

☰ *edrone*

Case Study

muve.pl



About Muve.pl

Muve.pl is an online store for gaming enthusiasts of all kinds.

They were the first to distribute PC games online in Poland, back in 2011, and since then have expanded their offerings adding console games, as well as “offline” entertainment such as board games, card games, puzzles, toys, books, figurines, and pop culture swag in general!





Muve.pl + edrone

Gaming is a 175 billion dollar industry, with fierce international players (pun intended) competing for gamers' attention.

Using the power of AI, advanced customer segmentation and personalized on- and off-site communication, **edrone has helped Muve.pl remain the market leader for PC games in Poland** and expand into other highly competitive market segments.

All of that while exponentially growing their product catalog and customer base!

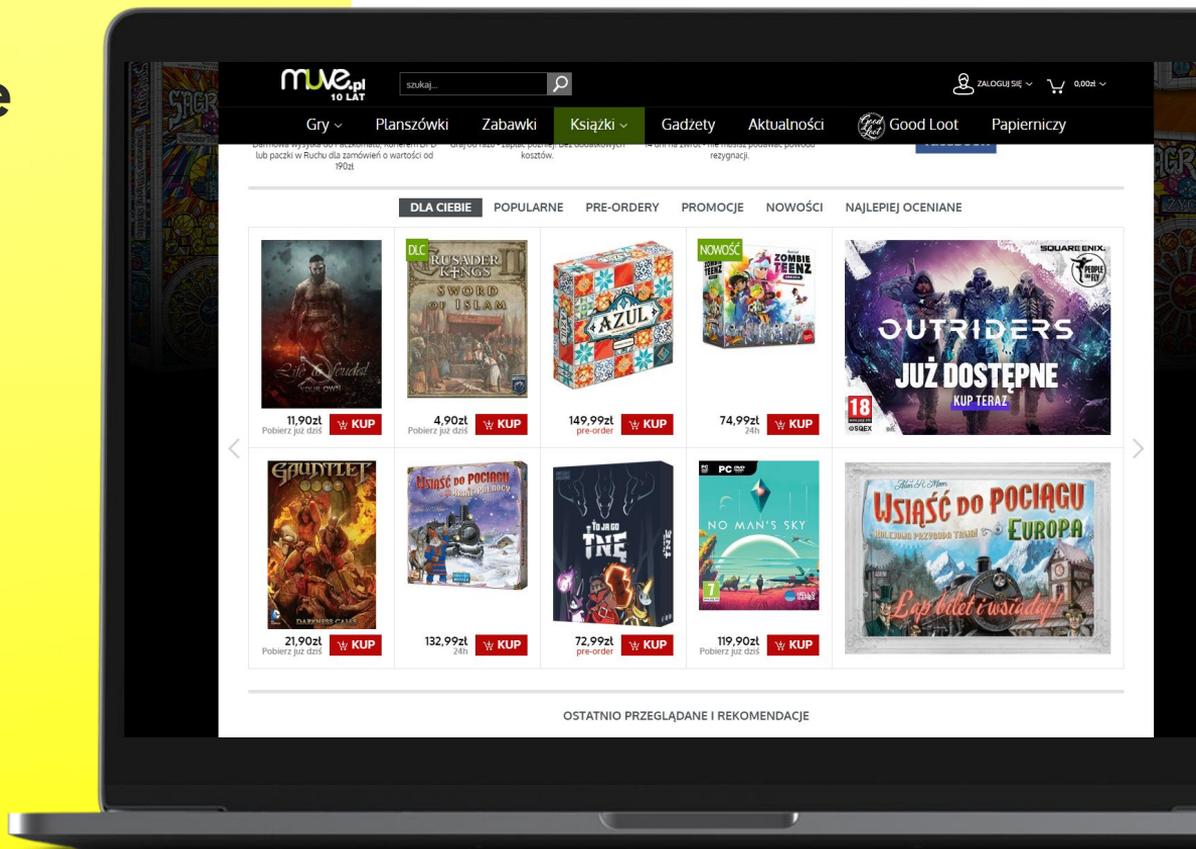


Marketing Machine

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

With it, Muve.pl is able to easily up-sell and cross-sell their huge product base, dramatically increasing on-site conversions and revenue with minimal effort.

Marketing Machine is a key element of Muve.pl and is used almost everywhere, from the homepage to category and product pages.

