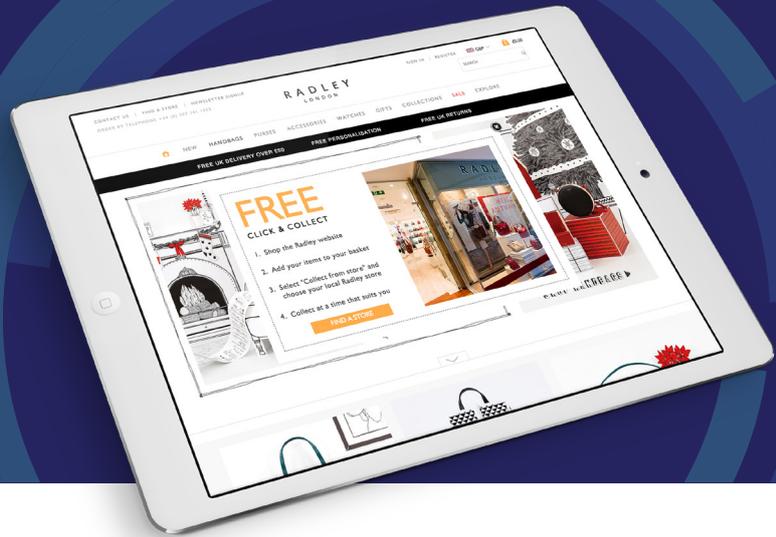


# Radley Increases Brand Engagement by 107.8% with Personalisation



## THE STORY

Premium British handbag and accessories brand Radley, has adopted a new customer-focused strategy including personalised homepage content and click and collect to increase conversion rates, in a bid to provide customers with a seamless multichannel experience.

Best known for its high quality handbags and accessories, the London-based brand has worked closely with personalisation experts Monetate, to experiment with personalised content based on previously browsed items, strategically placed on the homepage to offer relevant products to new visitors and stimulate repeat purchases from customers.

As a result, the brand has seen increases in engagement, confirming the success of the strategy.

## PROVEN INCREASES IN ENGAGEMENT

- 107.8% related to purses
- 52.9% related to watches
- 41% related to accessories

*We decided to test these three locations to push our personalisation and customer experience offerings further for our shoppers. We wanted to record the most effective way to increase customer engagement and streamline the shopping experience as there is a need to develop a localised approach. The solid areas of improvement in conversion rates prove the great results a personalisation strategy can produce. As a result, this includes monitoring how conversion rates differ due to click and collect, personalised banners and currency changes - with Monetate's help, we firmly believe we achieve positive results.*

—**Rowan Luckie**  
Head of Ecommerce, Radley

“Radley has made significant strides with its personalisation strategy that will not only improve its global brand, but provide a more engaging and relevant offering for both loyal and new customers. Monetate’s platform is designed to support Radley with its continuing commitment to providing great customer service and a seamless shopping experience for all.”

—Mike Harris  
VP EMEA, Monetate

Radley trialled personalising click and collect messaging for visitors in six different areas of the UK – Covent Garden, Glasgow, Trafford Centre, Cardiff, Liverpool and Birmingham. This was displayed in two ways: an expandable side bar and a pop-up option to present relevant items for click and collect that may be of interest to a shopper. By running the strategic tests, Radley has developed a clearer insight on its shopper’s habits, and what the brand can do to not only provide a unique customer experience, but to encourage repeat purchases.

Radley also noted that a change in currency to match the location of a shopper generated positive results. European countries have seen a 77.1% drop in bounce rate and an 18.9% rise in page views with the US showing similar findings.

## THE RESULTS

After implementing the Monetate Personalisation Platform, Radley experienced:

- ✓ A combined 56.4% increase in conversion rates in Glasgow, Trafford Centre, Liverpool and Birmingham stores
- ✓ A dramatic 8% rise in conversion rates in Glasgow alone

**About Radley:** Radley + Co is owned by Exponent Private Equity, Phoenix Equity Partners and the Company’s Management team. Brand: Radley was born in the heart of London in 1998, founded by Lowell Harder, driven by a passion for making bags for women that just “work”. The brand has evolved over the years into a British icon of affordable luxury. Products: Radley designs, retails and distributes a range of handbags, small leather goods, luggage, workbags, eyewear, watches and accessories. Blending creative design, quality materials and immaculate craftsmanship, Radley products are colourful, surprising and achieve the perfect union of beauty on the outside and function on the inside. Stockists: Radley has 33 UK retail stores, an ecommerce site [www.radley.co.uk](http://www.radley.co.uk) (shipping to 47 countries) and UK stockists nationwide including John Lewis and House of Fraser. The brand currently distributes to 14 International markets including Germany, Russia, Taiwan, South East Asia, Australia and Japan.



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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.