

☰ edrone

# Case Study

**A/B/C**  
profesjonalne narzędzia



## About A/B/C

A/B/C is a professional tools store founded in 1991.

From the very beginning as a local brick-and-mortar store, their main focus has been providing not only the highest quality tools, but also advising customers on the proper selection of tools.

Their customers are professionals from several industries and also DIY enthusiasts.

In 2017, they began their eCommerce operation. In 2018, they earned first place in the Puls Biznesu e-Gazete award as the most dynamically developing small and medium eCommerce in Poland. The following year, they won first place overall, winning the title of e-Gazete Biznesu 2019.





## A/B/C + edrone

Even with an established brick-and-mortar store and the increasing presence of strong multinational competitors such as Leroy Merlin and Castorama in Poland, **A/B/C has experienced as much as 2345% yearly revenue growth** in recent years.

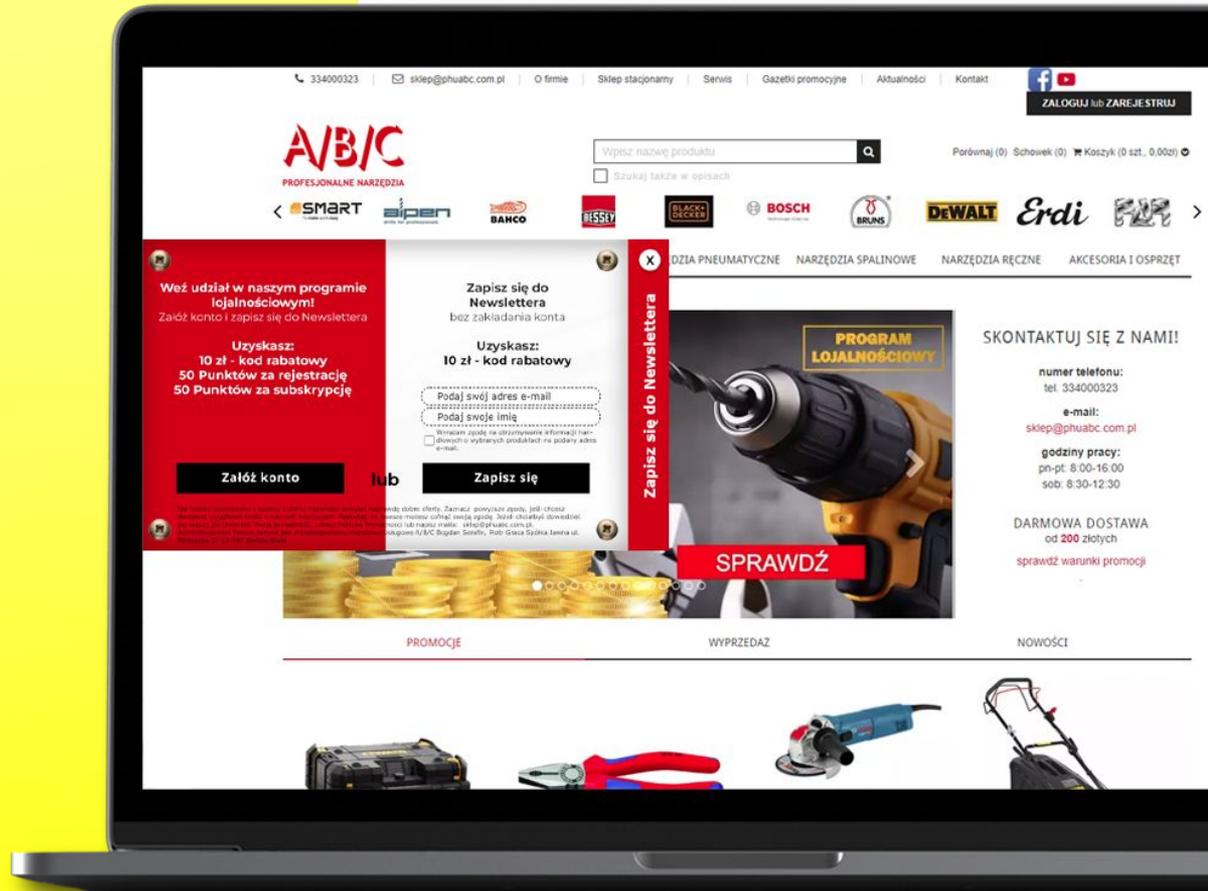
This growth came mostly from their eCommerce operation, and edrone has helped A/B/C **reach more people, engage with more customers, and increase on-site conversions.**



# Web Layers and Pop-ups

A/B/C takes full advantage of edrone's Web Layers and Pop-ups.