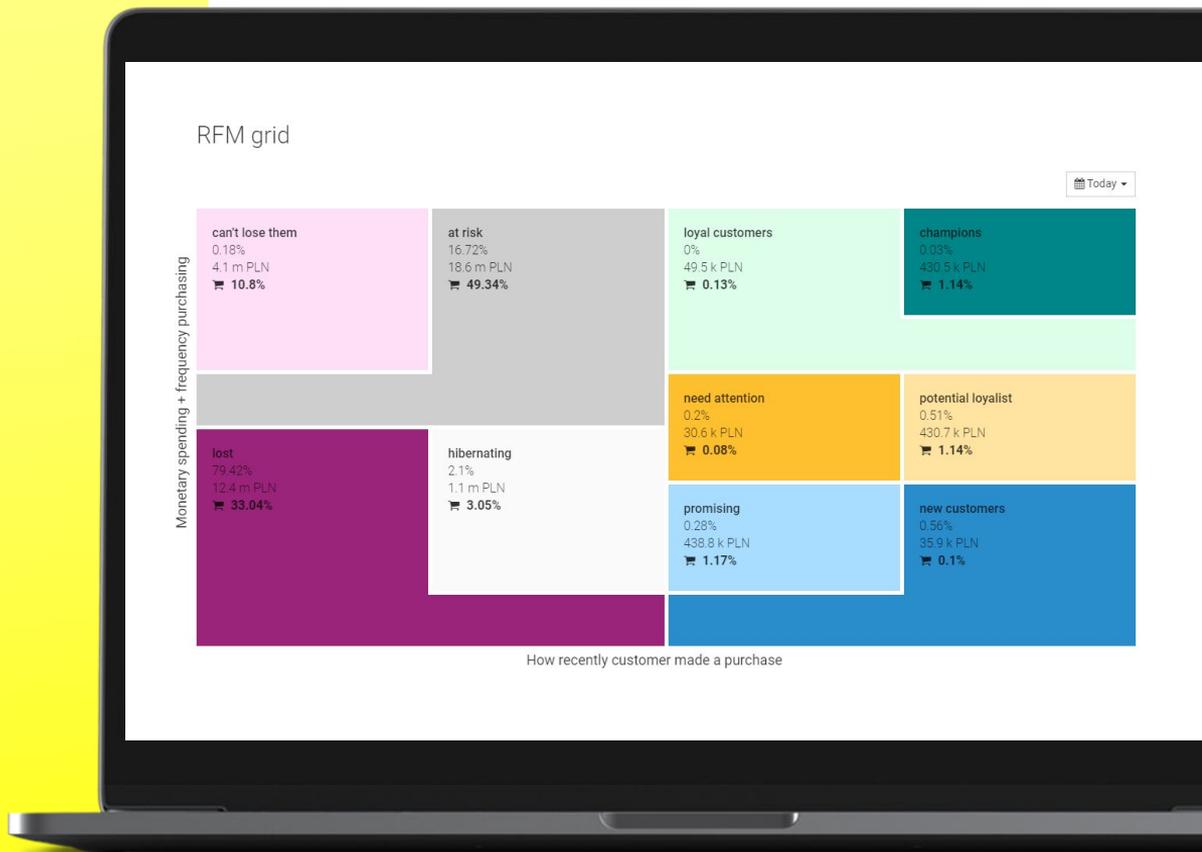


RFM Analysis

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 Muve.pl'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.

