



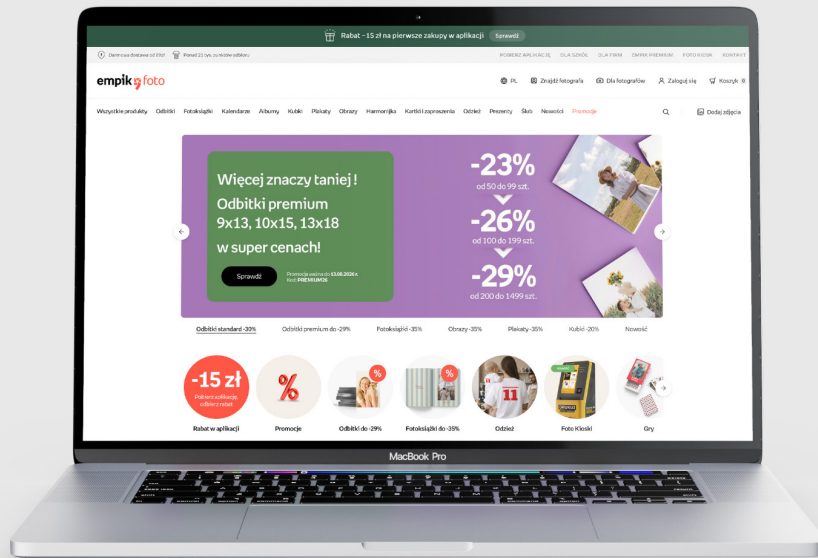
EMPIK FOTO:

A story of personalisation -driven growth



About

Empik Foto is one of Poland's biggest names in online photo printing, part of the wider Empik family. People come here to hold onto something: a birthday, a wedding, a baby's first year. The company turns those moments into physical objects, prints, canvases, photobooks, using modern production tech in service of something old-fashioned: memory.



Overview

Industry sector:	Hobbies & Leisure/ / Photography services
Market Presence:	Poland, Czech Republic, Slovakia, Romania
Ownership:	Wholly owned subsidiary of Empik S.A., part of the Empik Group

Challenges

Scaling a photo brand across four countries sounds simple until you try it. Empik Foto's real challenge wasn't finding customers, it already had them. It was keeping the same warmth and relevance in every message, whether that message landed in Warsaw, Prague, Bratislava or Bucharest.

POLAND

CZECH REPUBLIC

SLOVAKIA

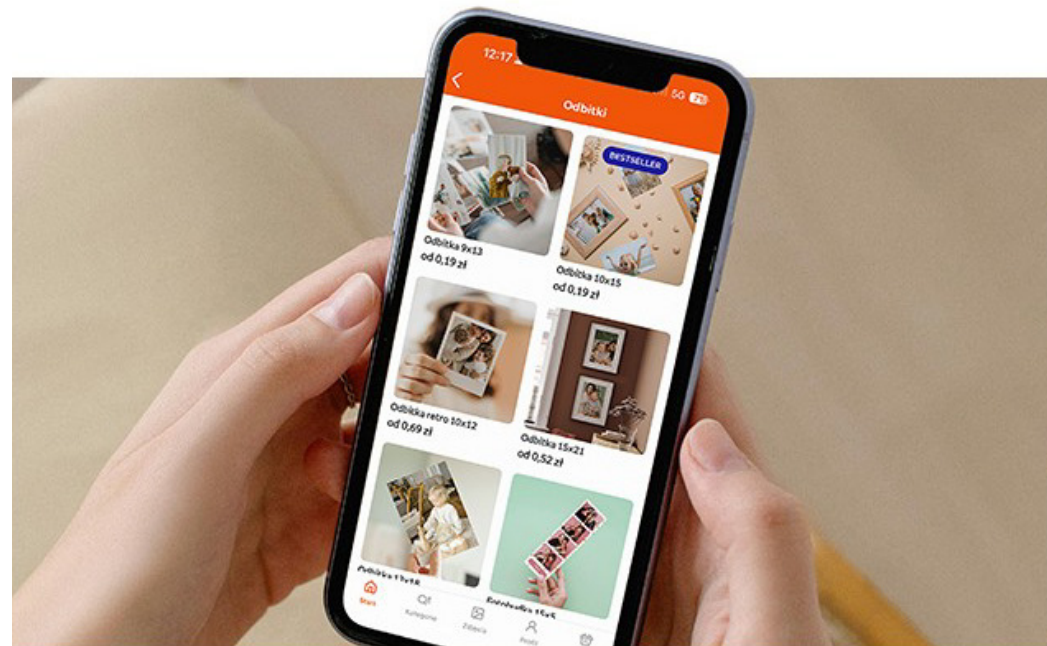
ROMANIA



Z kodem **FOTOS30**

Wywołaj zdjęcia

Promocja ważna do 15.06.2026



Zamawiaj tak, jak Ci wygodnie

Specjalny kod zrealizujesz z łatwością
zarówno na naszej stronie internetowej,
jak i w **aplikacji Empik Foto**.
Przesyłaj zdjęcia prosto z telefonu
– szybko i wygodnie.

