

Case Study

recman



About Recman

Recman is one of the leading sartorial fashion brands in Poland (and probably the one with the coolest photos!).

Since 1986, they've always taken a modern approach to classic elegance. Their product lines include suits, shirts, trousers, ties, shoes, and male accessories in general.

Today, Recman's factory supplies their chain of over one hundred brick-and-mortar stores, complemented by a strong eCommerce operation.





Recman + edrone

Fashion is a volatile industry, and building a solid brand in a landscape of top-of-mind fast-fashion giants and the new indie labels being created every day is no easy feat.

Recman knew it would need to have a strong online presence in order to continue their successful trajectory into the 21st century. With edrone's Customer Intelligence and Marketing Automation capabilities, they've been able to grow strong by relentlessly pursuing quality and spearheading market trends. Just like we do at edrone!

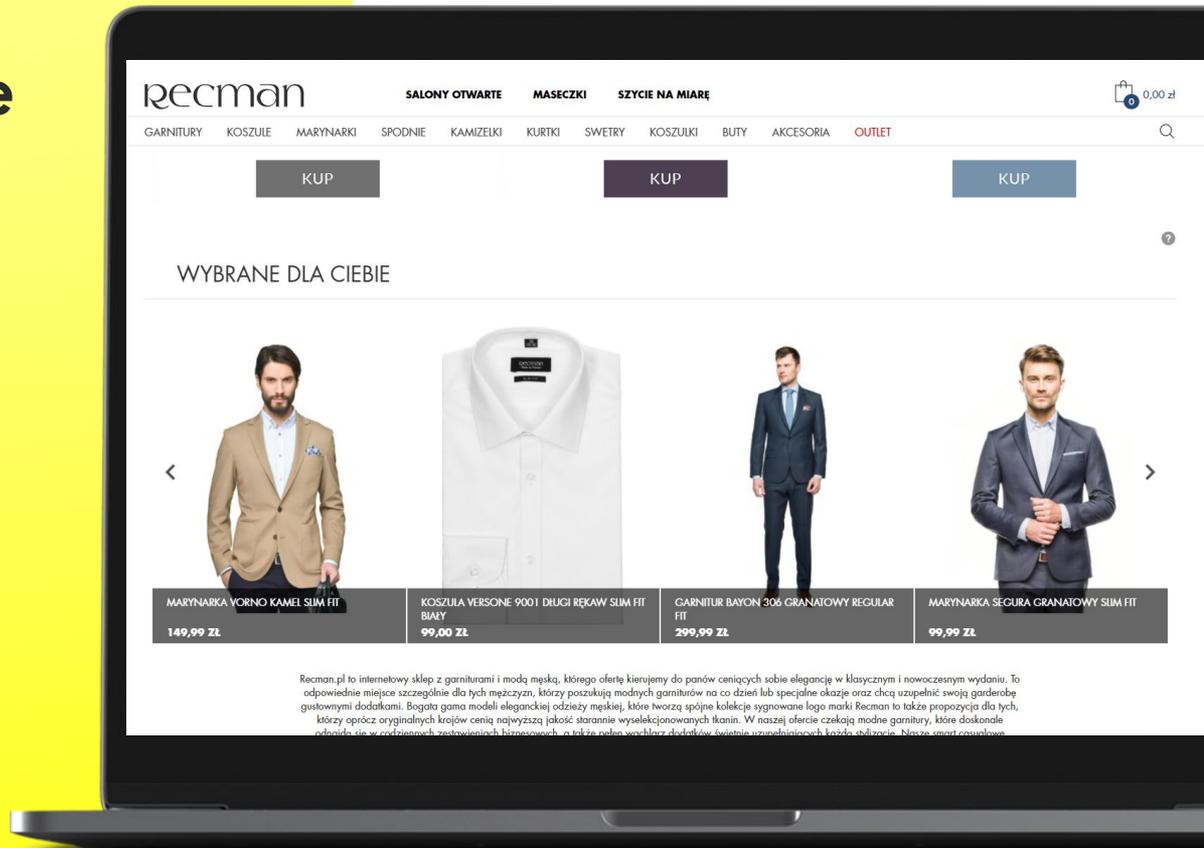


Marketing Machine

edrone's Marketing Machine is a powerful on-site product recommendation framework based on Artificial Intelligence.

With it, Recman is able to easily up-sell and cross-sell their products, dramatically increasing conversions and revenue with minimal effort.

Present across Recman's entire website, from the homepage to product pages, the **Marketing Machine has generated more than 240.000 PLN in revenue** over the first quarter of 2021.