These features, combined with an intelligent use of discount coupons, has helped them grow their newsletter audience **from 0 to over 4.800 subscribers**.



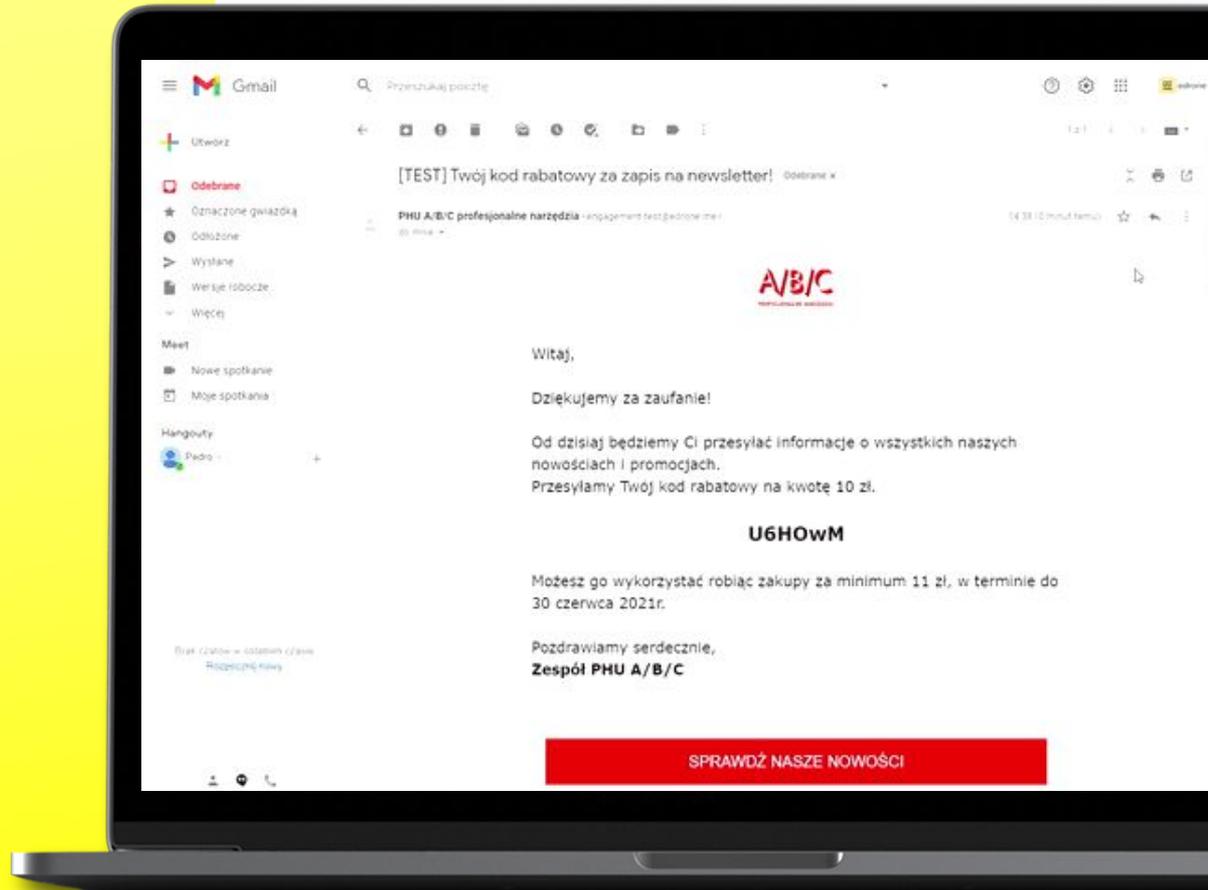
## Welcome Emails

Once a visitor subscribes to A/B/C's Newsletters, they will receive an automated Welcome Message.

