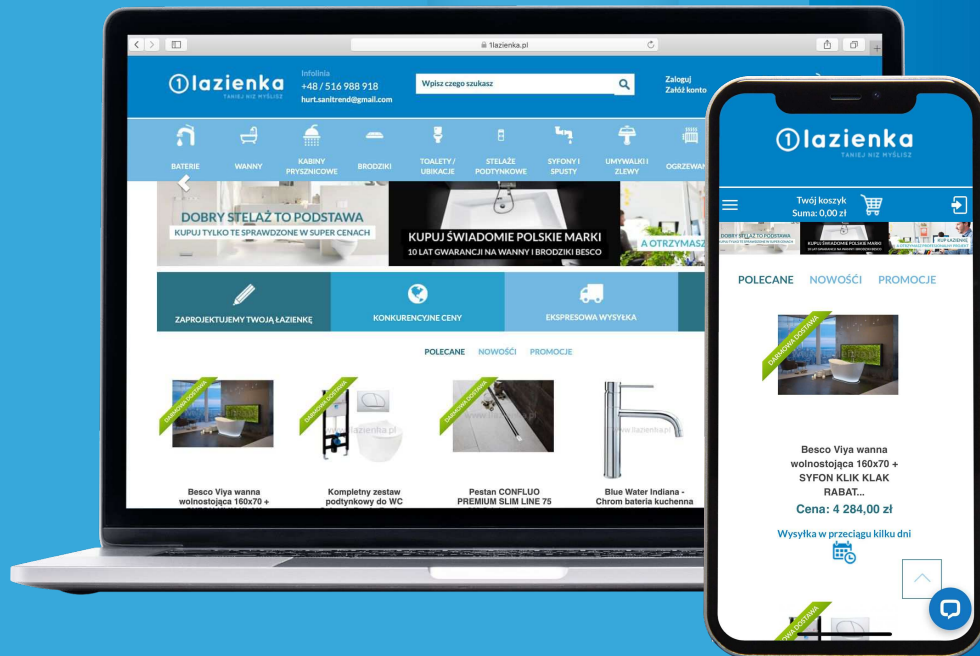


Centeo - profits counted in PLN!

Find out how we
increased sales in
an online store
with Centeo's tool!

CASE STUDY

4PEOPLE
WYŻSZY POZIOM
MARKETINGU



01

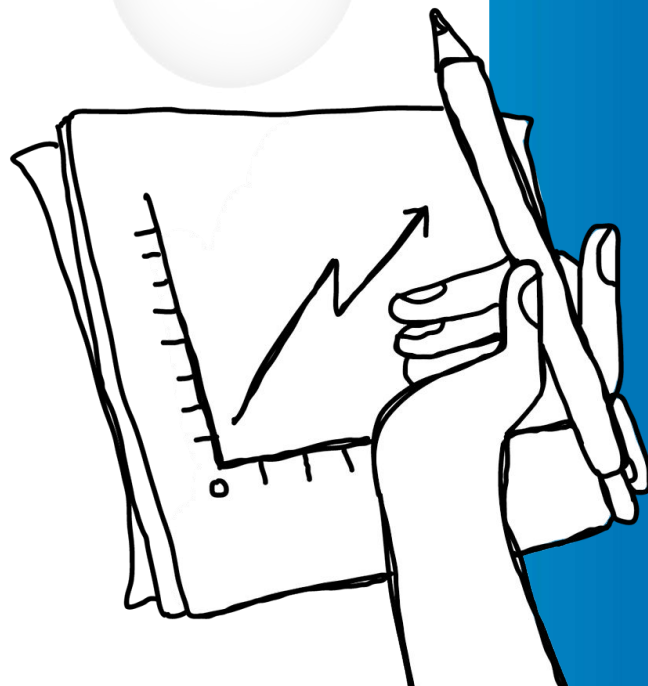
lazienka.pl

INTRODUCTION

Centeo is a program that optimizes the rates for one of the most important price comparison websites. In light of Ceneo's potential for the 1lazienka.pl online store, we suggested that the client update their strategy and implement activities using Centeo.

Check out the case study and learn how we were able to achieve such great results:

- **35%** revenue increase
- **17%** increase in the number of transactions
- **17%** increase in conversion rate



ABOUT THE CLIENT

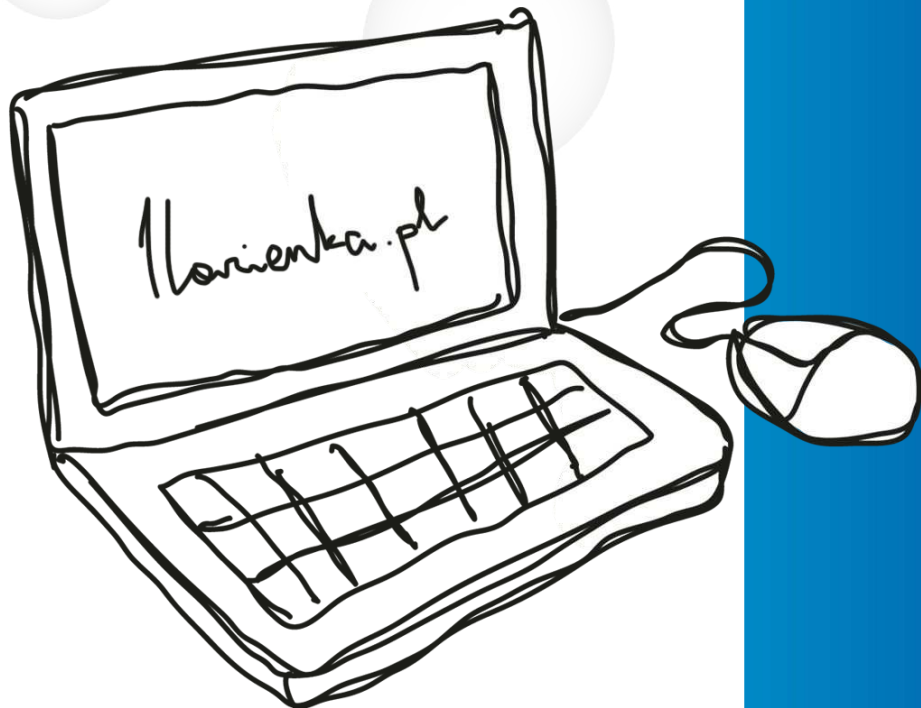
Sanitrend S.C. is a dynamically growing company that provides bathroom and kitchen equipment.

