

Personalization for a specialty retailer in Europe delivered 22% uplift in 16 weeks

Client context

- Online specialty retailer in Europe with high percentage of products sold on promotion
- Outbound emails were primarily same message to all with some personalization
- Desire to drive accelerated sales growth and strengthen capabilities in CRM

Client name: X
Team set-up: X
Fees Structure: X

SOURCE: McKinsey

Approach

- **Hands-on email personalization program** to drive rapid top-line growth
- **Managed end to end process** from campaign ideation to execution and measurement
- **Built capabilities and transformed the way of working** to sustain the impact (agile marketing muscle)

What was unique: X

Impact



22%

CRM sales uplift within 22 weeks



70+

campaigns in 16 weeks



1 on 1

Behavioral based recommendation engine