Using edrone's email automation feature and tailoring messages based on smart segmentation, A/B/C's Welcome Messages have achieved astounding results in the first quarter of 2021:

- **92% Open Rate**
- **30% conversion rate**
- **Over 57.300 PLN in sales**

All of that completely automated!



## Weekly Newsletter

Newsletters are a great tool for distributing content, and A/B/C does that incredibly well.

They send out a weekly newsletter full of tips about how to use their products and also news about the company.

Although more focused on content, these emails also showcase related products. **Each weekly email generates an average of 3.029 PLN in orders.**

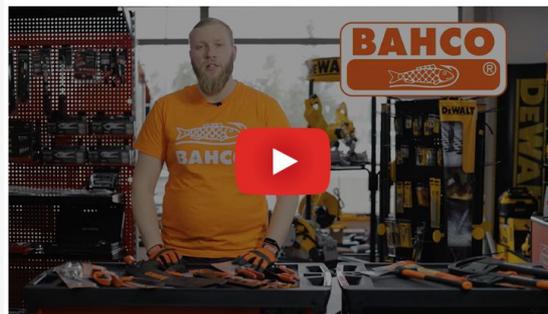
Dzień dobry,

zastanawiasz się jakie narzędzia ogrodowe wybrać?

Polecamy narzędzia marki **Bahco**, dzięki którym wszystkie czynności ogrodnicze to czysta przyjemność. Niezależnie od tego czy zajmujesz się ogrodnictwem **zawodowo** czy **hobbystycznie** z wyposażeniem Bahco masz 100% pewności na wykonanie swojego projektu.

Jakość wykonania narzędzi i użytych do nich materiałów, dostępność części wymiennych, jak i elementów dopasowanych indywidualnie do użytkownika to główne zalety, dzięki którym narzędzia ogrodowe Bahco znacząco wyróżniają się na rynku.

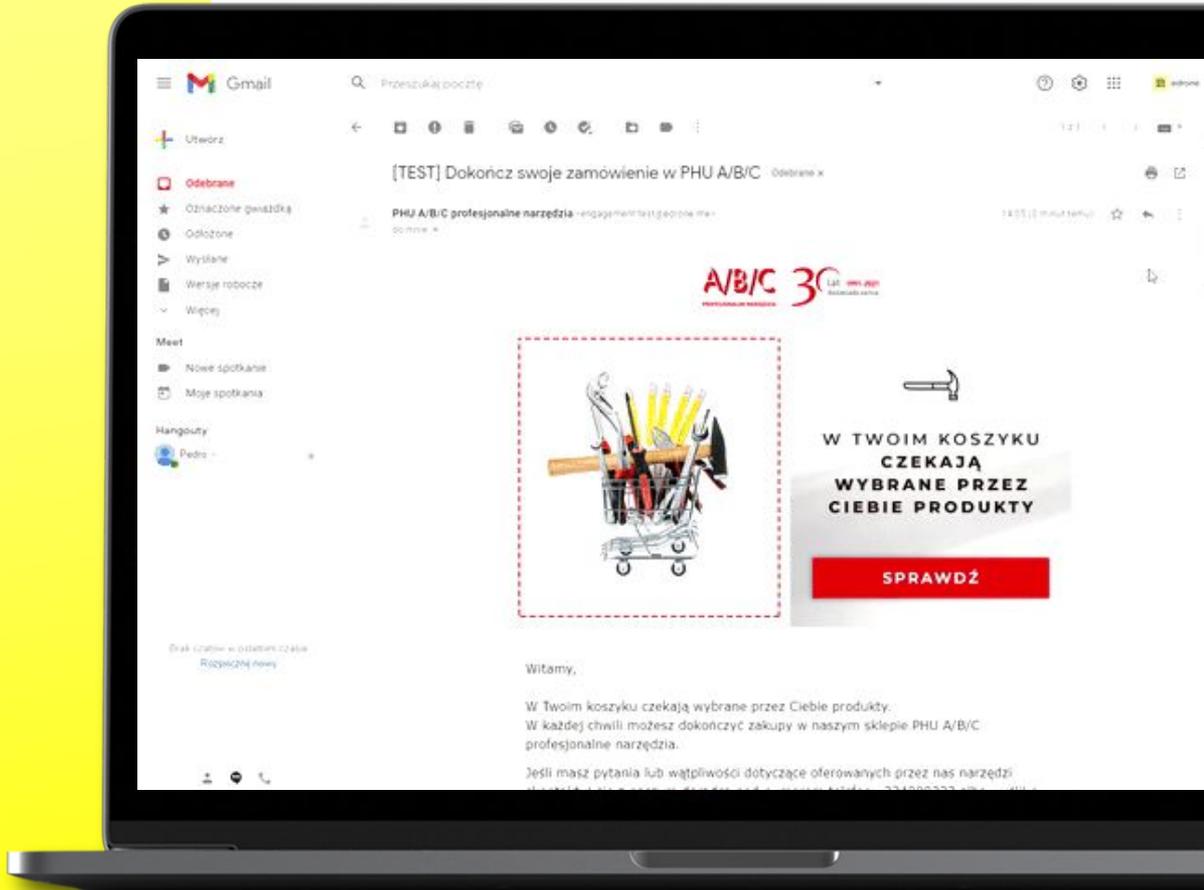
Obejrzyj film z prezentacją narzędzi ogrodowych Bahco.



