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## CUSTOMER STORY: BEOBASTA

# Retention -Led Growth

### From campaign email to CRM engine

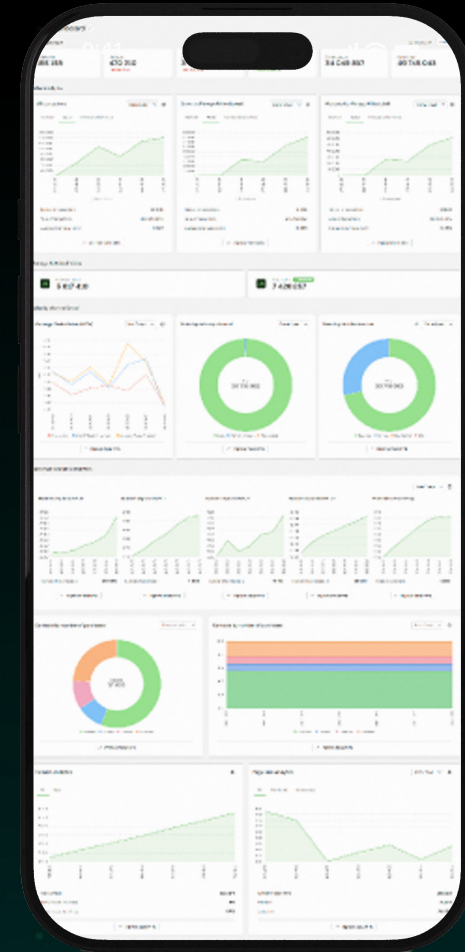
How Beobasta moved from a Klaviyo-led newsletter rhythm to an **AI-powered lifecycle marketing program on the Manago AI platform**, covering automation, segmentation, consent capture and buyer exclusion.



# Why they chose Manago AI over Klaviyo

Klaviyo had already proven that email could contribute meaningful revenue. But Beobasta's growth was capped by manual campaign sends. On Manago AI, they built an always-on lifecycle engine — behavioural data, automation, segmentation and cross-channel consent — that made retention scalable instead of dependent on manual campaign pressure.

 Manago AI



# The challenge

Beobasta already had a working email channel, but most revenue still depended on manually sent campaigns rather than lifecycle automation. Alta Solutions set four objectives for the move to Manago AI.



1

## Increase revenue from the existing database

Turn a working email channel into a broader retention program.

2

## Improve CRM indicators through automation

Move from campaign dependence to always-on flows and trigger logic.

3

## Grow the consented contact base

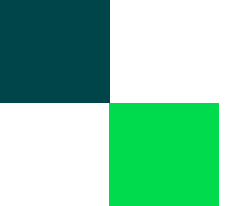
Use pop-ups, signup capture and checkout consent expansion.

4

## Reduce acquisition waste

Exclude existing buyers from ad audiences and shift them into retention logic.





# The Strategy

Alta Solutions built a retention-first CRM setup in the **Manago AI platform**, combining data integration, automation, segmentation and cross-channel consent capture.



## 1. Data & Product Foundation

Imported customer, order and product data — including SKU, categories, metafields and product feed structure — for CRM execution on Manago AI.



## 2. Lifecycle Automation

Launched welcome, cart abandonment and birthday flows, while controlling send frequency at both account and flow level.



## 3. Consent & Audience Growth

Reactivated signup pop-ups, added a slider form and expanded checkout consents for email, SMS, Viber and WhatsApp.