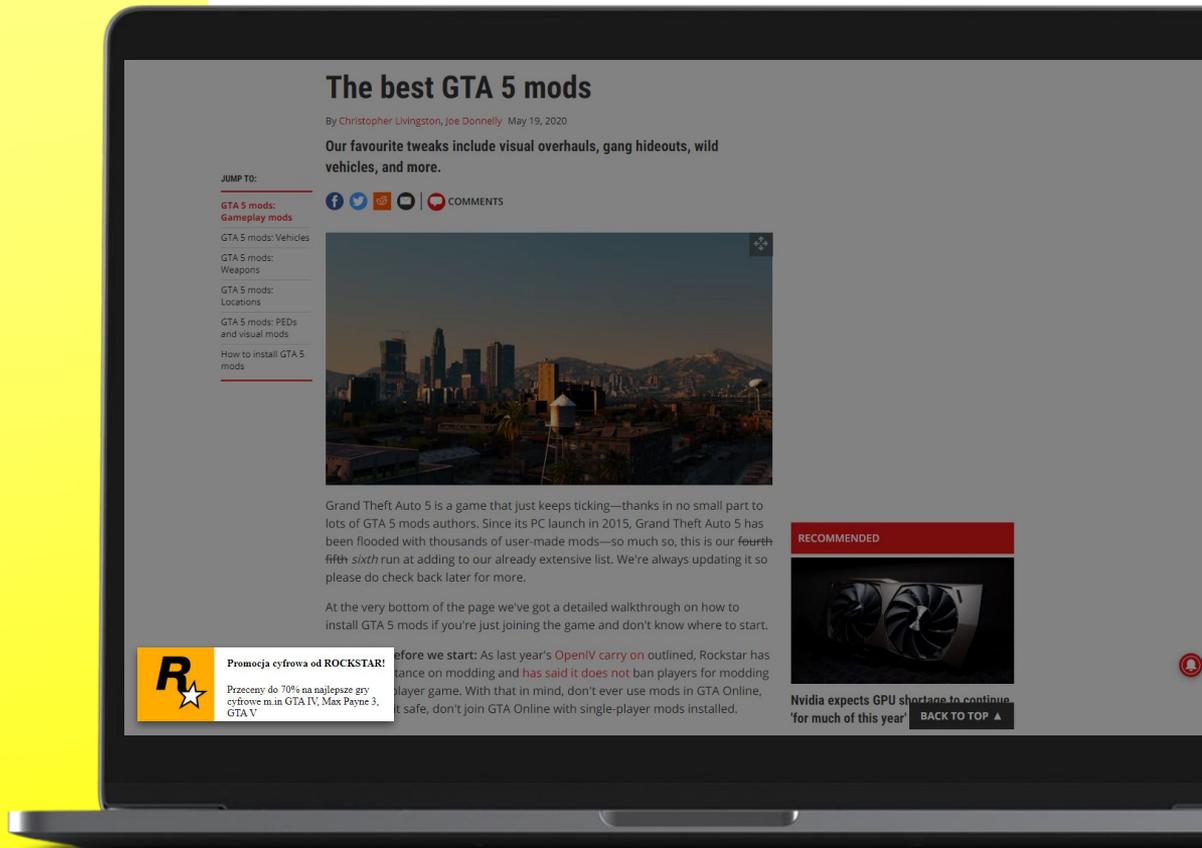


Push Newsletters

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

For example, a customer might be reading news on their favorite gaming blog, and suddenly get a notification about a discount on a new release on Muve.pl.

Their most recent Push Newsletter campaign had a **30% Open Rate**.



R* Promocja cyfrowa od ROCKSTAR!
Przeznaczony do 70% na najlepsze gry cyfrowe m.in. GTA IV, Max Payne 3, GTA V

The best GTA 5 mods

By Christopher Livingston, Joe Donnelly May 19, 2020

Our favourite tweaks include visual overhauls, gang hideouts, wild vehicles, and more.

JUMP TO:

GTA 5 mods:

Gameplay mods

GTA 5 mods: Vehicles

GTA 5 mods: Weapons

GTA 5 mods: Locations

GTA 5 mods: PEDs and visual mods

How to install GTA 5 mods



Grand Theft Auto 5 is a game that just keeps ticking—thanks in no small part to lots of GTA 5 mods authors. Since its PC launch in 2015, Grand Theft Auto 5 has been flooded with thousands of user-made mods—so much so, this is our **fourth fifth sixth** run at adding to our already extensive list. We're always updating it so please do check back later for more.

At the very bottom of the page we've got a detailed walkthrough on how to install GTA 5 mods if you're just joining the game and don't know where to start.

Before we start: As last year's **OpenIV** carry on outlined, Rockstar has stance on modding and has said it **does not** ban players for modding single-player game. With that in mind, don't ever use mods in GTA Online, it's safe, don't join GTA Online with single-player mods installed.

RECOMMENDED



Nvidia expects GPU shipments to continue for much of this year **BACK TO TOP** ▲

Pop-ups

Muve.pl uses Exit Pop-ups to convert visitors into subscribers.

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.

Using this feature, Muve.pl is able to grow their audience at a rate of around **820 new subscribers every month**.

