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### **Key Facts and Figures**



Founded by a dedicated enthusiast, Winn Scandinavia has grown to become Sweden's largest Car Audio Company. Their mission is to make the world sound better by providing outstanding home and car audio products, never compromising on quality.



Winn Scandinavi

Home and Car Audio Industry:

252 Million SEK

**Employees:** 

Revenue (2023):

75+ audiophiles

**Brands:** 

Presence:

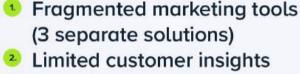
BRL Electronics, Ljudfokus.se, CDbilradio.se, Carsound

10 physical stores in Sweden, strong Nordic online presence

Own product lines:

GAS Audio Power, Bass Habit, DLS, Dynavoice

**Challenges Before SALESmanago** 



- Inefficient Black Friday operations
- Manual and time-consuming segmentation
- Lack of personalization in recommendations

## **Solution Implementation**

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# Website Automation

- Social Proof Email Marketing
- Mobile Marketing
- Workflows

Web Push Notifications

- Command Center
- Predictive Analytics



### Efficiency: Marketing team productivity tripled

**Key Results** 

Engagement: Email open rates increased by 37%

Click-through rates improved by 9%

90% of database are now opt-ins Average Order Value: Increased by 3.8% (Q2 2024)

Black Friday:

well-orchestrated, customer-centric event Personalization:

Transformed from chaotic to

models and audio preferences

Tailored communications based on car

Unified marketing solution Improved internal efficiency More relevant offers

Andreas Flemsjö, E-Commerce Manager at Winn Scandinavia

- Reduced costs
- Better understanding of customers
- Real-time data utilization for marketing actions

SALESmanago is a game changer when it comes to effective and automated marketing. It's a perfect

match for a scaling e-commerce company. So much great functionality but still so easy to use.

