



CASE STUDY: FABRYKA E-BIZNESU



Fabryka e-biznesu: CTR up by 171%

How Fabryka e-biznesu combined automated lead handling with expert-led newsletters and increased CTR by 171% with Manago AI.

171%

higher CTR year on year

20.83%

email open rate

3.30%

email CTR

Key information

Company: Fabryka e-biznesu

Visit: www.feb.net.pl

Industry: Marketing, e-commerce

Founded: 2008 roku

Market: Poland, Polish-language services

Marketing

Agencja e-commerce

Email Marketing

Lead Nurturing

171%

increase in CTR year on year, while maintaining a similar open rate

20.83%

open rate for the best-performing email

3.30%

CTR for the best-performing email, with an 18.81% open rate

Meet Fabryka e-biznesu

Fabryka e-biznesu is a Polish marketing agency based in Rzeszów, specialising in promoting and scaling online stores since 2008. The agency runs performance campaigns across Google Ads, Meta Ads and other advertising platforms, alongside SEO, social media and marketing automation activities.

Fabryka e-biznesu is a **Google Partner** and one of only five agencies in Central and Eastern Europe to hold **Microsoft Advertising Elite Partner** status. It works with both SMEs and large, well-known brands.



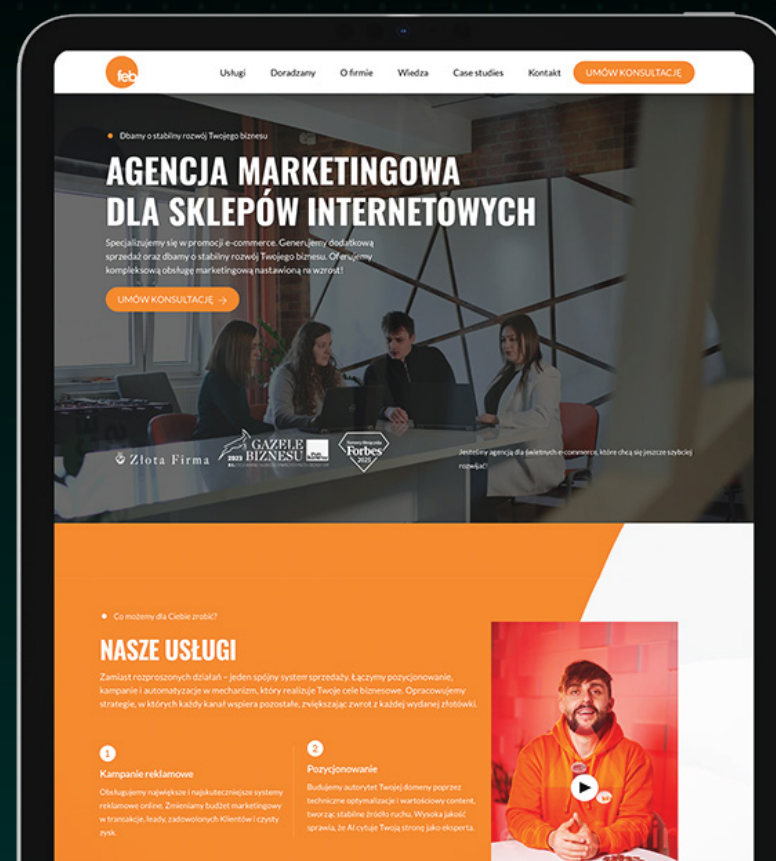
The challenge: faster B2B lead handling and more engaging newsletters

Fabryka e-biznesu acquires most of its clients through its own website. Every form submission represents a potential contract, which means the speed of the sales team's response can have a direct impact on conversion.

Before implementing Manago AI, information about new enquiries was not automatically passed to sales representatives. This made it harder to respond quickly and tailor follow-up communication to the source of each enquiry.

After joining the database, users received a standard, technical system message. It did the job, but it did not create a first impression consistent with the agency's brand.

Newsletters presented another challenge. All leads received similar communication regardless of which service they were interested in. Email CTR remained below the potential of the database, while lower-traffic pages were not being used effectively to capture new contacts.



The goals: faster response times and higher audience engagement

The agency's objectives centred around four main areas:



reducing the time it takes sales representatives to respond to new form submissions,



increasing newsletter engagement, measured through CTR,



separating communication for leads interested in SEO from communication for other contacts,



generating leads from lower-traffic pages as well as the most popular areas of the website.

