

# Leading Office Supply Retailer Generates \$6.9M with 1:1 Personalization



**+6.9M** generated in revenue

In approximately 4 months, this household name saw an increase of nearly **\$6.9M in revenue** as a direct result of Monetate's 1:1 machine learning capabilities.

## Introduction

A leader in the \$13 billion<sup>1</sup> US office supply market, this well-known office supply brand has excelled by adjusting to the changing world of retail and direct-to-business. By listening to their customers' needs, they've been able to adopt new methods and technologies to better serve them.

Like many retailers today, this supplier's online presence continues to grow quickly and represents an important source of revenue for their business. With both a consumer-facing site and a business site, online revenue now makes them one of the largest online retailers in North America. According to their Program Manager, Personalization:

"Our growth online is driven by our ability to cater to our different shoppers and their different needs. Our business customers want a quick product search and simplified ordering process to find and buy the products they want. Consumer shoppers prefer a more engaging and friendlier interaction. The ability to cater to both without ignoring anyone's needs is paramount for us."

This top brand knows that different shoppers need different information depending on where they are in the buying process. On their sites, much of the information that influences the buying decision is located on the Product Description Pages (PDP). However, with a glut of information—including product information, pricing, promos, reviews, and related products—all located on the PDPs, their team found that they were cluttered, making it hard for customers to find the information they needed. This effect was compounded by shoppers' short attention spans, which increasingly led to less time spent on-site, fewer conversions, and less revenue.

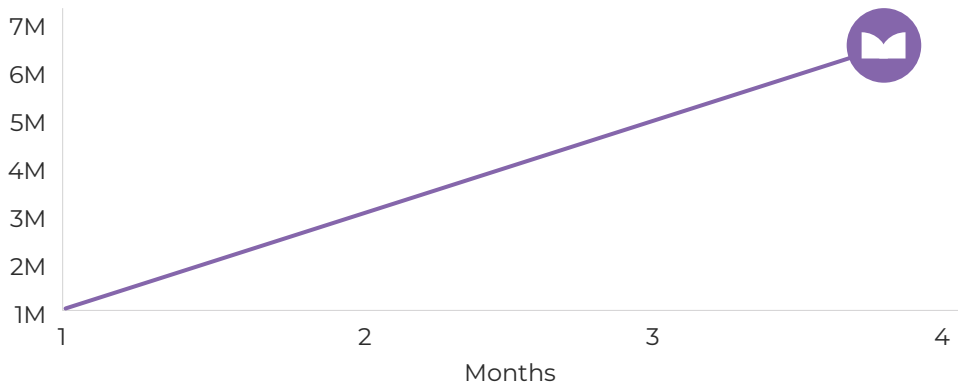
They knew there was an opportunity to increase conversions and revenue if they could dynamically present the right information on the PDPs based on where each customer was in the buying cycle. Unfortunately, they learned that traditional approaches to testing and segmentation would not be agile enough to help with the problem.



**Monetate helped us realize revenue we otherwise could not have captured. In approximately 4 months we saw an increase of nearly \$6.9M in revenue as a direct result of Monetate's machine learning capabilities.**

- Program Manager,  
Personalization

## REVENUE INCREASE



## 1:1 Personalization Capabilities Create a One-Stop Shop

This well-known retailer already used Monetate to deliver improved customer experiences through testing and segmentation, so they were intrigued when Monetate approached them with their new Intelligent Personalization Engine. With it, Monetate provides machine learning capabilities that evaluate the data available for each visitor and determines the best content to present each person in order to achieve the desired goal metrics that retailers want to drive. The brand's PDP use case was a perfect candidate for these capabilities.

Their Program Manager, Personalization, explains, "Monetate has been a long-time trusted partner of ours for website testing and targeting, so we were excited about the opportunity to deploy machine learning with them."

Though energized and ready to tackle this problem, this industry giant understood that there would be existing constraints that it and Monetate would have to navigate to ensure success:



### Limited creative resources

Creative calendars were set many weeks in advance, and thus, any solution would have to utilize assets that already existed.



### The solution had to work for known and anonymous visitors

A solution that only worked for known customers only solved half of their problem. It had to work for everyone: known and anonymous.



