

CASE STUDY: ANIA KRUK

How ANIA KRUK Increased AOV by 57% with AI Visual Recommendations from Manago AI





ANIA KRUK, a renowned Polish jewellery brand, partnered with Manago AI to improve its digital customer journey.

By implementing advanced AI Visual Search recommendations and automated multi-stage workflows, the brand achieved a remarkable 10,218% Return on Investment (ROI) and entrusted 21.3% of all its transactions to the Manago AI platform.

Learn more about how ANIA KRUK achieved these results and how Manago AI assisted in this process.





ANIA KRUK is a Polish jewellery brand founded in 2012 that continues the 180-year family jewellery tradition which speaks through their products, emphasising lightness, simplicity, and unforced elegance. The brand is widely recognised for its signature designs that blend modern aesthetics with jewellery meant for everyday wear. By combining current trends with high-quality craftsmanship, ANIA KRUK creates collections that are both expressive and timeless, paying close attention to detail and symbolism.

With a strong focus on building close relationships with its audience, the brand operates a dynamic e-commerce platform and maintains consistent digital communication across multiple touchpoints to engage its loyal community.



■ That business strategy resulted
in the company's profit of

9.5 million PLN
(2.2 mln EURO) for 2024

To secure its strong position in the market
ANIA KRUK teamed up with Manago AI to help
it optimise its customer journeys.

The challenge:

