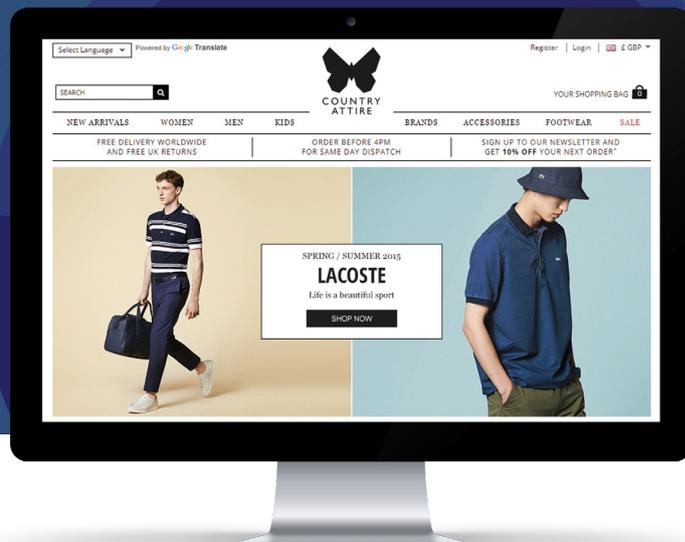


Country Attire Provides a Unique Personalised Shopper Experience Online



Country Attire is an online retailer selling over 120 globally-recognised premium brands including Barbour, Hunter, and Vivienne Westwood. With customers located around the world, a key challenge is ensuring individual customers and markets see and receive content that is relevant to them instead of a “one-size-fits-all” experience.

The brand, which has a rich heritage dating back to 1822, has never been afraid of technology. They have always aimed to push boundaries and make the customer experience memorable so they stay ahead of the competition. In 2014, the company decided to focus their efforts on some key solutions to help them increase conversion rates and retain customers for repeat purchases. One of those efforts involved bringing on a personalisation platform.

As a fashion retailer, Country Attire felt that personalisation was a particularly smart investment, since consumers have a wide range of individual styles and choices. Using the Monetate platform, Country Attire can now produce personalised, live-feed changes to UK and international customers within minutes, reaching its audiences in a way that hasn't been possible before.

For us, a personalisation platform is core to our business offering. It's not simply a 'nice-to-have,' but essential.

—Jenny Parker

Marketing Director, Country Attire



Chosen for its flexibility and simplicity, the Monetate personalisation platform allows Country Attire to bring its IT and marketing teams together—and, crucially, move at speed. Any experience the company wants to test can now be added or removed from the online store in a matter of minutes, with valuable and accurate results.

To reach its various international and UK customers individually, Country Attire uses the Monetate personalisation platform to help them target different countries with its USP of free international shipping. Before working with Monetate, Country Attire relied solely on A/B testing, but felt the need to invest in something that targeted specific customers more effectively.

Using Monetate to deliver unique personalised experiences with individual promotions or creative for different countries has increased revenue per session by over 32% and increased conversion rates by more than 28%.

“Personalisation provides us with a point of differentiation, allowing us to punch above our weight in a crowded online marketplace,” added Parker. “With Monetate, our aim is to provide a unique online service akin to a personal shopper on the high street.”

The Monetate team is an extension of ours. They understand our unique business and challenges and have helped us provide a bespoke solution to our specific needs. Monetate fully understands we are a small company and caters to that, constantly challenging us to improve the service we offer to customers to get ahead.

—**Jenny Parker**
Marketing Director, Country Attire

THE RESULTS

- ✓ YTD May 2015 increased website revenue per session by 32%
- ✓ Conversion rates increased 28%
- ✓ Time on site & page views increased
- ✓ Bounce rate & cart abandonment rate decreased



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Monetate is the leader in personalisation software for consumer-facing brands. Our approach starts with the understanding that each individual is unique. We enable brands to create individualised experiences that surprise and delight customers, improving engagement and business performance.

The Monetate platform is open and independent, working seamlessly across your marketing stack. Monetate is real-time, too, combining marketer-driven instincts with machine learning to deliver 1-to-1 personalisation at scale.

Founded in 2008, Monetate influences billions of dollars in annual revenue for John Lewis, Waitrose, Helly Hansen, Boden, Boohoo, and hundreds of other market leaders.