

Using Monetate, Office Depot increased conversion rates by 3% with projected incremental revenue of £2.5 million



Office Depot has won the highly coveted Best Business Impact Award at Monetate's annual European Summit. The award is given to a single Monetate customer that demonstrates an innovative approach to leveraging Monetate's powerful personalisation technology to drive incremental revenue.

Office Depot is the number one reseller of workplace products and services in Europe. They work with more than 6,000 associates under two brands: Office Depot and Viking. Established in 1986, Office Depot now operates worldwide in nearly 60 countries.

Office Depot needed a personalisation solution that would enable them to track the behaviour of customer segments and easily create targeted experiences without using internal IT resources. With Monetate's platform, Office Depot was able to achieve those goals and dramatically increase site engagement. They created tablet-specific navigation, added countdown timers to drive urgency on time-sensitive promotions, and executed multiple campaigns in real time.

We're passionate about our customers and are constantly looking for ways to better understand their needs. Monetate's technology allows us to create, test, and deploy personalised experiences on the web. With Monetate, we can change any aspect of our website and target those changes to specific audience segments.

—Jonathan Newman

VP eCommerce & Marketing
Operations, Office Depot

Before Monetate, Office Depot relied solely on their legacy eCommerce platform, which made it nearly impossible to target customers in real time. Even the smallest site change had to be processed by their internal IT department.

“We’re absolutely delighted to be recognised for our use of personalisation to improve the customer experience whilst benefitting the bottom line,” said Jonathan Newman, VP eCommerce & Marketing Operations at Office Depot.

“For every dollar we spend with Monetate, I’m confident that we’ll see a return of 15x return on investment in 2015 and 2016.”

—**Jonathan Newman**
VP eCommerce & Marketing Operations,
Office Depot

THE RESULTS

- ✓ Launched 44 campaigns in the first 4 months. Increased conversion rates by up to 3%. Generated more than £2.5 million in projected annual revenue.
- ✓ Created tablet-specific navigation that produced a 22% increase in revenue per session.
- ✓ Generated over £1.3 million in projected annual revenue through use of a “free next day delivery” countdown timer.



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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.