

Success Story: Marketing

Mytheresa.com has made a name for itself as a leading international online shop for luxury fashion and can boast thousands of fashionistas amongst its clients.



Challenge

- How do we define client segments qualitatively and quantitatively?
- How can segments be turned into business intelligence without overstraining IT capacity?
- What are the needs of mytheresa.com's top clients?
- How can we test methodologies on customer loyalty as economically as possible?



Methods

- Introduce strategic client segmentation
- Define four top client segments
- Technically implement automated data analysis, introduce early-warning system for declining customer loyalty
- Develop suitable methods to increase customer loyalty per segment
- Systematic implementation of solutions in the form of controlled A/B tests, evaluation of test results, preparation of specific next steps



Results

- Churn rate was lowered, loyalty of top clients increased, as were AOV and CLV
- Implemented in 2013

With the support of enable2grow we were able to create a solid basis, which allows us to focus on our top clients and to use a tailored approach to build their loyalty to us.

mytheresa.com GmbH

mytheresa