

# Landmark Group Gains 39% RPS Lift with an Integrated Personalization Strategy from Monetate

With Monetate Personalization, Landmark is combining flexible testing, merchandising, and ML-powered personalization to deliver on its business objective of enhancing the digital customer experience.



**+38.9%** RPS lift

**+4.2%** AOV increase

**+3%** conversion rate lift

## Overview

Founded in 1973, The Landmark Group is a multinational retail and hospitality conglomerate. The business is pioneering homegrown brands that are leaders in their categories across the Middle East, Africa, India, and Southeast Asia. Landmark came to Monetate with a clear goal of improving the digital experience they provide to their customers.

Monetate Personalization provided the perfect solution to enable Landmark to meet and exceed their goals. With flexible testing, best-in-class merchandising and recommendations capabilities, and unrivaled segmentation and personalization features all within one easy to use platform, Landmark is delivering on the promise of great digital customer experiences.

## Background

The Landmark Group consists of numerous domains and physical stores, with its mobile app being the main digital revenue channel, followed by the web. Landmark's team knew that to operate effectively and efficiently they had to minimize the number of solutions they would need to use to improve their digital channels.

## The Approach

With Monetate, the team at Landmark didn't have to decide between access to leading features vs business agility and efficiency. All located within one easy to use UI, Landmark uses Monetate for A/B testing, dynamic testing, segmentation, product recommendations, social proof messaging, and ML (machine learning) powered 1-to-1 content and messaging personalization.



**We needed a solution that would enable Landmark to improve all areas of the customer experience. Having access to leading strategic and tactical advice on top of a platform is why we use Monetate Personalization.**

**OMAR FATHALLAH**

*Product Lead,  
Landmark Group*

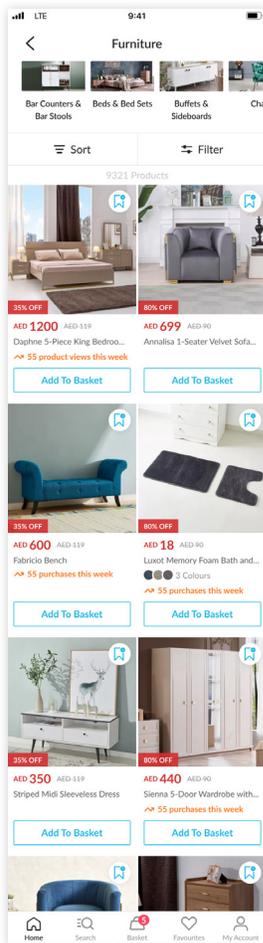
With everything under one roof, Landmark has the flexibility to test and personalize all digital interactions with their brands.

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## EXPERIENCE 1: Optimal Social Proof Messaging on the Home Box Store App

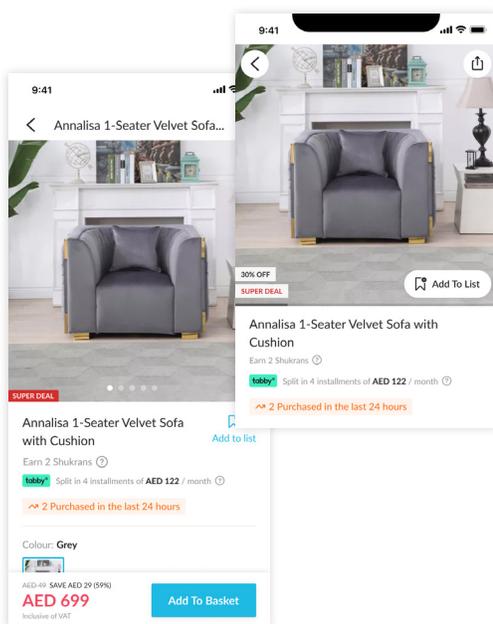
Always on the hunt for new ways to drive additional revenue, Product Lead Omar Fathallah was ecstatic to learn that Monetate was releasing Social Proof as an additional product available within the Monetate Personalization platform. Omar volunteered Landmark to be in the early adopter program in order to get early access to Social Proof in return for providing feedback to the Monetate product team.

Landmark launched Social Proof across PDPs (product description pages) on the app for its Home Box stores, Homeboxstore App, testing the effectiveness of the messaging, and later the optimal type of social proof messaging to different audiences. With 42 physical locations across UAE, Home Box offers furniture, home furnishings, and home décor in store and via its website.



The results were dramatic, showing a 38.9% uplift in revenue per session (RPS) for visitors exposed to social proof messaging. Messaging highlighting the number of purchases was the most successful variant for most visitors.