The biggest change is speed. A sales representative receives a notification about a new enquiry, including the contact details and source, before the lead has time to contact a competitor. And the newsletter results show that content based on our articles and case studies simply works.

Konrad Róg

Strategy Specialist, Fabryka e-biznesu

The solution: automated lead handling and expert content in newsletters

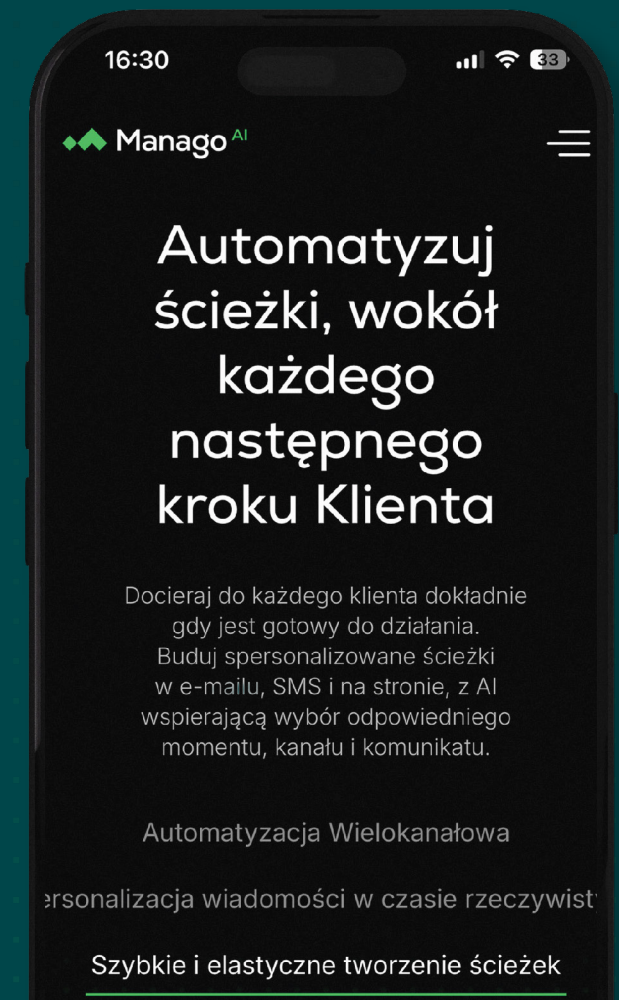
The strategy brought together two areas.

1

The first was automation across the entire lead journey, from form submission to notifying the sales representative.

2

The second was rebuilding the newsletter programme around content the agency was already producing, including blog articles and its own case studies.





Website form integration

Contacts submitted through website forms are sent to Manago AI in real time, allowing new leads to be handled immediately. Once a user signs up, a Double Opt-In email is automatically sent through Manago AI instead of a standard technical system message.



Automated alerts for sales representatives

A dedicated automation was created for every form on the website. When a new enquiry is submitted, the relevant sales representative automatically receives a notification with the user's key details and information about the source of the contact. This allows the team to respond quickly and adapt the follow-up communication accordingly.



Personalised lead nurturing journeys

Separate scenarios were created for leads interested in SEO, alongside a standard lead nurturing journey for other contacts. This allows users to move through a sequence of communication tailored more closely to their needs.



Pop-ups and exit pop-ups

Pop-ups were adapted separately for desktop and mobile devices. They are used to capture contacts and support conversion, among other goals.

They were also introduced on lower-traffic pages, helping the agency make better use of the full website and generate contacts from areas that previously attracted less attention.



New newsletter templates and sending schedule

The agency redesigned its newsletter templates and optimised both the sending schedule and frequency. A monthly series based on the agency's blog articles and case studies became the core of its newsletter communication.

Results

Changes to the newsletter templates, together with improvements to the sending schedule and frequency, delivered measurable results between May and August 2026. They also showed that expert-led content can translate into stronger engagement among a B2B audience.

Qualitative results

Faster lead handling: new enquiries are sent to Manago AI in real time, and sales representatives immediately receive notifications with the contact details and source.

A stronger first impression: users now begin their relationship with the agency through a polished Double Opt-In email rather than a technical system message.

Better use of website traffic: pop-ups and exit pop-ups also capture contacts from less frequently visited areas of the website.

171%

CTR increased by 171% compared with May to August 2025, while the open rate remained at a similar level. Average open rate reached 18.24%, while average CTR was 1.90%.