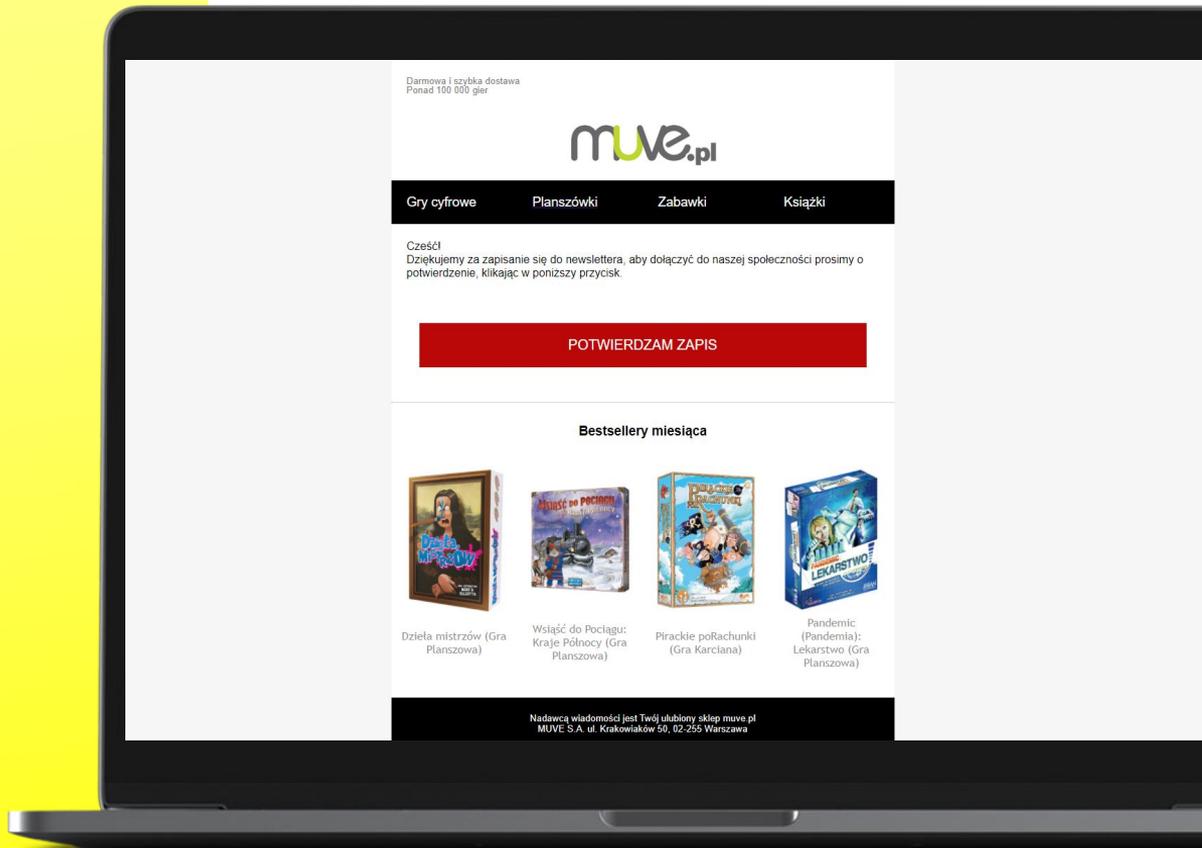


Welcome Emails

Once a visitor subscribes to Muve.pl's Newsletters, he automatically receives a Welcome Message.

Using edrone's email automation feature, Muve.pl's Welcome Emails achieve an **average Open Rate of 89%**. **For every 1.000 emails sent, around 230 orders are placed** with an average value of 130,30 PLN each.

All of that completely automated, and without offering discounts! Instead of a coupon, they showcase their most recent best selling products.