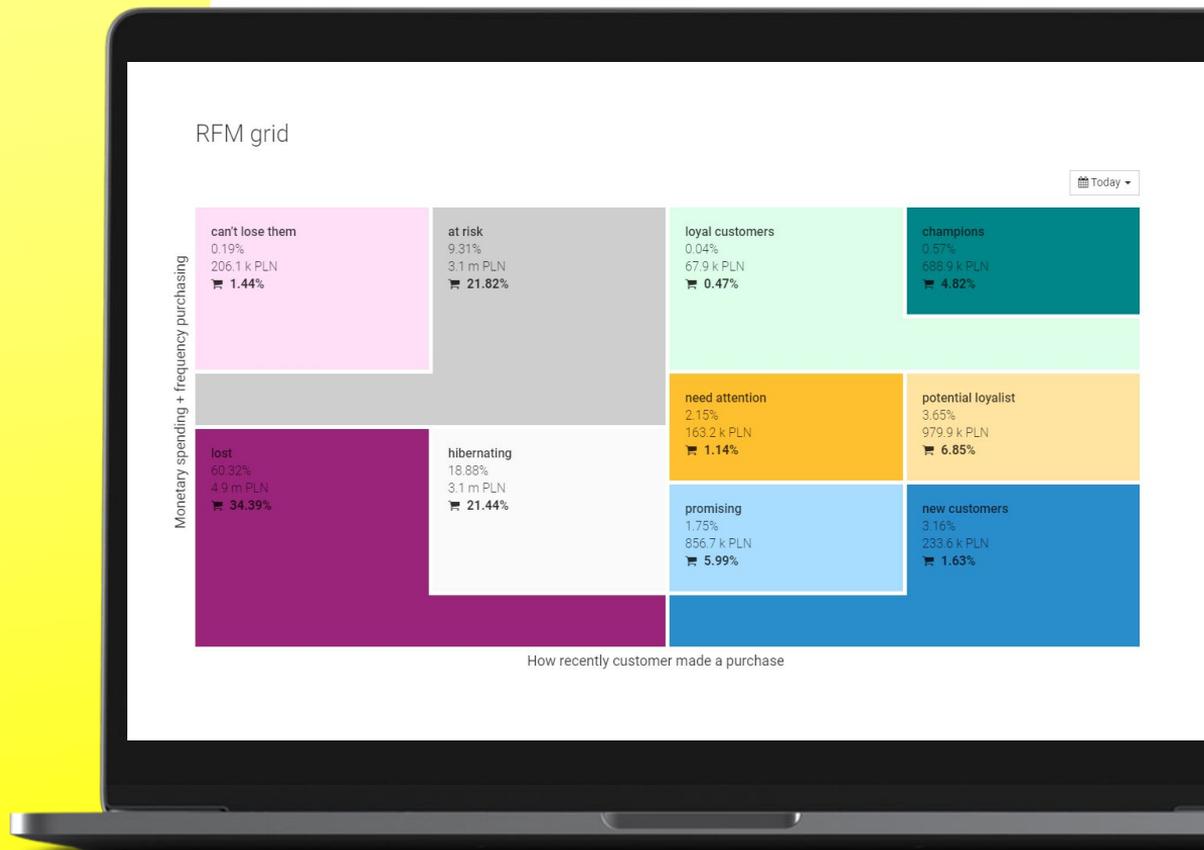


RFM Analysis

RFM is the most advanced way to segment an eCommerce audience.

By evaluating Recency (how recently a customer made a purchase), Frequency (how often that customer buys) and Monetary value (average order value), edrone's system splits Recman's audience into 10 groups.

Using RFM, they are able to reward their best customers and fight to retain the ones they're losing by creating **highly effective on-site and engagement strategies** for each group.



Pop-ups

Recman uses Pop-ups to convert visitors into subscribers.

For desktop users, they use Exit Pop-ups: when a new visitor (who is not already subscribed) moves his mouse towards the **X** button to close his tab, a Pop-up appears asking for his name and email.

For mobile visitors, they prefer using Welcome Pop-ups.