20.83%

The highest open rate was recorded by the email "Google Ads: 3 reports that show the real results", at 20.83%.



The monthly series built around blog articles and case studies has delivered a steady increase in CTR. This suggests that the content is better aligned with the audience and is generating stronger engagement.



The highest CTR came from the email "Why isn't your SEO delivering results?", which reached 3.30% CTR with an 18.81% open rate.

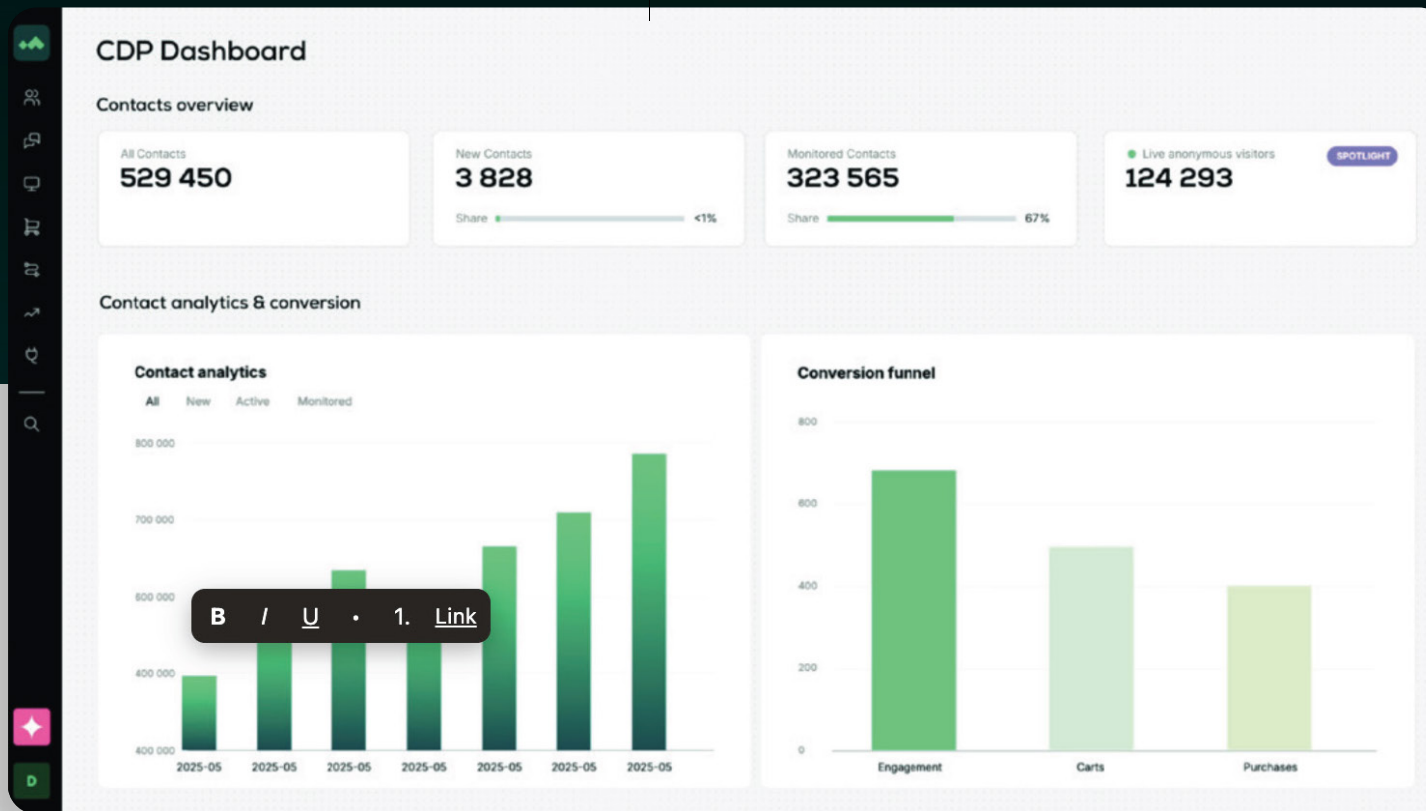
What's next

Fabryka e-biznesu continues to develop its lead nurturing scenarios and test new newsletter content variations. Insights from campaigns based on articles and case studies will be used to further segment the database and tailor communication more closely to different audience groups.



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



Free trail

www.manago.ai