The test was so successful that Landmark immediately duplicated and rolled out the experience across all other domains and product description pages (PDPs).



With Monetate, it's easy to make data-driven decisions. We can test, improve and replicate roll out of heavy-hitting experiences across our different channels and stores without relying on dev cycles or opinions.

OMAR FATHALLAH  
Product Lead,  
Landmark Group

38.9%

RPS lift

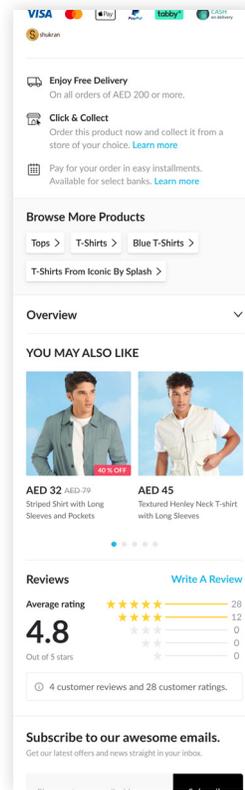
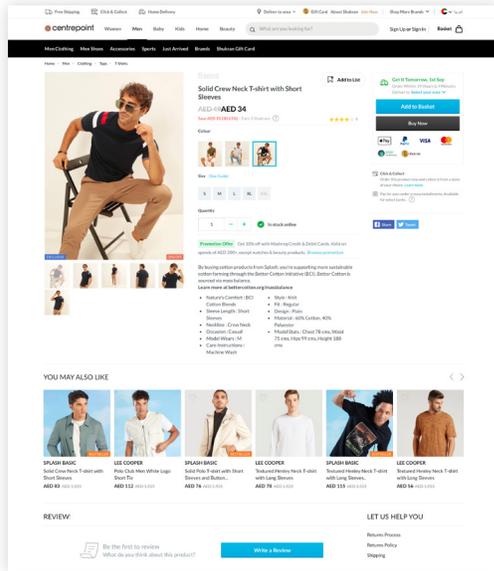


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## EXPERIENCE 2: Cross-Selling the Basket with Personalized Recommendations

With a goal of increasing the average order value (AOV), Landmark added product recommendations to the cart page, displaying product recommendations based on in session and past behavior. Not knowing which messaging or algorithm would perform best, Landmark deployed the different variants as a Dynamic Test, enabling the Monetate ML to amend the traffic allocation based on the performance of each variant.

With this approach, Landmark was able to learn and maximize performance. The viewed-also-viewed algorithm performed the best and the experience netted Landmark a 16.6% increase in RPS and 13% increase in AOV.



16.6%

RPS increase

13%

AOV increase

3

## EXPERIENCE 3: Creating Urgency with Delivery Threshold Countdown Timers

Landmark tested whether delivery-based messaging would improve their conversion rate. The team launched countdown-timers highlighting when a customer could expect the delivery of a product, and how long until the threshold cut off. The team

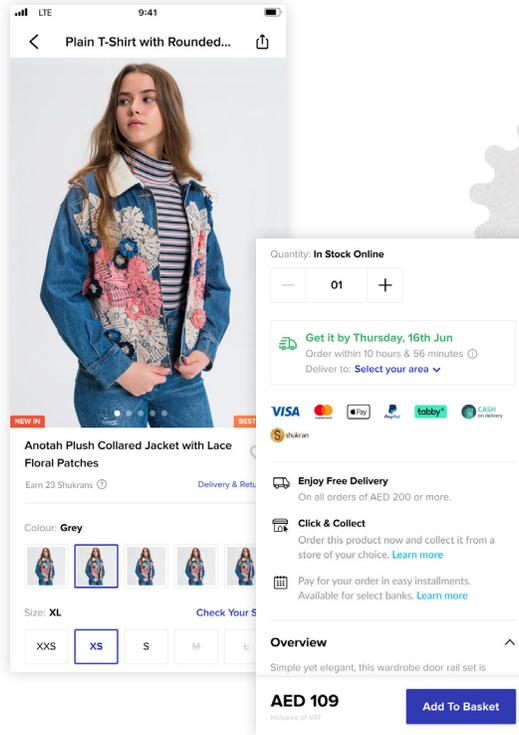


tapped into Monetate's library of out-of-the-box action templates and easily deployed and tested a variety of different placements and messaging.

This experience landed Landmark an impressive 3% uplift in conversion.