But does it work? Well, let's just say **over 55% of their ~152.000 subscribers came from Pop-ups.**

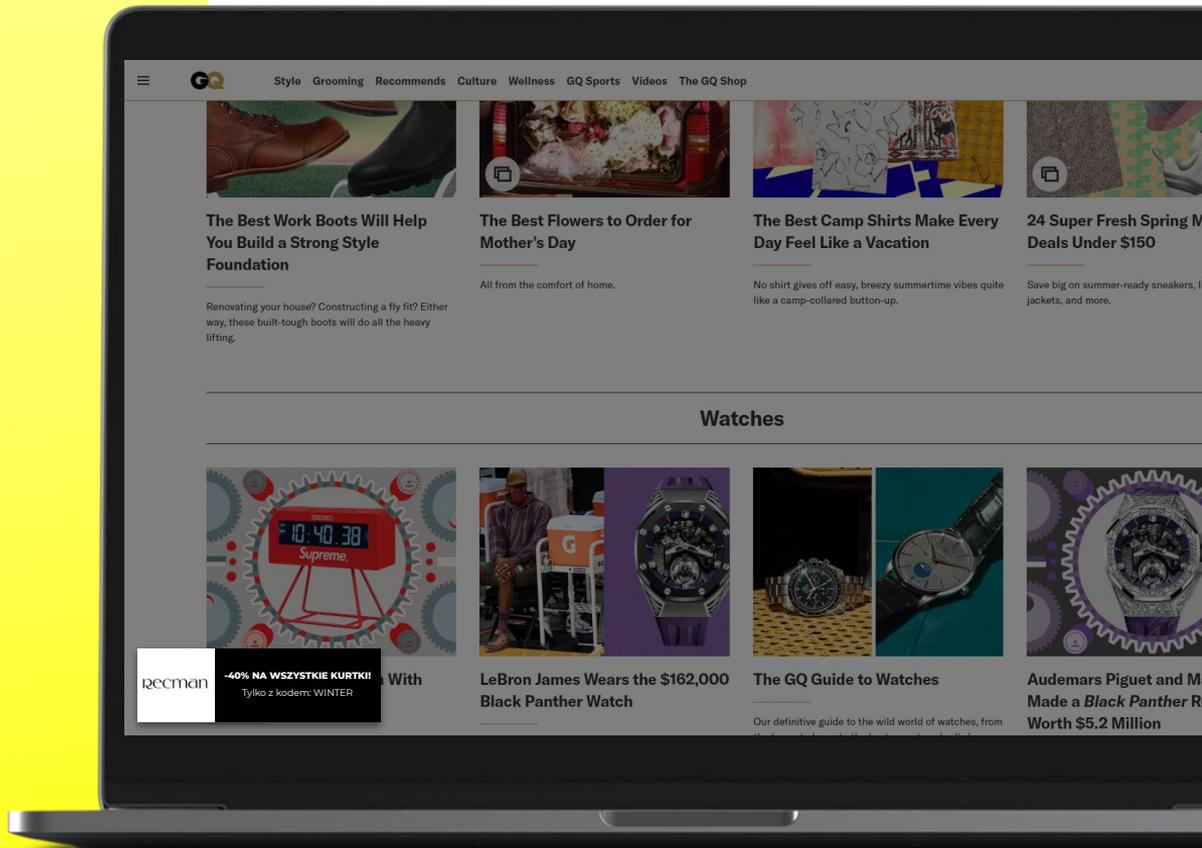


Push Newsletters

Push Newsletters appear to subscribers while they're browsing other websites.

For example, a customer might be reading his favourite lifestyle blog and suddenly get a notification about Recman products on sale.

Their latest Push Newsletter campaigns had an **average Open Rate of 30,3%**.



Welcome Emails

When a visitor subscribes to Recman's newsletter, he receives a confirmation message (Double Opt-in). Then, once subscription is confirmed, it triggers an automated sequence of 4 emails:

- Welcome email with discount code
- Content + product email after 7 days
- Content + product email after 14 days
- Content + product email after 21 days

Using this powerful combo of discount, quality content and personalized product recommendations, Recman has obtained **over 39.900 PLN in revenue** over the first quarter of 2021, while maintaining an **average Open Rate of 58%**. All automated!