### The solution had to be real time

Propensity models and offline batch processing would be too slow to influence the real-time decisions that customers make on the site. The solution not only had to aggregate and evaluate customer data in real time but also influence the customer's decision in real time by changing their experience.



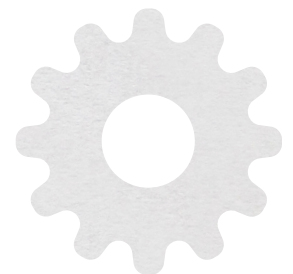
### The solution had to scale

The solution had to be easily deployed across all product description pages in order to have maximum influence and impact.



**Monetate is the only company that allows us to deploy testing and targeting across platforms and channels in addition to one-to-one personalization. I really value our strategic partnership.**

*Program Manager,  
Personalization*



## Maximizing Product Description Page Relevance

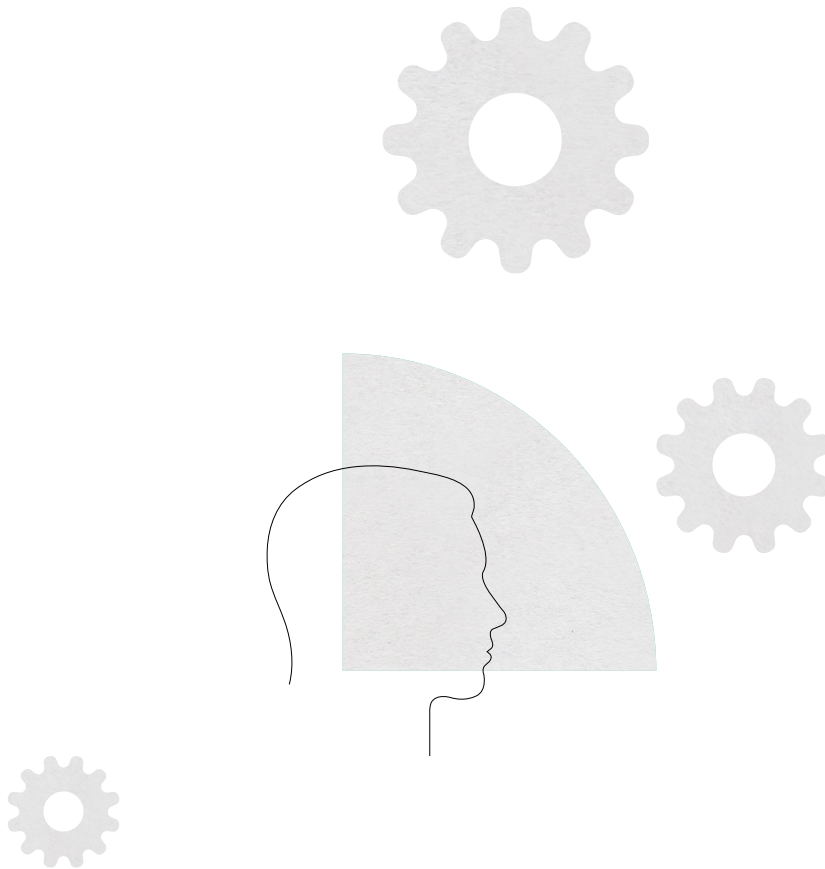
This leading retailer knew that the product descriptions, details, reviews, and related product recommendations all served a valuable purpose in the buying process, but this information was more or less valuable for each customer depending on where the visitor was in the buying cycle.

To streamline the buying process and give visitors the information they needed, their team deployed Monetate's machine learning capabilities to dynamically determine which sections appeared first, thereby emphasizing or deemphasizing certain information for each individual. The results showed a dramatic impact on the customer's buying behavior and the brand's revenue per session.

In their Program Manager's own words, "Monetate helped us realize revenue we otherwise could not have captured. In approximately 4 months we saw an increase of nearly \$6.9M in revenue as a direct result of Monetate's machine learning capabilities."

### PROVEN VALUE:

- ✓ 4-month campaign
- ✓ 2 sites: consumer & business
- ✓ \$6.9M generated in new revenue



<sup>1</sup> IBISWorld.com: <https://www.ibisworld.com/industry-trends/market-research-reports/retail-trade/miscellaneous-store-retailers/office-supply-stores.html>

