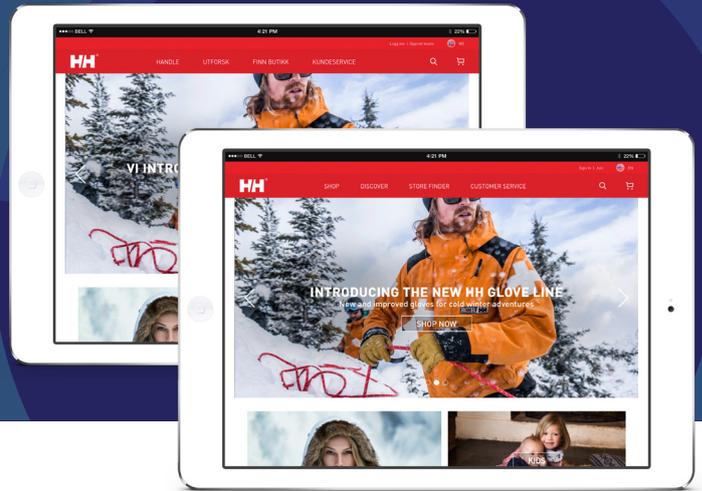


Helly Hansen uses real-time insights to shift consumer perceptions



THE CHALLENGE

What do you do if half your customers associate your brand with skiing gear and rainwear, while the other half are aficionados of watersports and sailing? You deliver two tailored customer experiences, of course. And that's just what Helly Hansen, the famed Scandinavian adventure clothier, was able to do with Monetate and a forward-thinking personalisation strategy.

Helly Hansen is most well known for sailing and watersport products in southern Europe, and for skiing and rainwear in the north. In order to best serve these two distinct audiences, Helly Hansen wanted to deliver personalised homepage experiences based on the region in which the customer resides. They also wanted to factor in real-time weather conditions, to create an even more engaging, in-the-moment customer experience.

THE SOLUTION

Helly Hansen took advantage of Monetate's advanced geotargeting capabilities to deliver customized experiences based on local weather conditions. When the forecast calls for rain, Monetate automatically delivers the tailored homepage experience to promote weather-appropriate gear such as raincoats, sou'westers, and waterproof footwear.

It is far quicker to conceive, prepare, and deploy a marketing campaign using Monetate's personalisation solution. By continually testing and tweaking campaigns and increasing our knowledge of the customer, we're able to be more efficient with our resources and efforts to drive more sales.

—**Ragnild Geisert**

European ecommerce manager, Helly Hansen

During a particularly rainy 5-day period, Helly Hansen used Monetate to measure the impact of a geotargeting campaign in Germany. With Monetate's automated geotargeting feature, they were able to replace the default homepage promotion (winter ski-wear) with a banner promoting rainwear, on-the-fly. The campaign was highly effective, with an overall conversion rate increase of 170% and 52% for new visitors.

“Now that we know the power of personalisation, we want more. The only limitation we have is the number of people we have to develop and drive new tests and campaigns. The impact has been a revelation.”

—**Ragnhild Geissert**

European ecommerce manager, Helly Hansen

THE RESULTS

- ✓ A raincoat holiday deal banner placed under the navigation menu increased revenue by \$17,290 (UK)
- ✓ A rainwear banner targeting current weather conditions increased conversion by 170% and new-visitor conversion by 52% (Germany)
- ✓ A Black Friday product badging campaign increased incremental revenue by \$22,270. (Norway)
- ✓ Monetate's Personalisation contributed incremental revenues of \$280,000+ over a 3-month period (from January–March, 2015.)



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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.