Fundamentem tworzenia własnego stylu jest wiedza. Dzięki znajomościom zasad dobrego ubioru, łączenia tkanin i kolorów możemy budować swój wizerunek i idealnie prezentować się w każdej sytuacji. Styl casual daje wiele możliwości określenia własnego charakteru w stylizacjach i pozwala stworzyć spójną całość. Zestawy, poprzez odpowiedni dobór kolorów, kształtowanie struktur tkanin oraz dobór

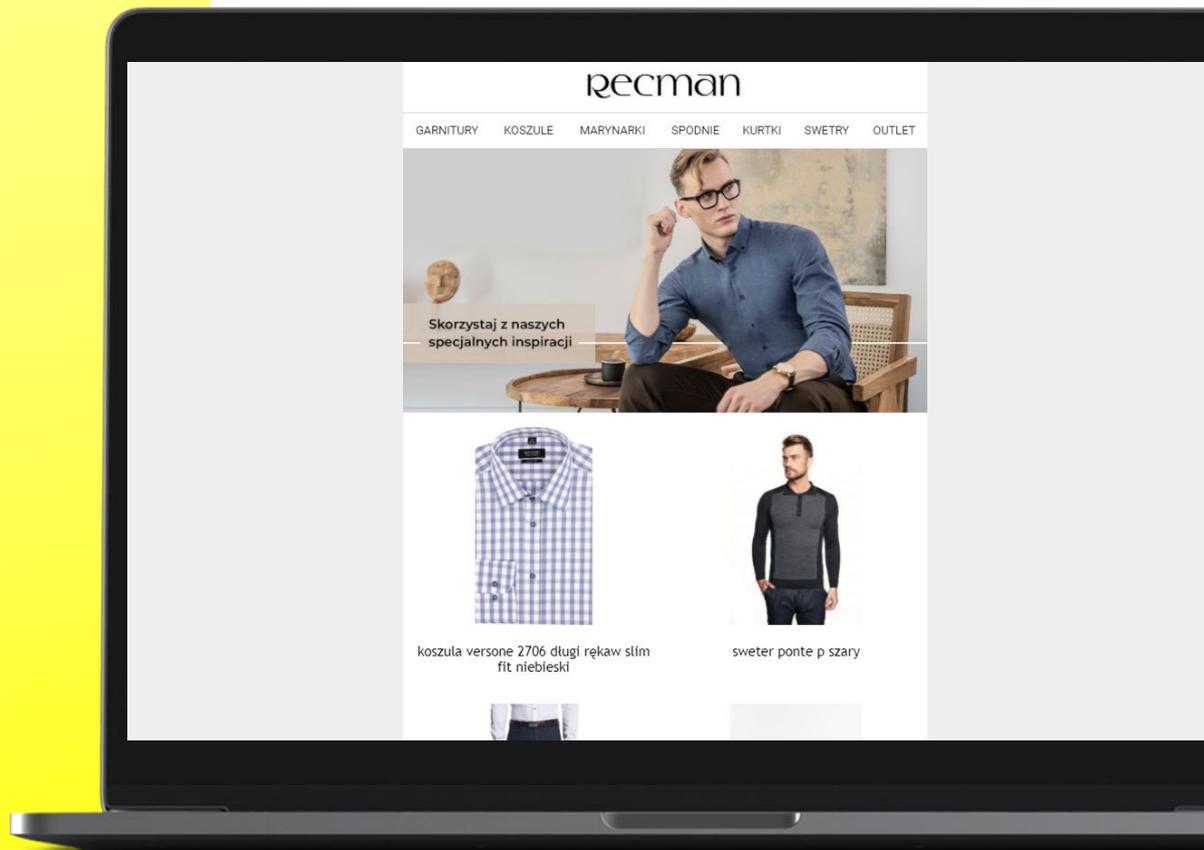
Recommendations

Nothing beats a skilled salesperson to help you choose the clothes that suit you best. But how can you offer this personalized shopping experience in the online world?

edrone's Recommendations scenario takes into account all the products a given user has viewed, added to cart and/or purchased, and then uses Machine Learning to recommend other relevant products – with increasingly better results.

For Recman, this means an **average Open Rate of 31%, and an astounding 7.383 PLN in revenue for every 1.000 emails sent.**

Machine knows best!