3%

Conversion rate uplift

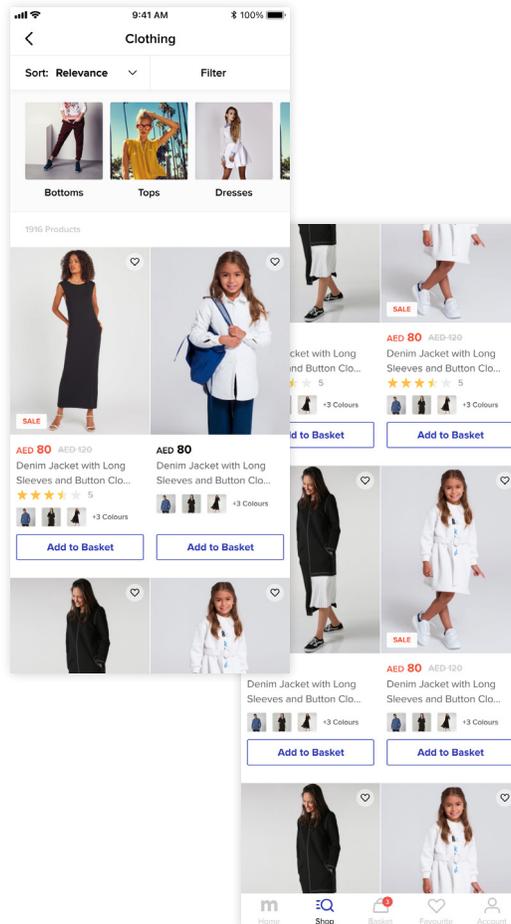
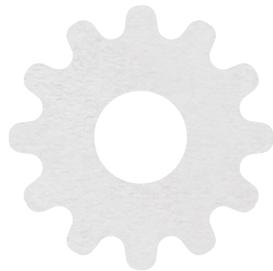


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### EXPERIENCE 4: Dynamic Ratings On the PLP

With a goal of improving revenue per session (RPS), Landmark highlighted the ratings of products on PLPs, but only for products with 4-5 star ratings. With Monetate Personalization, this was easy to set up and quick to deploy.

Along with a drop in cart abandonment and a strong AOV lift, the experience drove up revenue-per-session by 4.5%.



4.5%

RPS lift



# 5

## EXPERIENCE 5: Enhancing the PLP

Like most retailers, the PLPs are a key area for Landmark. Determining the most optimal layout, messaging and content can be a daunting task. Landmark used Monetate Personalization to enhance how products are listed, tweaking the fonts, adding badges and several other amendments.

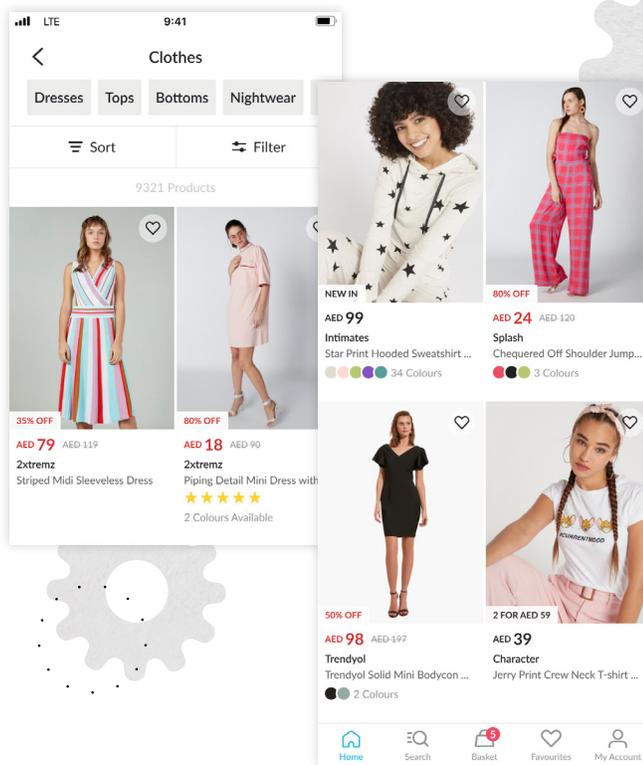
The changes to the PLPs were a success and after seeing a 4.2% lift in AOV and a 6% revenue per session lift, Landmark pushed the changes to 100% of traffic and across its other domains.

6%

RPS lift

4.2%

AOV lift



## Looking to the Future

With Monetate Personalization, Landmark now has a solution that it can grow with. Starting with agile changes and quick tests, they then deployed and optimized merchandising tactics like Social Proof and product recommendations. From the same platform they'll start to deploy 1-to-1 experiences at scale using Monetate's Automated Personalization feature.

Next up, we'll start to harness the power of Monetate's ML to become fully personalized. We want to move away from manually deployed experiences as manual equals opinions, whereas we want to be completely data-driven.

OMAR FATHALLAH  
Product Lead,  
Landmark Group

