

Key Facts and Figures



About Winn Scandinavia

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.



Name:	Winn Scandinavi
Industry:	Home and Car Audio
Revenue (2023):	252 Million SEK
Employees:	75+ audiophiles
Presence:	10 physical stores in Sweden, strong Nordic online presence
Brands:	BRL Electronics, Ljudfokus.se, CDbilradio.se, Carsound
Own product lines:	GAS Audio Power, Bass Habit, DLS, Dynavoice

Challenges Before SALESmanago

1. Fragmented marketing tools (3 separate solutions)
2. Limited customer insights
3. Inefficient Black Friday operations
4. Manual and time-consuming segmentation
5. Lack of personalization in recommendations

SALESmanago

Solution Implementation

- ✓ Website Automation
- ✓ Social Proof
- ✓ Email Marketing
- ✓ Mobile Marketing
- ✓ Web Push Notifications
- ✓ Workflows
- ✓ Command Center
- ✓ Predictive Analytics

Key Results

1. **Efficiency:** Marketing team productivity tripled
2. **Engagement:** Email open rates increased by 37%  
Click-through rates improved by 9%  
90% of database are now opt-ins
3. **Average Order Value:** Increased by 3.8% (Q2 2024)
4. **Black Friday:** Transformed from chaotic to well-orchestrated, customer-centric event
5. **Personalization:** Tailored communications based on car models and audio preferences



# Benefits

- ✓ Unified marketing solution
- ✓ Improved internal efficiency
- ✓ Reduced costs
- ✓ Better understanding of customers
- ✓ More relevant offers
- ✓ 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.

Andreas Flemjsjö, E-Commerce Manager at Winn Scandinavia