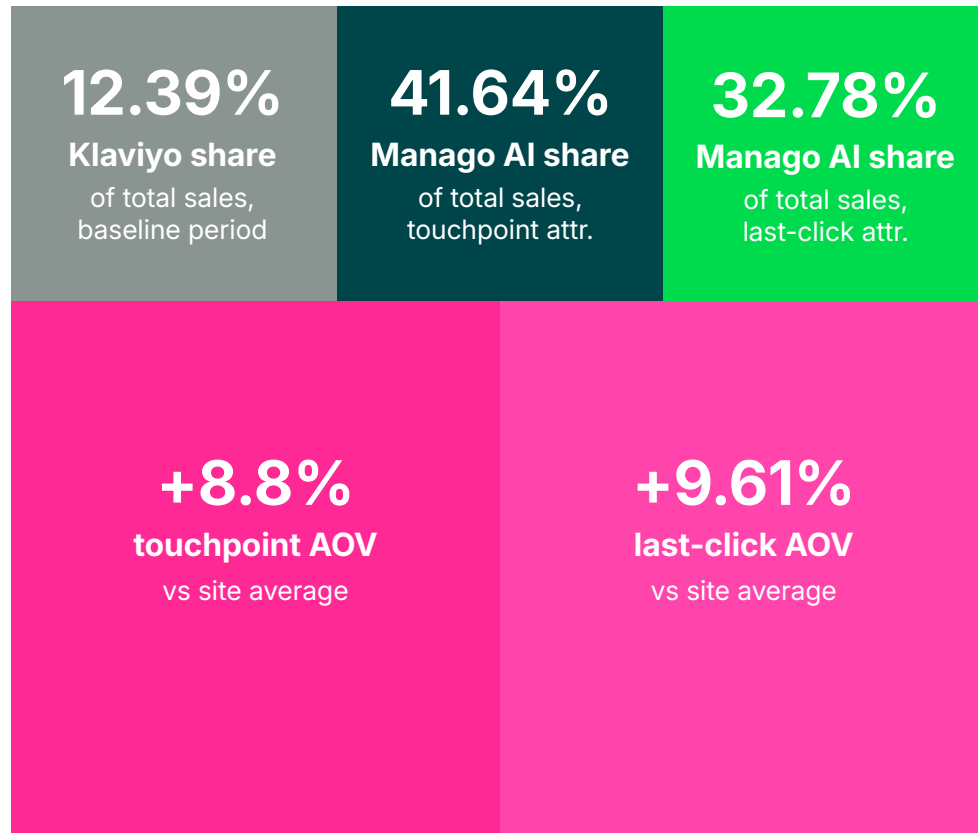


## 4. Segmentation & Paid Efficiency

Built actionable segments and excluded buyers from advertising audiences, so CRM and acquisition no longer work against each other.

# The Results

The outcome was not simply more email volume, but a measurable shift toward automated CRM contribution and stronger retention economics.



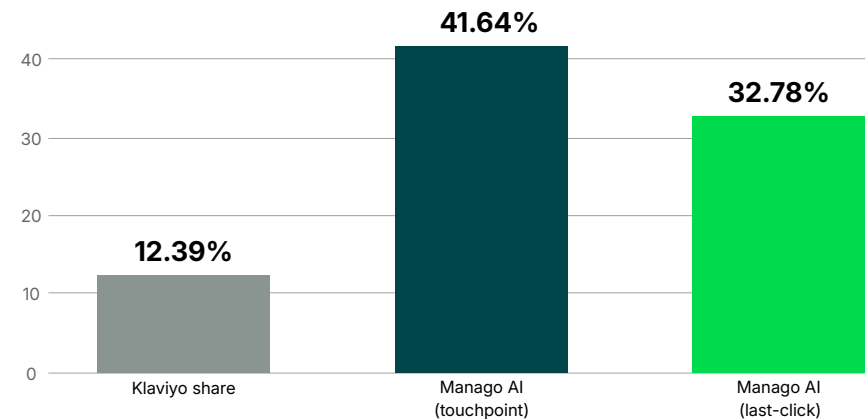
## Why it matters.

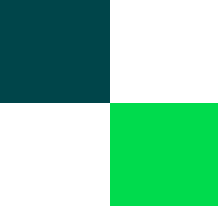
As digital ad spend in Serbia reached €168.92M in 2025 (+28% YoY), retention and buyer exclusions became more important to protect profitability while acquisition costs grow more competitive.

Market context source:

Coob / IAB AdEx 2025 article, 5 June 2026.

Platform naming aligned with the SALESmanago → Manago AI rebrand.





# What changed under the hood

These are the operating mechanisms that explain why the new setup performs beyond a simple platform migration. This implementation strongly suggests deeper CRM maturity in four areas.

## 01

### CDP activation

Manago AI is now likely using richer real-time onsite behaviour to trigger campaigns, workflows and audiences beyond static list-based targeting.

## 02

### Omnichannel & content

The setup supports onsite recommendations, behaviour-based pop-ups and web push notifications that can directly assist conversion.

## 03

### Precise segmentation

The program can now target by recency, frequency and monetary value instead of sending the same message to broad audiences.

## 04

### Deliverability optimization

Migration, list cleaning, send-frequency control and better infrastructure often improve domain reputation and unblock message reach.

# How this connects to the result

## The Missing Depth



Klaviyo proved that email could already contribute meaningful revenue. **The Manago AI setup** added the missing depth: behavioural data, automation, segmentation and channel coordination that make retention more scalable and less dependent on manual campaign pressure.