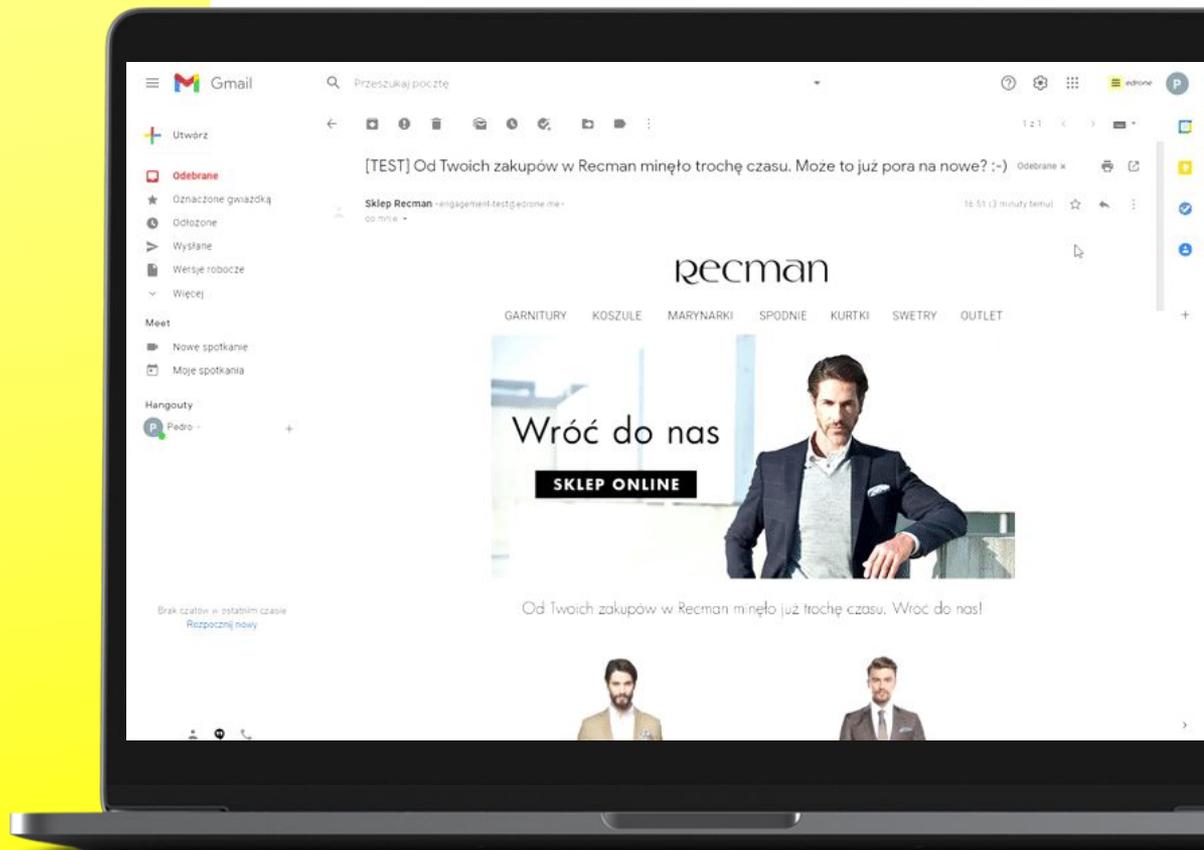


After Sale

We all know it costs much more to get new customers than it does to engage with existing ones.

Using edrone's After Sale automation feature, Recman is able to increase purchase frequency by sending personalized reminders to customers who haven't bought anything over the previous 3 months.

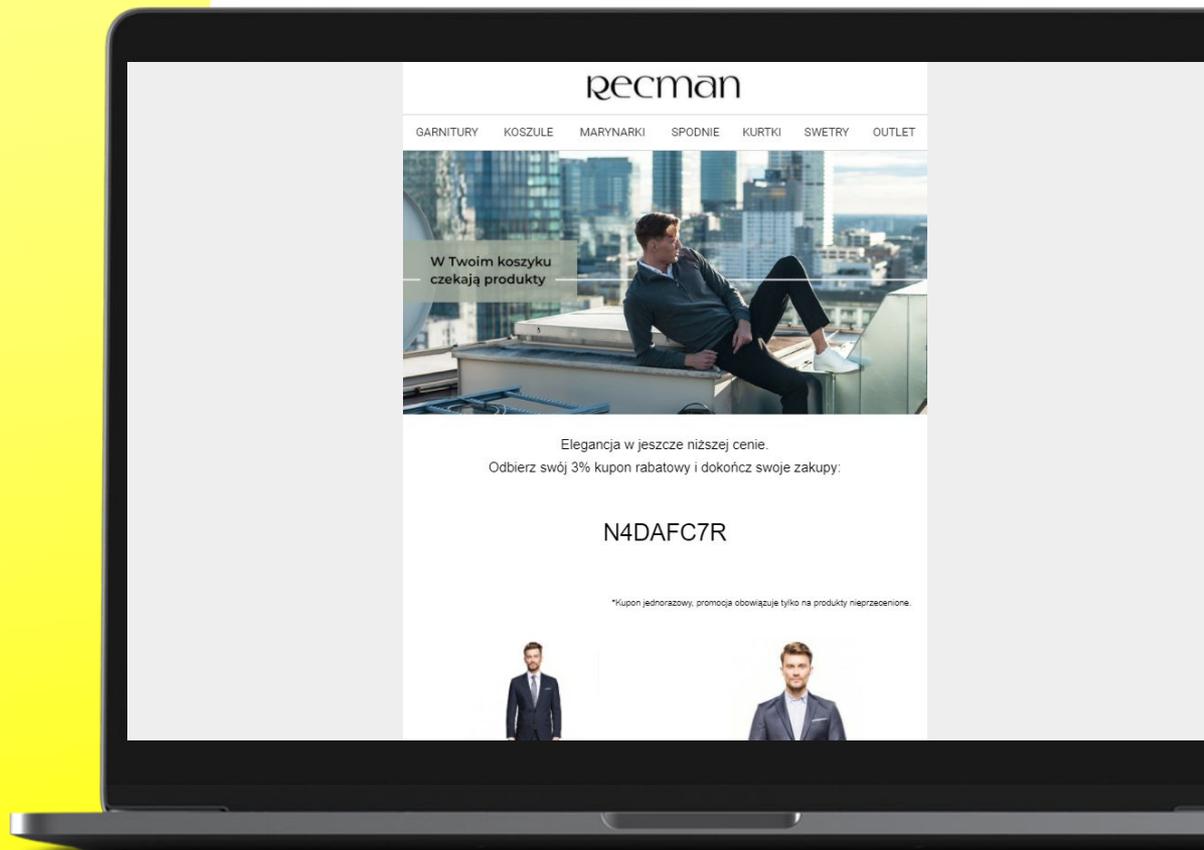
These emails report an **average Open Rate of 28,5% and every 1.000 emails sent generate an average revenue of 2.333 PLN** – without offering a discount!