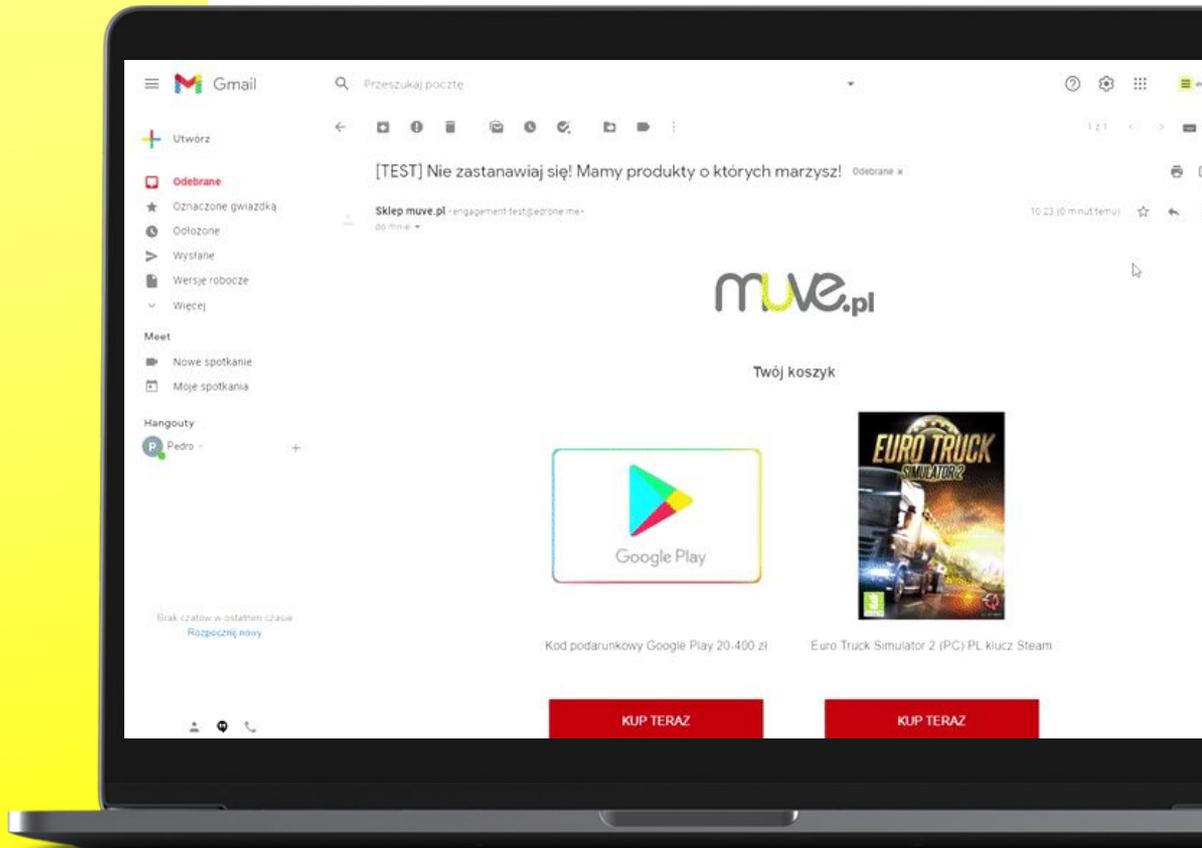


Abandoned Carts

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

Over the first quarter of 2021, by sending automated emails to around 1.300 forgetful customers, **Muve.pl has generated over 12.200 PLN in additional revenue.** With an average Open Rate of 23%.

To put it in perspective, **this feature alone covers their monthly expenses with edrone.** All the additional revenue generated by other features is profit!