Zamów teraz

Objectives

Empik Foto set clear objectives to solve that challenge.



1

Get omnichannel right.

One consistent voice, across Poland, Czechia, Slovakia and Romania

2

Make recommendations personal.

Not generic best-sellers, actual products for actual people.

3

Turn that personalisation into revenue.

More conversions, longer customer relationships, offers that actually helped people decide.

Solutions

The cornerstone of the strategy was a set of highly specific, occasion-led campaigns, built to reach customers with the right message at exactly the right moment.

Occasion-Led Personalisation

Campaigns were built around specific occasions and products, Valentine's Day, First Communion, birthdays, and delivered through email and web push.

Long-Term Re-Engagement

A dedicated long-term campaign reminded customers to develop their photos after 3, 6 and 12 months, extending the relationship well beyond the original purchase.

Main Dashboard

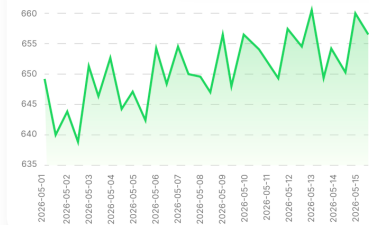
Sales summary

Today so far
54 109

Yesterday
63 672
-28% (1%)

Last 7 days
444 231
+1 324 (1%)

Number Value Average Order Value



Last 7 days
444 231
+1 324 (1%)

Last 30 days
1 887 123
+1 324 (1%)

Abandoned Cart Recovery

Automated workflows brought customers back to carts they had left behind.

Post-Purchase Recommendations

Product recommendations were delivered automatically after every purchase, encouraging the next one.

Discount Campaigns

Automated discount triggers ran on a customer's birthday, after a newsletter sign-up, and after a completed survey.



This specific campaign logic was then reinforced by five broader capabilities working underneath it:

Lead Generation

Pop-ups and sidebars encouraged newsletter sign-up in exchange for a discount code, turning visitors into contactable leads from the first interaction.

Marketing Automation

The campaigns above, cart recovery, post-purchase recommendations, discount triggers, and occasion-led personalisation, were all run as automated workflows rather than manual sends.

On-Site Personalisation

Graphic pop-ups encouraged app downloads. A social proof widget signalled interest in a given product. Satisfaction surveys ran as pop-ups, sidebars and landing pages, feeding directly into on-site product recommendations.

Segmentation

Behavioural, transactional and hyper-segmentation strategies were built around customer activity, product category, email response, and conversion from key automations.

Omnichannel Communication

Email, mobile marketing, web push, mobile push and on-site messaging were integrated to keep every message consistent, wherever a customer encountered it.

Results & impact

Empik Foto's omnichannel strategy was measured across every major channel, and delivered exceptional, compounding growth.

Key performance

- Last-click sales in mass mobile marketing campaigns grew by 101.77%.
- Last-click sales in automated email campaigns grew by 51.03%.
- Last-click sales across all channels grew by 189.98%.
- Total transactions grew by 201.24%.
- Average Order Value reached 89 PLN, up 9% year over year.
- Overall ROI reached 1,868%.

Broader Reach

27% of all transactions are now handled through Manago AI, and 43% of visits are generated by contacts the platform actively monitors.

+101.77%

Last-click sales in mass mobile marketing campaigns

+51.03%

Last-click sales in automated email campaigns

+189.98%

Last-click sales across all channels

+201.24%

Total transactions

+9%

Average Order Value up year over year

1.868%

Overall ROI

Client Feedback



"Manago AI (previously SALESmanago) is not just a tool, but real support in achieving our marketing goals. The collaboration runs smoothly, and the team shows great flexibility and readiness to find solutions tailored to our needs. By using advanced communication scenarios, we can better respond to customer expectations, while saving time and increasing the effectiveness of individual campaigns. An additional advantage is the intuitive interface, which significantly streamlines day-to-day work with the system."

Monika Brzezińska, Direct Marketing Specialist, Empik Foto Sp. z o.o.



FUTURE PLANS

The next chapter is already taking shape: mobile push and in-app messaging, Spotlight, and a loyalty programme built to keep customers coming back long after their first order.

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.