Abandoned Carts

Using edrone's Recover Abandoned Cart feature, Recman has been able to recover otherwise lost customers.

Over the first quarter of 2021, by sending automated emails to 845 forgetful customers, **Recman recovered over 7.500 PLN in additional revenue, with an average Open Rate of 41%.**

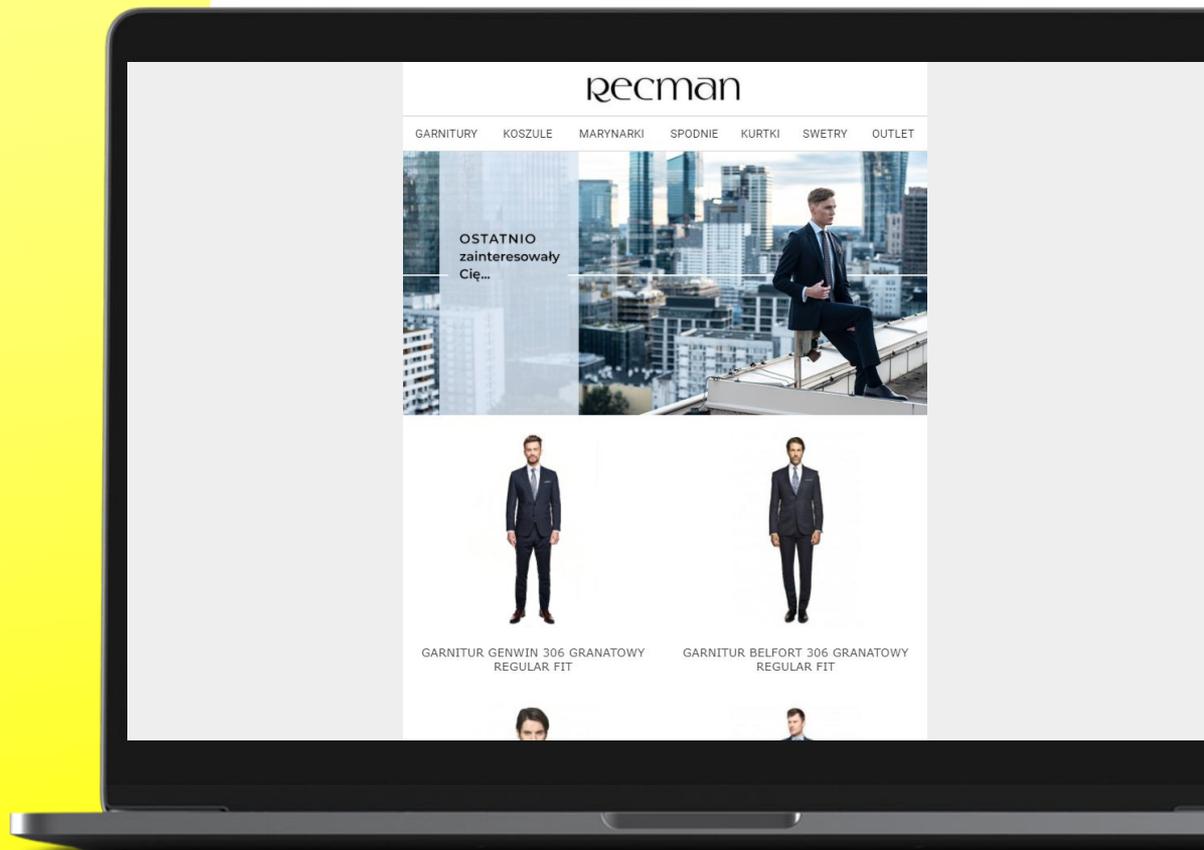


Viewed Products

Customers who leave the store with items in their cart are not the only ones that Recman is able to engage with.