# Abandoned Carts

Using edrone's Recover Abandoned Cart feature, A/B/C has been able to **convert lost customers into an additional 26.300 PLN in revenue** over the first quarter of 2021 alone.

And if you think this kind of technique is "spammy", think again: A/B/C's cart abandonment emails had a **57% Open Rate** and a **7,5% sales conversion rate**.

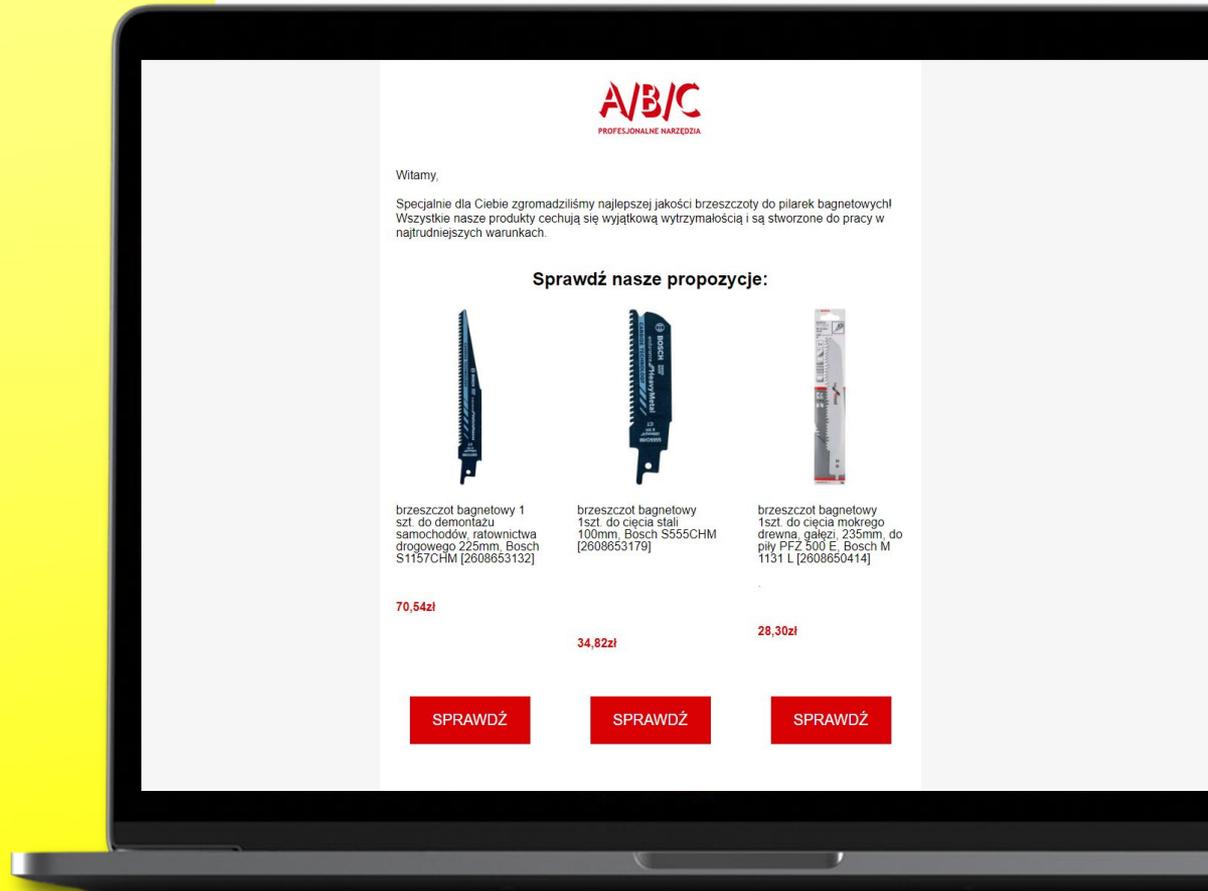


# Cross-Selling

*"Here are some special offers just for you!"*  
