

Mytheresa and Monetate: A partnership to cater to the different needs of a global luxury online customer

**22%**

uplift in Add-to-Cart (ATC) rates

10%

reduction in mobile bounce rates

15%

conversion rate increase in China

Introduction

Mytheresa is one of the leading global luxury fashion e-commerce retailers. Mytheresa was launched in 2006 and offers ready-to-wear, shoes, bags and accessories for women, men and kids. The highly curated offer focuses on true luxury with designer brands such as Bottega Veneta, Burberry, Dolce & Gabbana, Fendi, Gucci, LOEWE, Loro Piana, Moncler, Prada, Saint Laurent, Valentino and many more. Mytheresa's unique digital experience is based on a sharp focus on high-end luxury shoppers, exclusive product and content offerings, leading technology and analytical platforms as well as high quality service operations.

In FY 2020 Mytheresa reported net sales of 449 million Euro and shipped to 133 countries. Mytheresa implemented Monetate's testing and personalization capabilities in 2016 in order to improve conversion rate and personalize content to different market needs. Monetate has been instrumental in helping Mytheresa build tailored experiences for a worldwide customer base.

"We needed a partner that would make it easy for us to deliver unique and personalized experiences for our customers around the globe. Monetate has helped us across both of these goals with excellent customer service and an intuitive platform that our marketing teams can use with ease," said Sebastian Dietzmann, COO & Managing Director of Mytheresa.

Monetate has driven positive impacts for Mytheresa across all KPIs:

- 22% uplift in ATC rates
- 10% reduction in mobile bounce rates
- 15% conversion rate increase in China

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*COO & Managing
Director, Mytheresa*

Background

Adding scale to stakeholder relationships

Mytheresa offers a tailored digital shopping experience for international luxury fashion customers. Key to Mytheresa's success is the curated edit of more than 200 world's most coveted fashion designers for women, men and kids.

The company creates an outstanding shopping experience catering to a variety of localizations, including pricing, content and others.

"Working with Monetate allowed us to be much more flexible with our messaging and personalize content to meet the high expectations of our customers," said Sebastian Dietzmann.

Objective

Launch personalized content worldwide

As Mytheresa is a global luxury fashion e-commerce retailer serving international customers in eight languages, a more data-centric approach to their personalization efforts was needed, including both product data but also customer data.

Mytheresa worked closely with Monetate's Professional Services team in order to create a streamlined plan and deliver a testing and personalization strategy across all markets.



Pillars of the strategy:



Speed

Being able to react quickly to changes, in order to offer accurate information to the customers.



Testing

Mytheresa wanted to be able to test new features in Monetate before launching them globally or regionally.



Generating insights

Understand customer behavior by generating insights in order to better decide what should be shown on-site, and to allow for a unified experience across desktop, mobile, and email.

Approach

Success at every turn

Monetate worked with Mytheresa to develop a variety of new workflows, setups, and tests to improve user experience. Each project required a specialized approach:



Highlighting Quality and Service Offerings at Home, and in New Markets

Mytheresa's vision is to become the leading customer experience platform for luxury fashion globally. Part of the strategy is to make it as easy to shop as possible for the customer to shop.

Mytheresa used Monetate to target new potential customers who had not previously purchased and created an approach that would quickly capture new customer attention, highlighting regionally specific USPs, and including reliable and fast delivery and returns.

"Each market has very specific requirements that we need to show in a way that does not disrupt the overall look and feel of the site. Monetate allows us to keep our branding standards while creating targeted content that has the right information for specific regions," explained Sebastian Dietzmann.

Example: Communicating localized messaging resulted in a double-digit conversion rate increase for new users in China.





Adding Filters to Landing Pages - 4th Level Navigation Test

One of the first improvements Mytheresa looked at was to address the possibility to include a 4th level filter to make it easier and faster to find the product that the customer is looking for.

Using Monetate, the team easily tested a number of different variations stretching across mobile, desktop, and tablet.

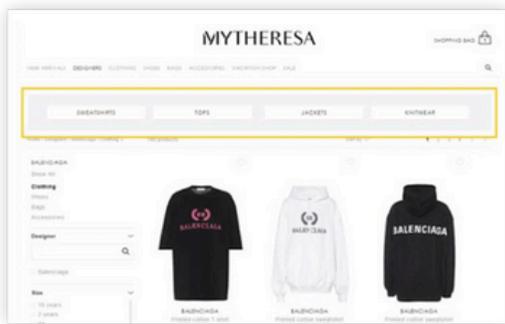
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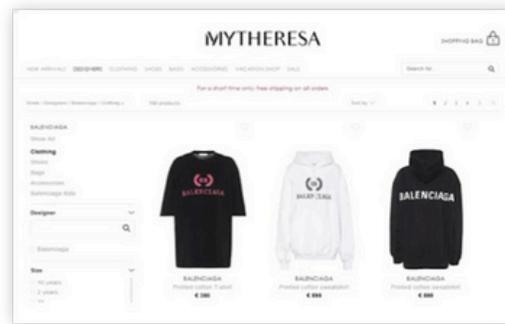
COO & Managing Director, Mytheresa