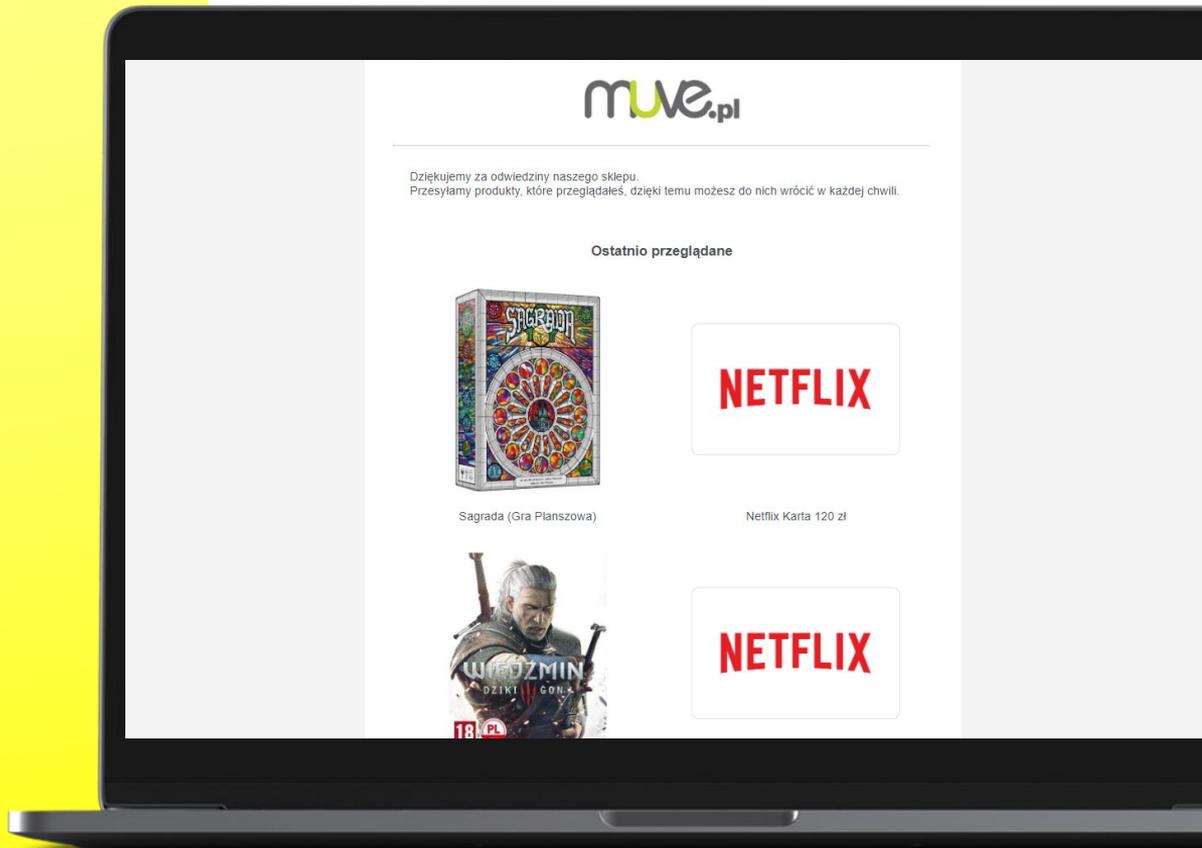


Viewed Products

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

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

If this sounds a bit pushy to you, consider that these emails have an **average Open Rate of 20%, and for every 1.000 Viewed Product emails sent, Muve.pl receives 1.576 PLN in orders.**

