

JD Williams: Fast and Fashionable Results



+12% revenue
per session

+18% new visitor
conversion

+5% average
order value

The Challenge

JD Williams, a leading fashion company with 140+ years of retail experience, started out with an optimization-only platform, but quickly realized that it needed something more to improve long-term customer engagement and conversion. They turned to Monetate to improve their ecommerce business results. The easy-to-use platform enabled the ecommerce team to quickly start creating personalized experiences targeting segments of their audiences—at scale—without relying on third parties.

The Solution

Like many retailers, JD Williams has seen a significant uptick in mobile traffic across its brands. With Monetate, the JD Williams was able to respond to this change with confidence. “The personalization platform has enabled us to get started in a really quick an easy way. We have been impressed with the business impact that Monetate has had in such a short time and are looking forward to the next stages of the project,” said Finn Christo, Conversion Rate Optimisation Manager at N Brown Group (JD Williams’ parent company). They created dynamic, personalized experiences for mobile and tablet shoppers. With Monetate, Finn and the team were able to quickly build, test, and implement a bespoke mobile experience that generated an uplift of 18% in new visitor conversion within just two weeks.

JD Williams’ experience with Monetate has also had an unexpected positive impact on the internal team. The company has seen a change in culture as it has bought departments together, enabling JD Williams to become more agile. Moving forward, JD Williams is planning to integrate their CRM data with the Monetate platform, giving it great scope for far deeper levels of personalisation.



Personalization and the ability to deliver individualized, relevant experiences is the single most important thing that will help us deliver business success.

ANN STEER

*Director of Marketing,
N Brown Group
(JD Williams’
parent company)*



“JD Williams has made significant strides with its personalization strategy providing a more engaging and relevant offering for both new and existing customers. The Monetate platform is dedicated to supporting JD Williams with its increasing desire to deliver excellent customer service and a seamless shopping experience for all.” —Mike Harris, VP EMEA, Monetate.

Online retailer JD Williams enjoyed a double-digit uplift in new-visitor conversion in just two weeks thanks to personalization.

Online retailer JD Williams utilizes Monetate to create highly personalized and relevant shopping experiences. This helps differentiate JD Williams from its competitors, enhance conversion rates, and increase long-term customer loyalty.

The Results

- 18% increase in New Visitor Conversion
- 12% increase in Revenue Per Session (RPS)
- Add-to-basket +4%
- AOV +5%



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FINN CHRISTO

*Conversion Rate
Optimisation
Manager, N Brown
Group (JD Williams'
parent company)*