By simply viewing a product on their website, a subscriber might later get an email with a reminder for that product and other relevant recommendations.

In the first quarter of 2021, Recman has obtained **over 14.300 PLN from this automation, effectively turning prospect customers into buyers.**

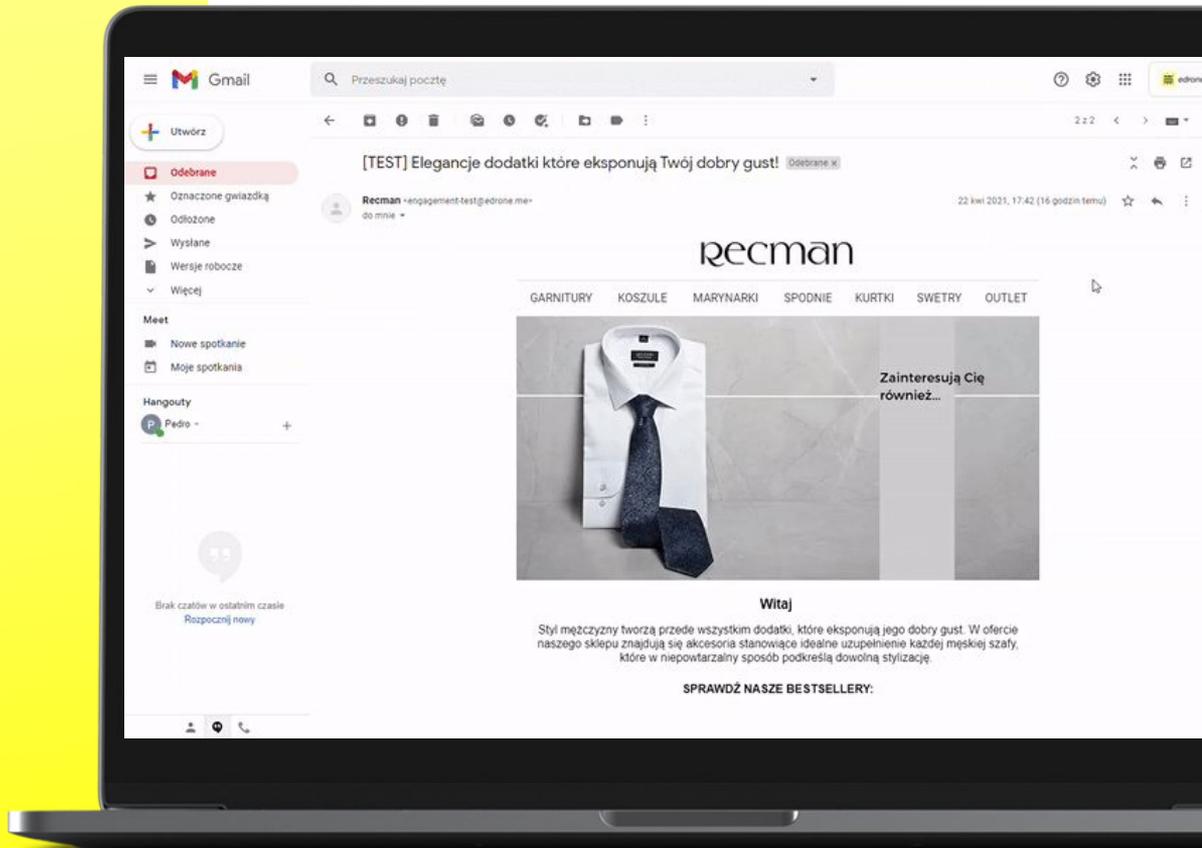


Cross-Selling

When a customer views or orders products from specific categories, Recman sends out automated Cross-Selling emails.