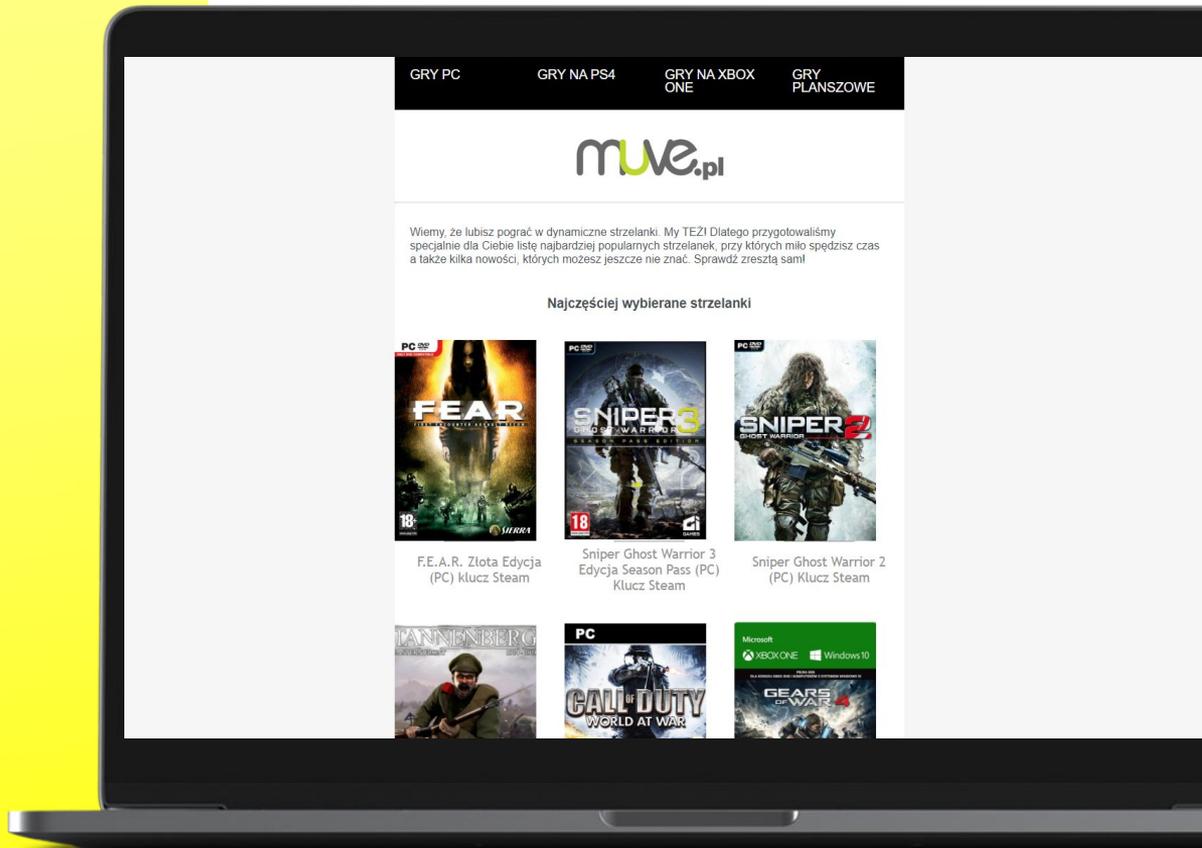


Cross-Selling

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

By combining their knowledge of customer behavior with a smart use of segmentation and personalized communication, Muve.pl's Cross-Selling report an **average Open Rate of 17%, and for every 1.000 emails sent, an average of 1.230 PLN in orders is placed.**

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



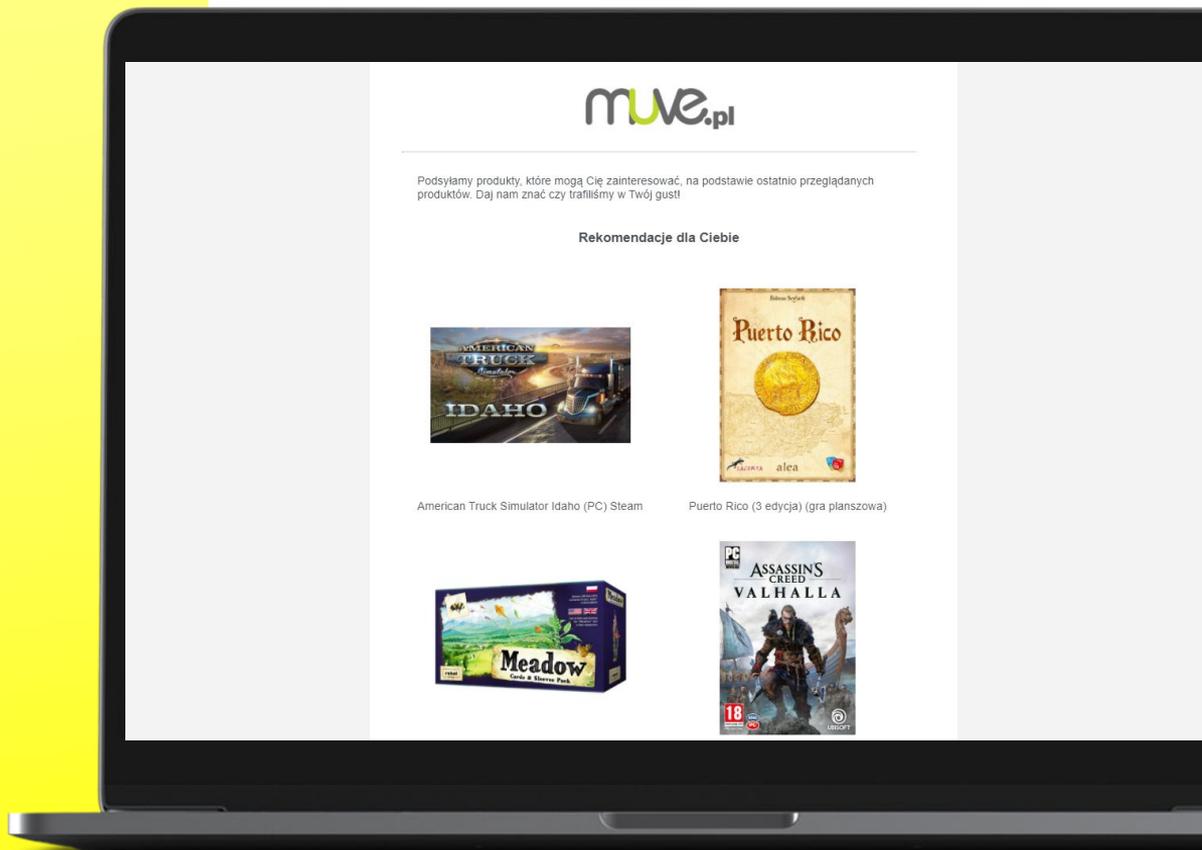
Recommendations

edrone's Recommendations scenario takes into account all the products a given user has viewed, added to cart, and ordered, and then uses Machine Learning to recommend other relevant products.

