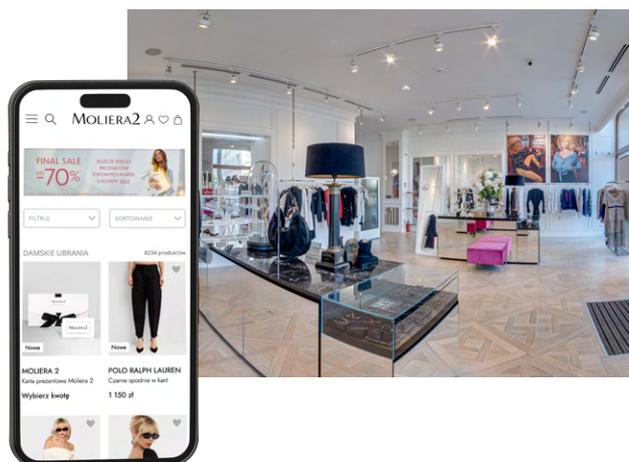




Implementing marketing automation with Persooa at Moliera2

About Moliera2



Moliera2 is a Polish chain of upscale showrooms and online store, offering luxury clothing, footwear, accessories. Moliera2 salons are located in several Polish cities, and their online store is considered the best luxury fashion store in the country. They offer a wide selection of top-quality products, including collections from brands such as Christian Louboutin, Gucci, Dior, Chanel, Prada, Louis Vuitton and many others. Moliera2 places great emphasis on customer service, providing professional help and advice.

Challenge

Provide customers with a personalized shopping experience.

Introduction

Moliera2 enlisted Persooa's services to provide customers with the best possible brand experience, which has become a priority in the dynamic world of luxury fashion. In order to meet the growing expectations of personalization and online competition, it was necessary to tailor the marketing strategy to individual customer needs and preferences. In addition, the effective use of advanced artificial intelligence technologies in marketing and the efficient processing of massive amounts of data posed inherent challenges.

Working with the Persooa team proved to be a real milestone on our path to improving the shopping experience at Moliera2. This substantive support, going far beyond the typical supplier-customer relationship, made us feel like an integral part of the team, working together to achieve our goals. Together, we were able to integrate advanced AI technologies into our marketing strategies, which not only significantly improved our customers' experience, but also increased the effectiveness of our marketing efforts at every stage of the purchase path. I believe that our cooperation will continue to result in innovative solutions that benefit both our organization and our customers.

Wojtek Calow

eCommerce Performance Manager



What have we done?

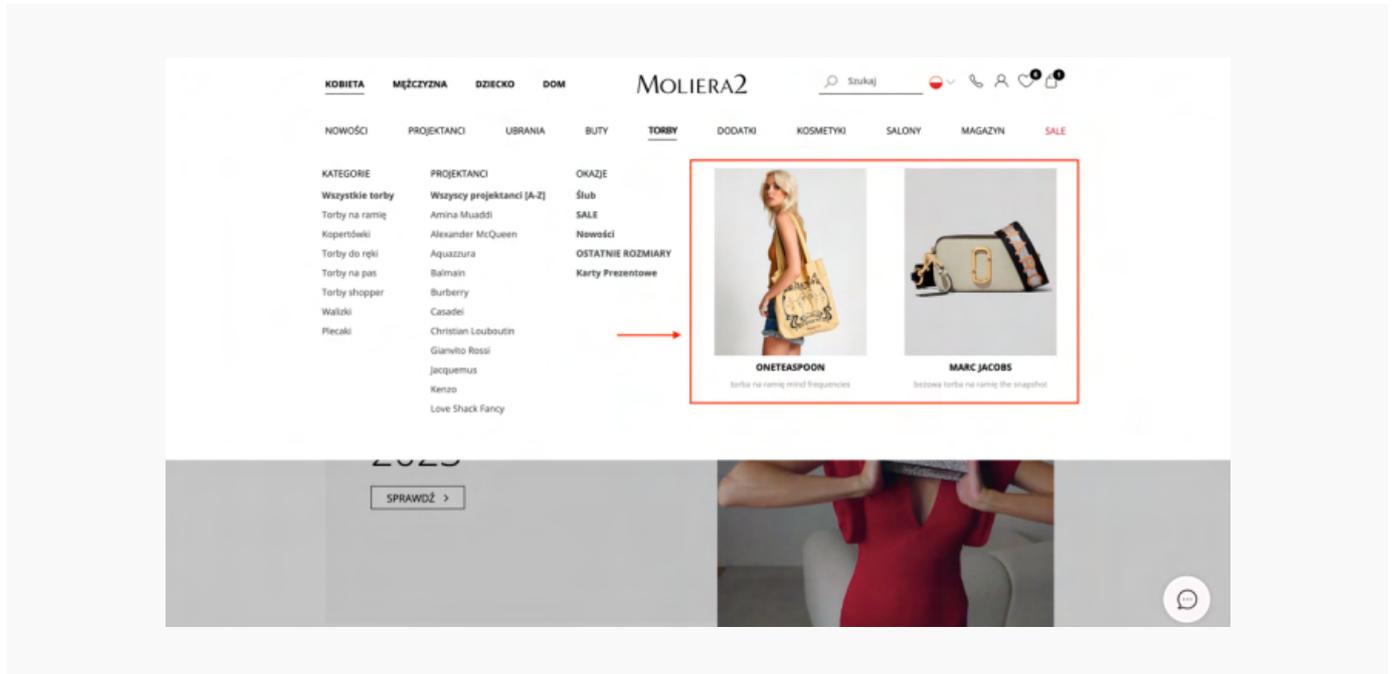
In response to the challenges presented, Persooa created a comprehensive technology implementation program, including effective scenarios and tactics. As a result, Moliera2 was able to increase the effectiveness of its marketing efforts by:

- 1. AI personalization at the highest level:** through data analysis and the use of artificial intelligence algorithms, Moliera2 delivers personalized offers and product recommendations, matching each customer's individual preferences, both in the e-commerce channel and at physical points of sale. This approach not only increases conversions, but also builds customer loyalty.
- 2. AI search engine for better personalization:** the use of artificial intelligence in the search engine enables Moliera2 to tailor search results to individual customer preferences. This makes it easier for customers to find products and increases the chances of making a purchase both in the online store and at physical outlets.
- 3. Advanced email marketing using AI:** automating email communications using artificial intelligence enables Moliera2 to send the right messages at the right time, tailored to individual customer preferences. This, in turn, increases the effectiveness of marketing campaigns, inspiring customers to shop online and at traditional dealerships.
- 4. Relationship-building loyalty program:** the implementation of a loyalty program has allowed Moliera2 to reward regular customers, building lasting relationships and encouraging them to buy more often.
- 5. Optimization of paid channels:** Persooa helped Moliera2 optimize spending on paid channels, which translated into increased efficiency and ROI in the online advertising space.



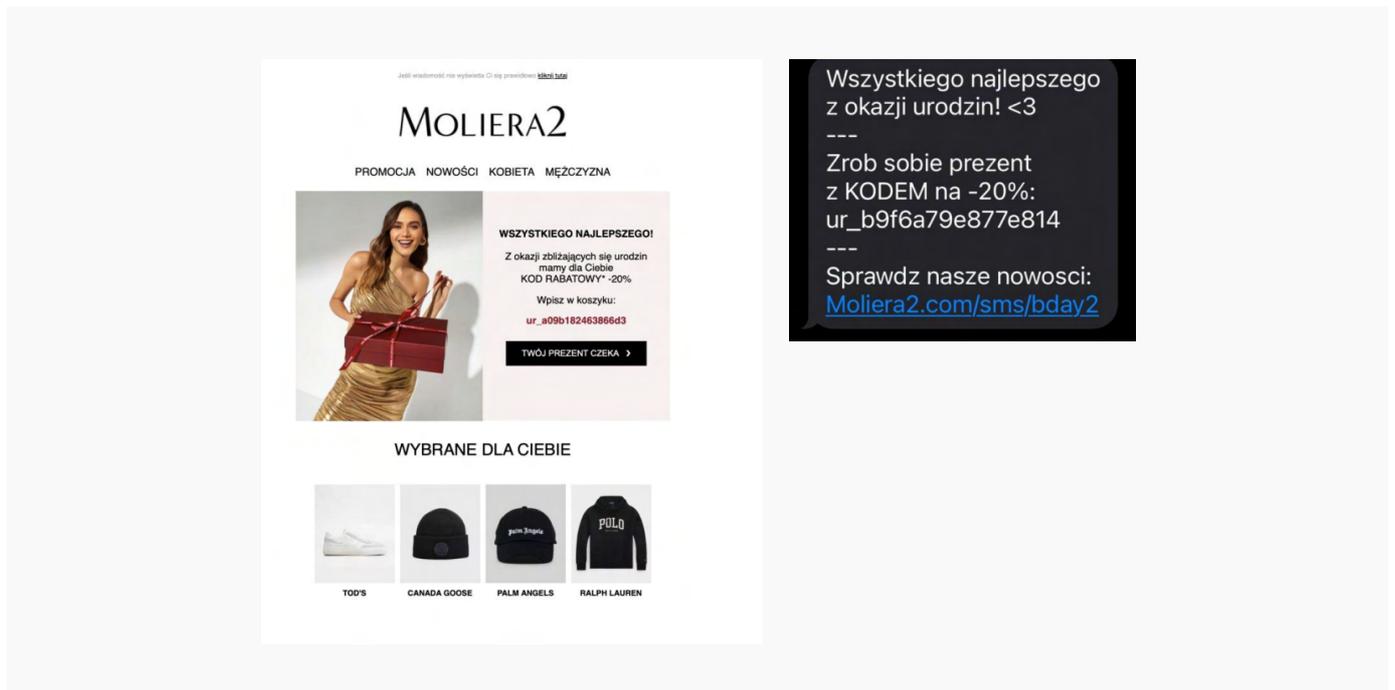
Menu recommendations

When you hover over a selected product category in the menu, the recommendations of two products are displayed. They correspond to the category and gender. The effects produced by this scenario show that personalized recommendations achieve higher results than bestsellers.



Birthday emails