By combining their knowledge of customer behavior with a smart use of segmentation and personalized product recommendations, Recman's Cross-Selling messages show an **average Open Rate of 30%**, and **every 1.000 emails sent generate an average of 2.306 PLN**.

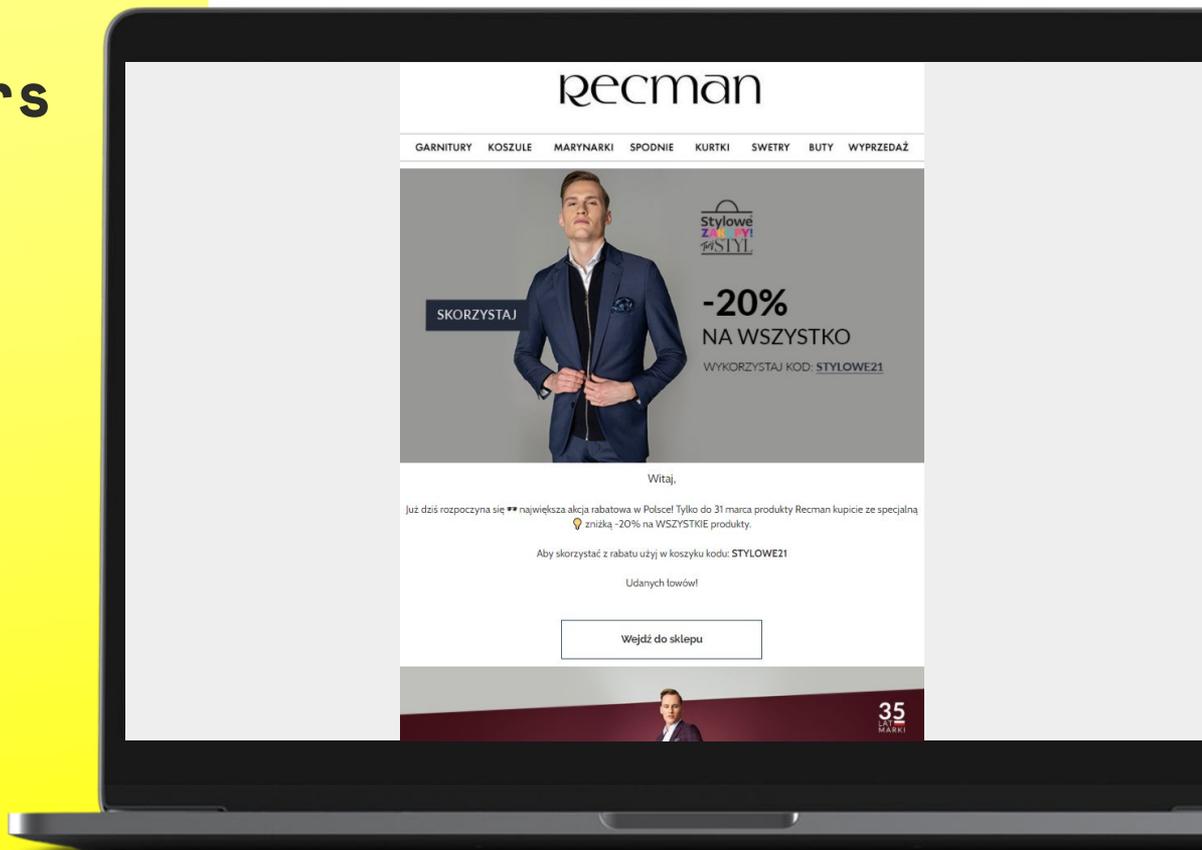
That's additional revenue coming automatically from customers who have recently bought something!



Weekly Newsletters

Apart from the automated scenarios, Recman also sends out unique one-off newsletters with special deals and new releases.

They send around two campaigns per week, and **each one converts, on average, into 5.726 PLN in revenue.**



Customer feedback

Recman Ltd. recommends cooperation with edrone, which has become a fundamental part of our online business. The partnership began in 2017 and continues to this day.

Our brand has been committed to quality and innovation from the very beginning, and edrone clearly shares the same values. Both companies are at the forefront of their respective industries, so it's no surprise that we have achieved great results together.

Roman Tulwin
Founder @ Recman



About edrone

- Our share in eCommerce revenue is over US\$ 2 billion (mainly 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.*

hello@edrone.me

+ 48 510 043 827