Who doesn't like to hear that?

Using edrone's Cross-Selling scenario, A/B/C is able to send emails with dynamic product recommendations based on the client's previous purchases.

This has generated **over 99.800 PLN in revenue**, with an average e-mail Open Rate of **40%**.

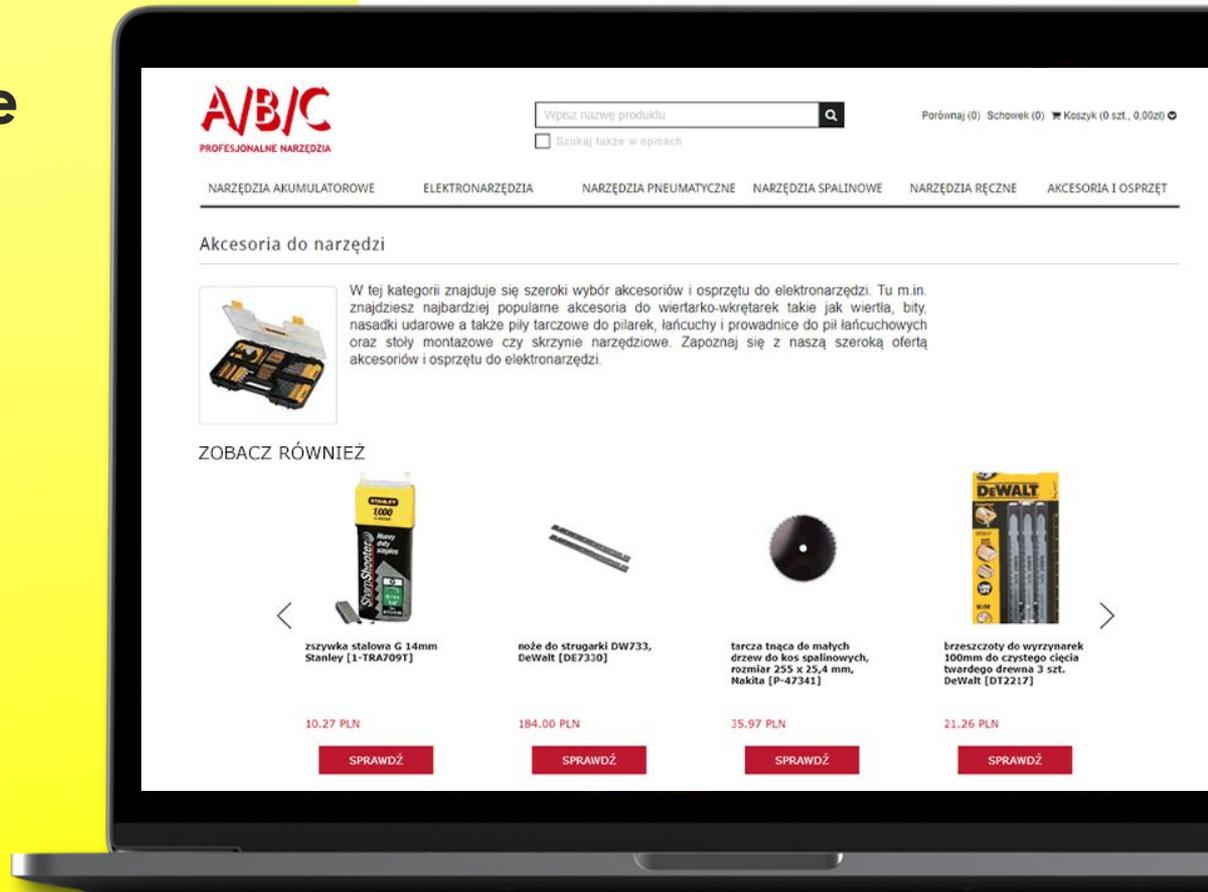


# Marketing Machine

edrone's Marketing Machine is a powerful on-site product recommendation feature based on AI.