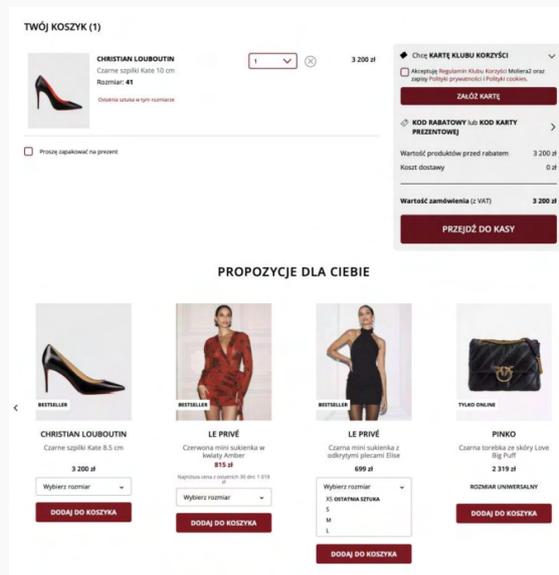
For customers who have a birthday in 14 days, we send an email with a birthday code, where the creation depends on the customer's gender (a man receives a graphic with a woman giving a gift and vice versa). In the next step of the path, we check if the customer has made a transaction. If he hasn't, and still has permission to send emails, he receives a reminder. If the customer does not have consent, we check if he has KKK consent or, as a last resort, SMS consent. Each message contains personalized recommendations.





Recommendations in the basket

We have implemented shopping cart recommendations that take into account the entire context of a customer's shopping cart and recommend complementary products. These are selected based on the transactions of other customers who had the same products in their shopping cart. The user can select a size and add the product directly from the recommendation to his shopping cart. He can also see if a particular size is available as the last piece.



Results



transactions with recommended products



basket growth



basket value increase



Summary

By partnering with Persooa, Moliera2 has achieved a significant increase in the effectiveness of its marketing efforts, improved the customer experience and increased revenue in both the online channel and physical points of sale.

We find working with Moliera2 inspiring and rewarding. Together with Moliera2, we are developing advanced personalization strategies and the use of AI technology, which brings a significant increase in the effectiveness of marketing activities. This is not only a professional adventure, but also an opportunity to help grow a reputable brand in the luxury fashion sector.

Marcin Włodarczak

Marketing Automation Specialist