

CASE STUDY: SENPO

34% more value per order

Data and automation that
never sleeps



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senpo

senpo

Senpo, a Polish brand of mattresses, beds and sleep accessories, moved to Manago AI to make better use of customer data across the whole buying journey. Today Manago AI supports **one in seven** of the store's transactions, and the orders it supports are worth **34% more** than the average.

ABOUT

Senpo is a Polish brand specialising in mattresses, beds, pillows and sleep accessories. The company focuses on giving customers comfortable, healthy rest, with products matched to different needs and preferences. It combines a wide choice of bedroom products with shopping advice, helping customers create a space that supports recovery and good sleep. The brand is growing its online sales, with convenient shopping and a complete range of bedroom furnishings.



OVERVIEW

Industry sector

Home & Lifestyle, eCommerce

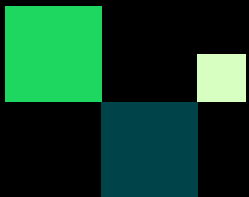
Market presence

**Poland: online store and showrooms
in 17 cities**

OBJECTIVES

Four objectives across the customer journey

Senpo set four objectives for its work with Manago AI.



1



More personalised communication

with customers, based on their interests, shopping behaviour and sleep needs.

2



Better use of customer data

to build relevant product recommendations and messages for each stage of the buying journey.

3



Higher engagement and conversion

by automating communication and sending relevant content and offers while the customer is deciding.

4



Long-term customer relationships

through activity that drives repeat purchases, cross-selling and a higher Customer Lifetime Value.

IMPLEMENTATION

Migration and segmentation built on agentic AI

The work started with the migration to Manago AI and the use of agentic AI to build advanced segments and to prepare the data and analyses behind marketing activity. On that basis, the team built communication matched to the customer's buying journey in the bedroom category.



Segmentation and contact scoring

Segments are based on transactional behaviour, user activity and interest in specific categories and products. Behavioural, transactional and hyper-segmentation strategies are built around on-site activity and complemented by a split by purchased product category, so Senpo talks to customers who bought a continental bed differently from those who bought duvets and bedding. The base is also grouped by response to email communication and by conversion analysis of the key automation rules.

Contact scoring assigns customers to the right segments and communication scenarios based on their activity and purchase potential.



Lead generation

Newsletter sign-up pop-ups offer a one-time discount code on the first bedroom purchase. Occasional offer pop-ups, matched to context, timing and user intent, complement them.



On-site personalisation

Graphic pop-ups announce current special offers and free delivery on the home page. A Social Proof widget shows how much interest a product is getting and builds trust. Dynamic product recommendations follow the categories a customer viewed before, telling shoppers looking for foam mattresses apart from those interested in spring mattresses.



Leadoo chat

Leadoo chat adds another point of contact with users, supporting engagement and the buying process.

42

active workflows

Automation covers communication at different stages of the customer journey: after a site visit, after cart abandonment, after a purchase, and based on behaviour and contact scoring.

Automation that never sleeps



Abandoned cart recovery, key for high-value products such as beds and mattresses.



Post-purchase product recommendations with automated cross-selling: the right bed base, mattress protector or contoured pillow after a mattress purchase.



Discount campaigns triggered right after a newsletter sign-up or a completed satisfaction survey.



Occasion-based personalisation, from World Sleep Day to Black Week and ex-display sales.



Long-term and educational campaigns, such as a series on caring for a new mattress so it lasts for years, and reminders to replace pillows after two years for hygiene.

RESULTS

Higher basket value and a measurable share of sales

Implementing Manago AI led to a higher basket value and gave the platform a measurable share of the store's sales.

+34%

higher average order value, touchpoint model

Average order value (AOV) for transactions supported by Manago AI in the touchpoint model is **34% higher** than the store's overall average.

+24%

higher AOV, last click attribution

AOV with last click attribution is **24% higher** than the overall average order value.

4,078%

ROI from Manago AI

Return on investment reached **4,078.3%**.

19.6%

of this year's sales value is supported by Manago AI, touchpoint model

14.7%

of all store transactions are supported by Manago AI, touchpoint model

CONTACT BASE HEALTH

47% 53%

monitored contacts active contacts



FUTURE PLANS

What's next?

The next stages of the partnership add SMS and WhatsApp communication, RFM analysis, Web Push, Personal Shopping Inbox and a Preference Center.

- > SMS and WhatsApp
- > RFM analysis
- > Web Push
- > Personal Shopping Inbox
- > Preference Center



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.

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