This company prepared a bathroom showroom for its customers in Oświęcim, where it presents complete bathroom setups and a variety of products ranging from ceramic tiles to linear drains. You can also take advantage of the designer's advice to learn about the latest trends and make a professional 3D bathroom visualization on site.

ABOUT THE CLIENT

Sanitrend operates an online store, 1lazienka.pl, that has been developed by a team of 4PEOPLE specialists in collaboration with the client since 2016.

Our collaboration expanded in 2021 with the implementation of the Centeo tool in the store. This tool is used to optimize sales activities through the Ceneo platform.



CHALLENGES

Our main goal of expanding the cooperation and using Centeo was to increase sales and revenue in the store. Even though the existing sales results of **1lazienka.pl** were satisfactory, our analysts noticed untapped potential that they didn't want to waste.

Due to many competing entities offering similar services in the online space, the client's industry posed a challenge. Reaching users, drawing their attention, and encouraging them to take action was a relatively difficult task.

SOLUTIONS

Based on our analysis, we found that the best solution for tackling this issue would be to use Centeo, which optimizes sales through the Ceneo platform. Having established an action strategy with the client, we configured the tool and then began implementing the assumptions outlined in the strategy.

Another advantage of Centeo is that the customer doesn't have to be involved in sales - we constantly reported the results, but the customer did not need to participate in the process of handling the tool.



SOLUTIONS

The key to success is to choose the right products (selected according to specific guidelines) and to bid aggressively for them.

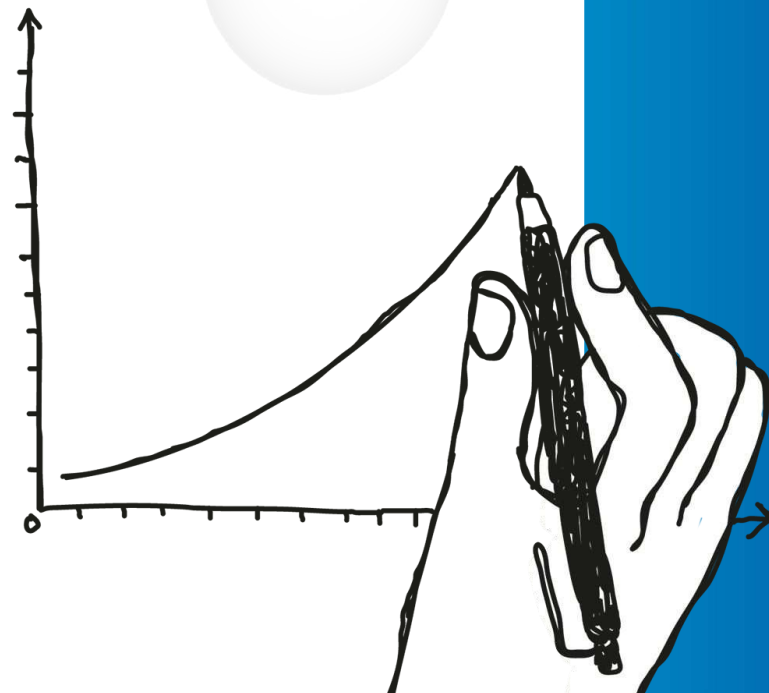
The tool can also generate a report on the store's pricing policy compared to the market as a whole. Thanks to this, you can determine which products are more expensive and which are cheaper than those of your competitors. Combined with information about the number of clicks, revenue, and the ROAS, Centeo allows for effective management of advertising activities while maximizing profits.

RESULTS

As a result of implementation of the Centeo tool in the 1lazienka.pl store and its proper handling by our specialists, the client has recorded record-high monthly revenues.

The following are the results after one month (a test run):

- **35%** revenue increase
- **17%** increase in the number of transactions
- **17%** increase in conversion rate



RESULTS

In turn, ROAS reached the value of:

- **2000%** - before implementation of Centeo
- **2200%** - in the first month of running Centeo
- **2600%** - in the second month of running Centeo
- **over 3000%** - in the third month of running Centeo

The results clearly illustrate the contribution of the tool towards generating record revenues from marketing activities.

TO SUM UP

Centeo is not an effective solution for every industry, yet previous analysis and our experiences led us to believe that its implementation would guarantee excellent results in the case of the Sanitrend client and their 1lazienka.pl store. The client is not required to be involved in implementation of the tool, and the results can be seen after the first month of cooperation.

The results achieved are very encouraging, and we appreciate the courage placed in testing new methods and the confidence expressed by Sanitrend after the recommendations of specialists from 4PEOPLE. **We are proud to have been able to significantly increase sales in our client's online store through excellent collaboration with our team.**