## Why This Matters



The business impact is not just that Beobasta changed tools. The stronger outcome comes from better signals, better audiences, better delivery and more conversion entry points across the customer journey.

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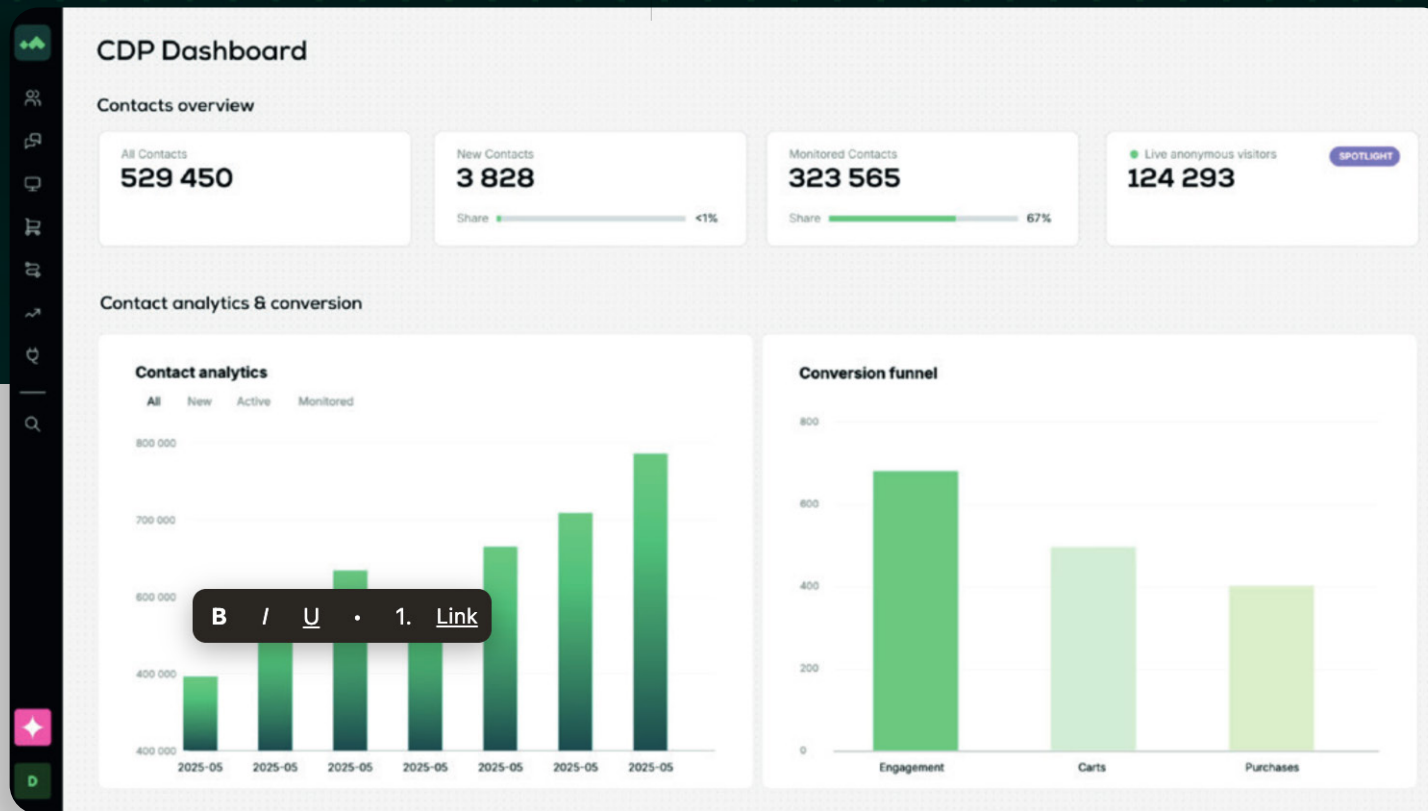
*"The story isn't 'we replaced one platform with another.' It's 'we moved from newsletter execution to a more advanced CRM operating model'*

*— Vojislav Vlahović, Owner of Beobašta, and Nemanja Kandić Co-Owner of Alta Solutions*

Manago AI · Customer Engagement Platform · Case study prepared with Alta Solutions

# Modern marketing should feel simple

Manago AI is an AI Customer Engagement Platform that helps teams understand customers, turn behavioural signals into action, and create campaigns that drive growth.



Free trial

[www.manago.ai](https://www.manago.ai)