcome (opt-in) email.

We have trained and implemented 3 of the 11 recommendation models available in the Synerise platform.

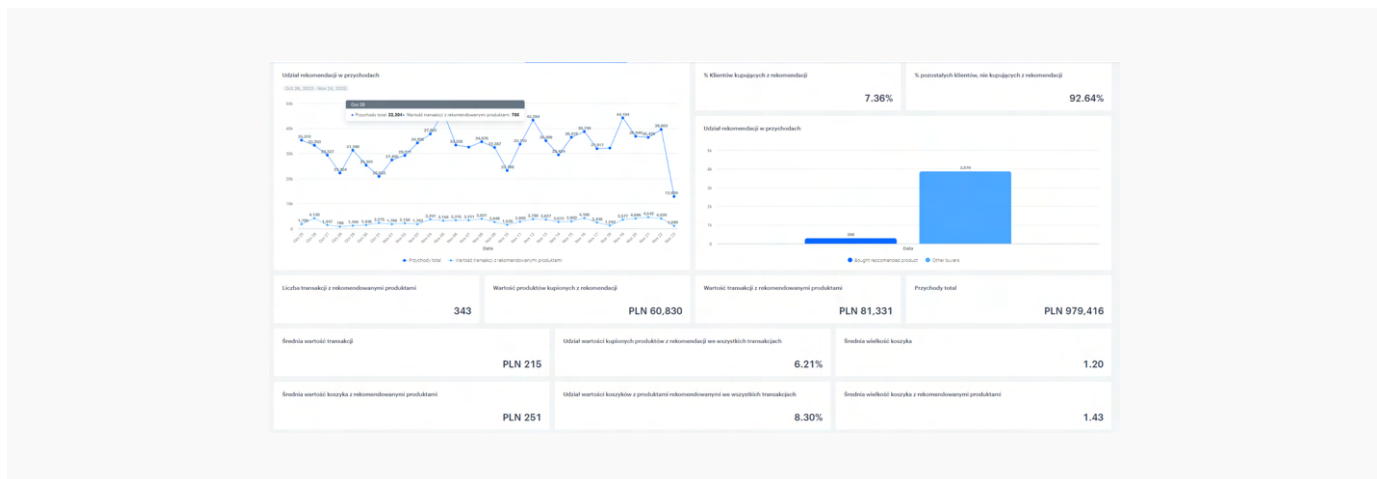
- Personalized recommendations on the homepage, based on customer behavior and preferences (AI).
- recommendations of similar products on the product card.
- recommendations on the shopping cart tab.

The purpose of recommendation frames is to propose the best-fit products to the user, during the user's purchase path. Personalized frames on the homepage are designed to redirect the user to the appropriate product card. There, in turn, she can search for similar products until she finds what she's looking for and adds it to her shopping cart. Finally, frames on the shopping cart will help increase the value of the transaction. A synergy is created between frames at each stage of the customer path.

As a result, after 90 days, frames represented more than 4% of Suzana .co.uk's total revenue and had a positive impact on the average value of the shopping cart (up almost 6%) as well as the number of products in the cart (up 12.5%).



We saw growth of an additional 3% in the following months, as well as increases in both average order value (AOV) and average order value per customer (AOS).



## Marketing automation strategy.

In addition to the previously mentioned double opt-in, we also implemented a multi-step process for recovering abandoned shopping carts, which was supplemented with recommendations of similar products.

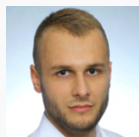
Given the high OR (open rate) of these emails, we decided to expand the assortment presented in these messages and, in addition to the abandoned cart products, we introduced a suggestion of similar products, but with a 10% higher price.



## Key findings and future plans

The scope agreed with the client was minimized to reduce the threshold for entering the ROI program within 90 days. Our cooperation with the client is still continuing. There are also long-term plans that include the implementation of a loyalty program and a search engine.

The technical implementation went according to plan, following the established process. The cooperation with the client and the agencies supporting Suzana.pl maintains the highest standard, and our teams quickly integrated to effectively achieve the set goals.



**Patryk Kriegelstein**

Marketing Automation Specialist