With it, A/B/C is able to effectively up-sell and cross-sell their products, dramatically increasing on-site conversions and revenue with minimal effort.

In the first quarter of 2021 alone, over **158.000 PLN in revenue** came directly from edrone's Marketing Machine.



## Customer feedback

*edrone has been a key component of our eCommerce operations' success.*

*From the moment we decided to start selling online, we knew we would face different challenges than selling in a physical store, so we looked for solutions that would help us optimize our online efforts. We chose edrone because it has all the features we need and it was developed specifically for eCommerce. We couldn't be happier with that choice.*

*Since a lot of our online marketing processes are now automated, our small team has been able to focus on the overall marketing strategy and achieve incredible results in a short amount of time.*

**Piotr Graca**

Co-owner @phuabc.com.pl



## About edrone

- Our share in eCommerce revenue is over US\$ 2 billion (mainly from CEE and LATAM markets)
- We have 20+ marketing automation scenarios ready for implementation
- AI-based product recommendations (on & off-site)
- Operations in as many as six different marketing channels
- Architecture awarded by Amazon Web Services
- Organically acquired over 1,000 clients across five continents
- Developing the first voice sales assistant for eCommerce





# AI-based Instant ROI Platform

Last year, we processed over 3,000,000 transactions from over 1,000 online stores across five continents.

According to Business Insider, from 2020, over 85% of customer interactions with stores will be processed without human intervention.

Who will manage them?

AI, **Artificial Intelligence**, also called "extended intelligence" – an invisible force within a data-driven marketing machine, generated by the collection of data from the store, in combination with state-of-the-art machine learning algorithms.



## CRM

- BI metrics & data processing
- Real-Time Newsfeed
- Segmentation
- RFM and deep analysis
- dynamic lists eg. now online
- Single customer profile
- Customer's timeline
- Behavioral profiles
- Custom tags
- Reach - social media data
- Database & fast customer search
- INBOX Statistics
- Voice over internet protocol
- Messenger Integration
- Response templates

## Marketing Automation

- 20+ ready to go marketing scenarios
- Abandoned carts recovery
- Retention marketing (restore)
- After sale & Loyalty program
- Viewed products campaigns
- Newsletter subscription and data base builder
- Wish list campaigns
- AI (CF) email recommendations
- Cross-selling triggers
- Up-selling campaigns
- Multichannel campaigns

## Newsletter reinvented

- Dynamic newsletter
- Generic content eg. last viewed products, best sellers
- Dynamic lists eg. by City, overall spent or specific products
- Categories newsletter
- SMS Newsletter
- Custom audiences eg. clients from certain period
- Generic placeholders and templates
- D'n'D editor
- Multilanguage campaigns
- A/B testing campaigns

## On-Site marketing

- Marketing Machine (AI)
- Recommendation Frames
- Collaborative Filtering
- Pop-Ups recommendations
- Cart recovery Pop-Ups
- Welcome Pop-Ups
- Action Pop-ups
- Newsletter subscription
- Phone number subscription
- Push Widget
- Web-push notifications
- Web Layers
- Social Proof

## Advertisement

- Social Ads
- Tracking codes and dynamic lists
- 40+ campaigns scenarios and goals
- Dynamic remarketing lists
- Ads and email integration (audiences from email action)
- Cart recovery and upsell campaigns
- Sales funnel
- Look-alike audiences on Big Data

## Dashboard and reporting

- Open/ click attributions
- Merchandising assistant
- Database and lists monitor
- Revenue reports
- Google Analytics deep integration
- Amazon sales predictions

## Administrative and more

- Merchant Health monitor
- GDPR widget and data manager
- Integrations (SMTP, SMS, Platforms, Google Analytics)

*A simple hello  
can lead to  
a million things.*

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