

Automation as an essential part of email marketing

Grizly.cz, an e-shop focusing on healthy food products, is currently one of the fastest-growing companies in the Czech Republic.

It has been managing email marketing since 2019 on the Ecomail platform. Marketing services have been provided by consultants from the Promogen agency.

Since the beginning of using Ecomail, the e-shop has set automated campaigns that contribute significantly to total revenue from email marketing.

40% mid-year revenue growth from email marketing

32% of revenue is created in automated campaigns

15% email marketing share in total revenue

"What we appreciate about Ecomail is the clear environment, where we can easily operate everything, including automation. And if we need to look something up, we reach out to the knowledge base, which is very well done. For more sophisticated campaigns, cooperation with Promogen works well. Great for me, thank you for your service!"



Dominik Píchal
Grizly.cz founder

Automated email campaigns in 2021

FIRST PURCHASE DISCOUNT

Actively collecting contacts using a wheel of fortune that offers various types of email discounts.

- ✔ more than 14 000 collected contacts (confirmed via DOI)
- ✔ 20 % conversion rate

ABANDONED BROWSING

An email with products the user viewed on the site but did not purchase.

- ✔ 1113 transactions made
- ✔ 17% open rate, 6% click rate

BIRTHDAY WISHES

- ✔ 60% open rate, 21% click rate
- ✔ 18% conversion rate

ABANDONED CART

A reminder of an item that the user has left in the cart, without offering any discount.

- ✔ 1332 transactions saved
- ✔ 45% open rate, 21% click rate
- ✔ 966 CZK average order value (40€)

REPEATED CONSUMPTION

When the customer runs out of products, a list of the last purchased products is sent out.

- ✔ 1919 transactions
- ✔ 20% open rate, 5.5% click rate

90-DAY REACTIVATION CAMPAIGN

The customer gets benefits such as free shipping. They are not included in regular mailings as long as they are in automation.

- ✔ 2500 contacts returned to the mailing list