4th Level Navigation Test

Experiment

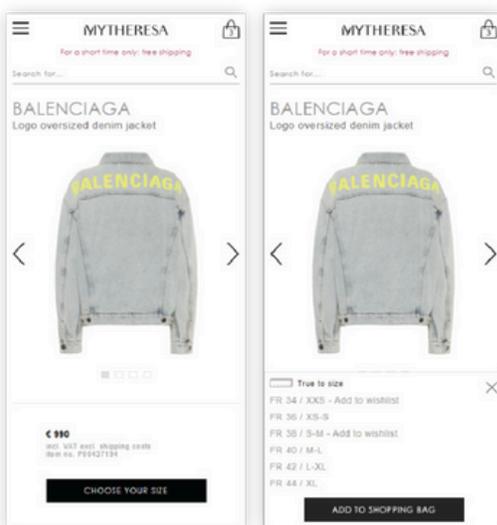


Control

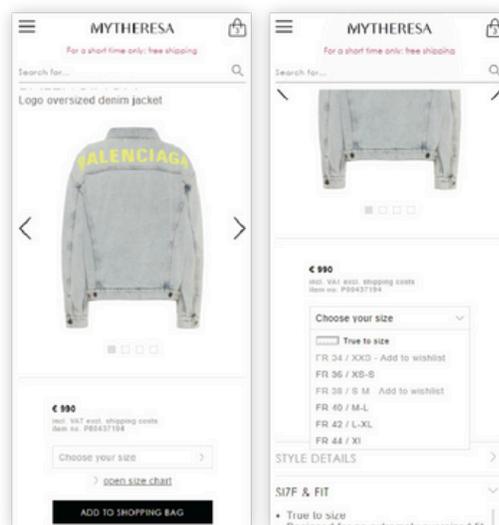


Size Selection Mobile

Experiment

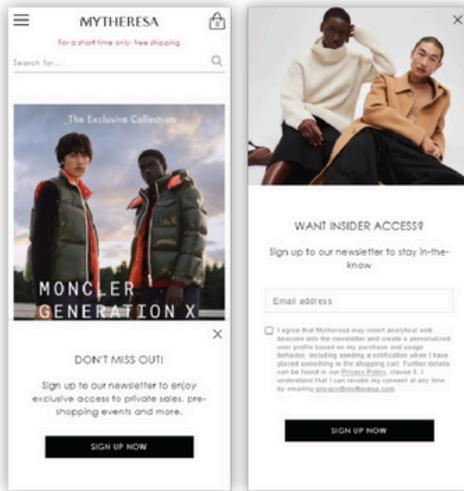


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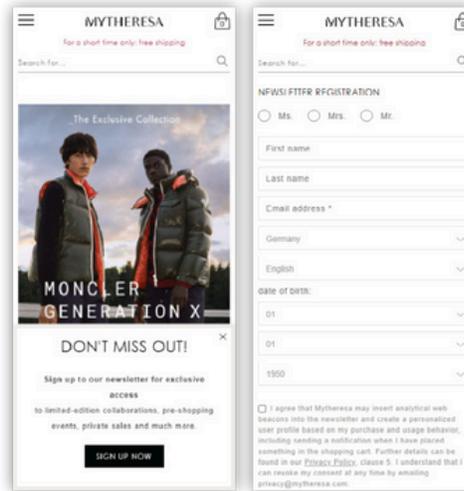


Newsletter Signup

Experiment



Control



Result: The outcome surpassed expectations, causing a double digit decrease in bounce from paid traffic. Mytheresa has now extended this approach to all traffic.



Size Selection on Mobile Test

Mobile first is a key focus of Mytheresa. To improve the UX for size selection, Mytheresa worked with Monetate to create an experience with a multi-variable test, resulting in two key wins:

- New app design: tested to evaluate designs for the PDP
- Witnessed a double digit uplift in ATC rate





Customer Database Growth

For Mytheresa email is a vital channel for communication, engagement, and sales as well as collecting insights about customer preferences that can be used for additional personalization. Monetate worked with Mytheresa to devise a program to increase newsletter signups in order to grow the database at a global scale. The newsletter test was devised to maximize responses by tackling three key issues:

- Reduce navigation and loading time by creating the whole newsletter submission process within a Monetate overlay so users weren't redirected to another page
- Create a more frictionless signup process by reducing the amount of clicks
- Focus on Google traffic which had the highest bounce rates

The changes resulted in a very high double-digit percent increase in newsletter sign-ups.

Results

Global strategy created universal KPI improvements

Mytheresa is one of the leading luxury online retailers globally, offering a unique shopping experience to their customers and being the best partner for luxury designer brands. With the help of Monetate, the company implemented testing and personalization across all markets to make shopping with Mytheresa even better—from customer database growth to localization of content.