Addressing customer needs from the first visit

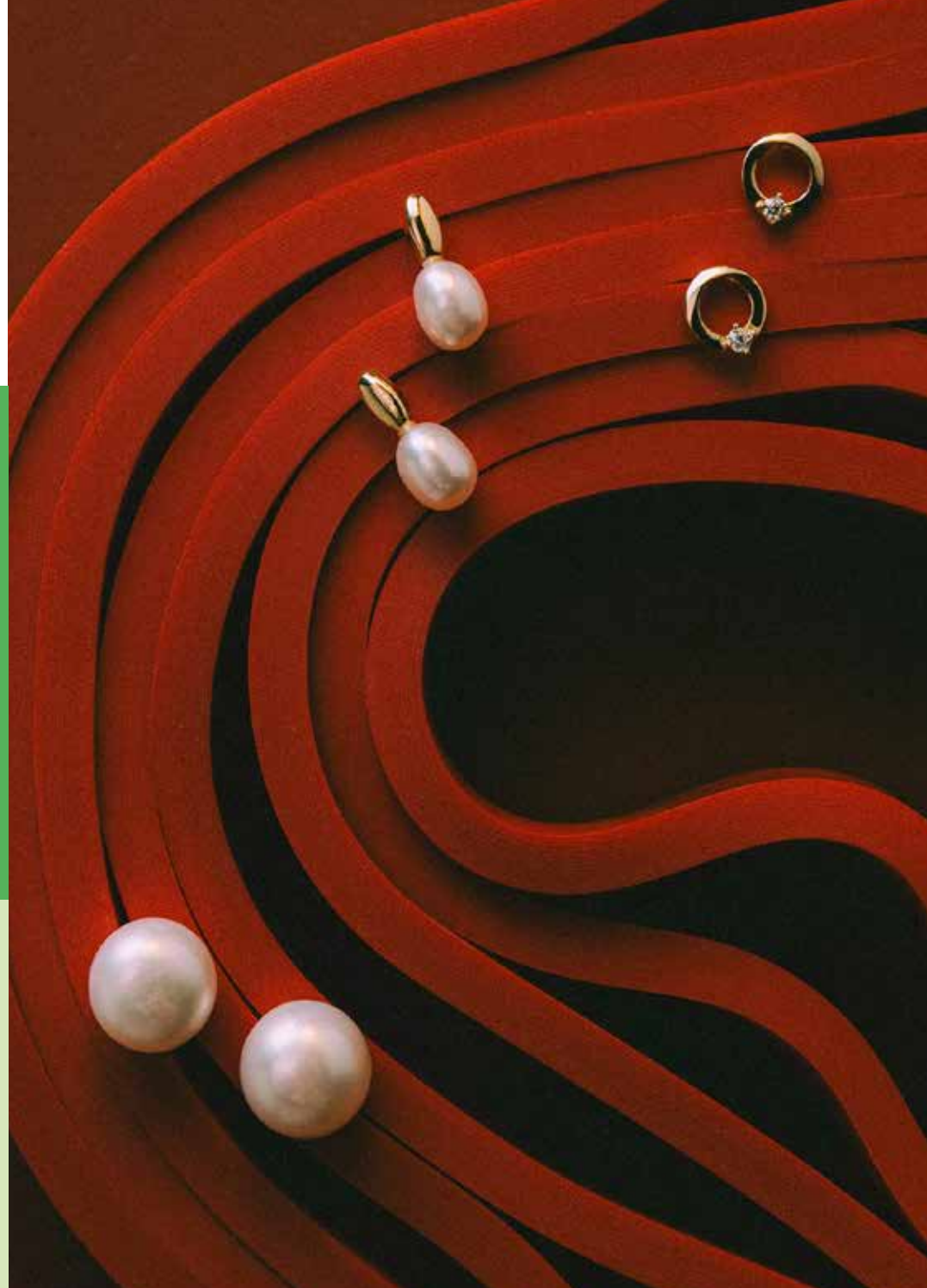


The primary goal for ANIA KRUK was to tailor product recommendations to individual customer preferences from their very first visit, ensuring the presented offer was as relevant and inspiring as possible.

Furthermore, the brand aimed to increase conversions and Customer Lifetime Value (CLTV) through tailored offers that support purchasing decisions and build long-term engagement.



Finally, there was a pressing need to effectively activate users during the consideration phase using personalised email communication powered by artificial intelligence and visually similar product recommendations.



The solution:

Implementing data-driven AI strategies

Together with Manago AI, ANIA KRUK implemented several targeted tools and solutions to address its core challenges:

MARKETING AUTOMATION WORKFLOWS:

ANIA KRUK replaced simple automation rules with sophisticated multi-stage workflows. These included abandoned cart recovery, dynamic remarketing, welcome campaigns, win-back strategies, post-purchase follow-ups, and birthday campaigns to significantly enhance engagement.

AI VISUAL SEARCH RECOMMENDATIONS:

AI Visual Search Recommendations: The brand transitioned from standard recommendations (based merely on viewed categories and price) to advanced AI recommendations featuring visually similar products.

ON-SITE PERSONALISATION & LEAD GENERATION:

To capture customer data and build a robust database, the brand deployed dynamic graphic pop-ups promoting new collections and limited-time promotions. Anonymous traffic was transformed through personalised messages, and social proof mechanisms were introduced to stimulate purchases.

SEGMENTATION & OMNICHANNEL COMMUNICATION:

The team developed hyper-segmentation strategies based on customer activity, purchased product categories, and responses to email marketing. This was seamlessly integrated across email, SMS, web push, and on-site channels to ensure cohesive messaging.

The results:

Measurable eCommerce success

The implementation of Manago AI's platform delivered measurable, data-driven results for ANIA KRUK:



+64%

AI Recommendation impact:

Last-click sales in post-visit campaigns surged by **64% compared to standard** recommendations based on previously viewed products and categories.



+98%

Abandoned cart recovery:

Sales generated from abandoned cart emails increased by 98%. Additionally, the Click-Through Rate (CTR) for these campaigns rose by **79% compared to standard** cart abandonment messages.



+89%

Revenue & AOV:

The Average Order Value (AOV) for supported transactions reached **433.87 PLN, which is 157.87 PLN (+57%)** higher than unsupported transactions. Overall last-click sales saw an impressive increase of 89%.



+747%

High engagement:

Recommendation emails achieved a **CTR 747% higher** than mass mailings. Furthermore, the conversion rate from multi-stage workflows reached 7.06%, marking a 20% improvement over simple automation rules.



10 218%

Overall business contribution:

Monitored contacts now generate 13% of all website visits, while Manago AI handles 21.3% of all transactions, culminating in an **ROI of 10,218%.**

Looking ahead:

Future development opportunities

Following these results, ANIA KRUK and Manago AI are already planning the next steps to scale their operations. Future initiatives include the launch of a dedicated loyalty programme, the optimisation of product collections, and the implementation of 'spotlight' features to further enhance the omnichannel customer experience.



Modern marketing should feel simple

Manago AI is a Customer Engagement Platform trusted by 2,000+ businesses, helping marketers connect data, understand customers, communicate across channels and drive results through agentic AI.



Free trial