This means the system generates increasingly better results over time.

For Muve.pl, these emails have achieved an **average Open Rate of 21%**, and the **average Conversion Rate from opening the email to placing an order is an incredible 14,7%**.

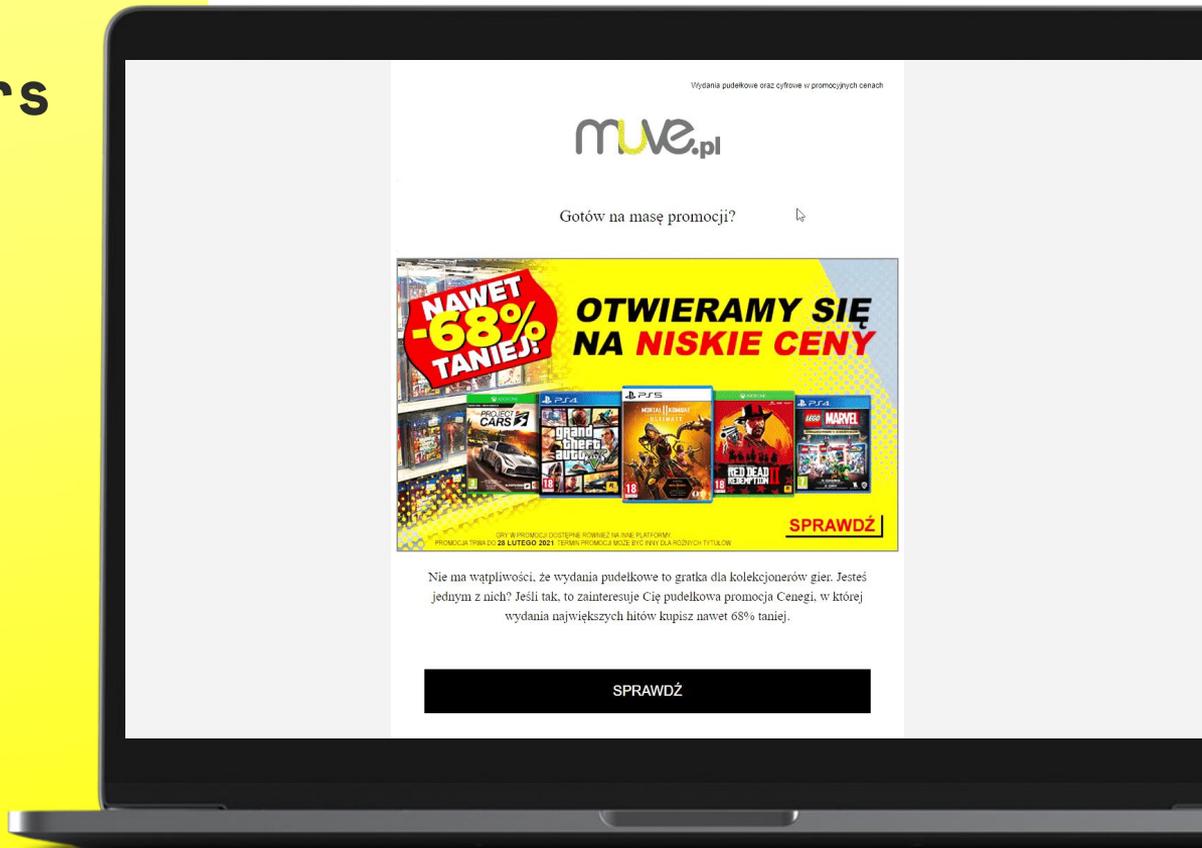
This feature alone has generated **over 545.000 PLN in revenue!**



Weekly Newsletters

Apart from the automated scenarios, Muve.pl also sends out weekly newsletters with content, special deals, and new releases.

More precisely, they send around two campaigns per week, **each one converting into an average of 4.787 PLN in revenue.**



Customer feedback

After the positive results of implementing edrone in other stores where I had the pleasure of working, I decided to test some key polish and international players in Muve.pl.

Once again, I was convinced that edrone has the best cost-benefit ratio. It offers effective solutions that are missing in other industry leaders' products. It is especially noteworthy that edrone is not limited to its own ideas, but also draws from their clients' experience to continually improve their product.

Furthermore, the decision to choose edrone was also significantly influenced by their excellent customer service, tailored to our company's individual needs.

Paweł Szymoniak

eCommerce Manager @ muve.pl (2016–2020)



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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