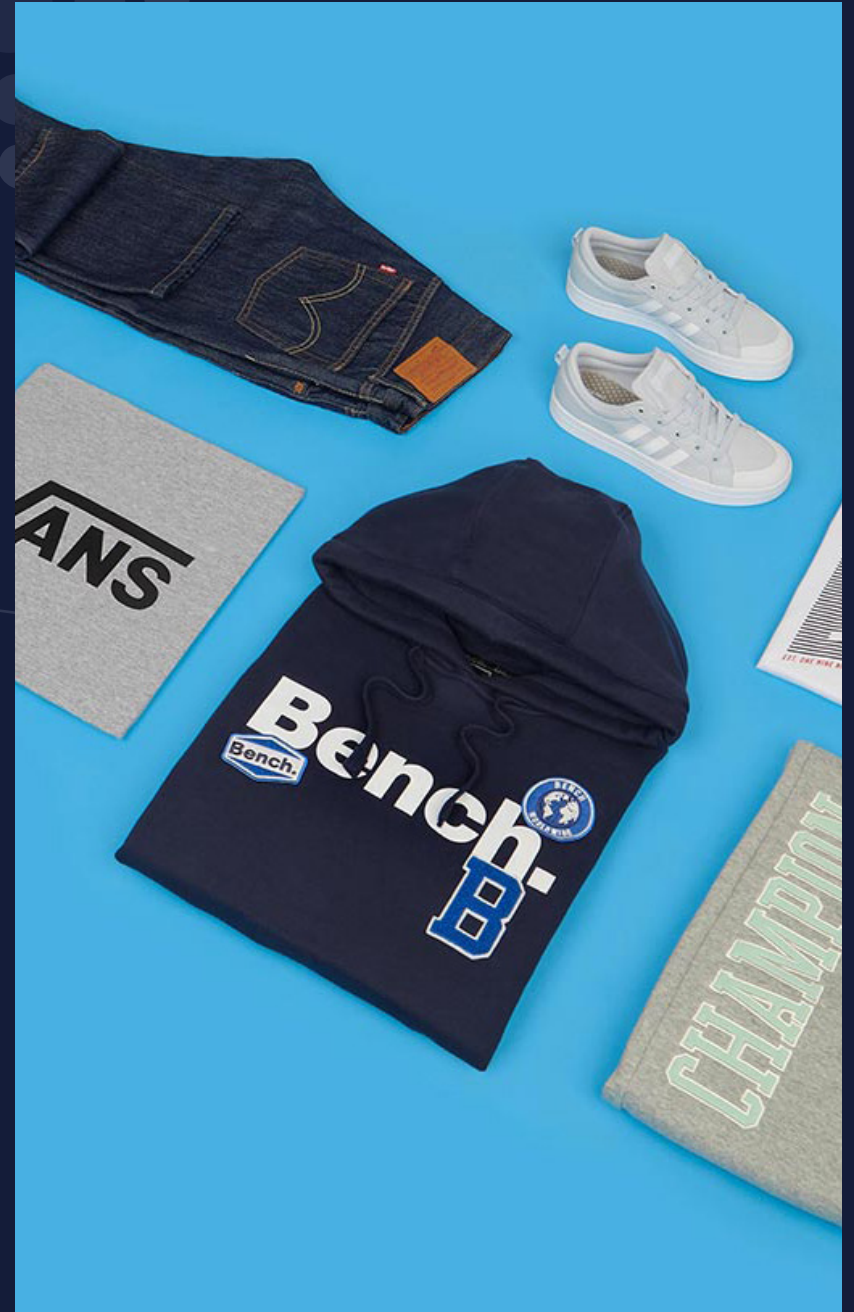


**INNOVATIVE
DIGITAL SOLUTION**
GIVES BESTSELLERS
MANDM BRAND 85%
GROWTH IN PROFIT



Tracking of business-critical KPIs (Key Performance Indicators) in real time

85%
increase in profit

Up to **9%**
increase in Facebook conversations

72%
increase in profit per order

IIH NORDIC TEAM



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BRANCHE

E-commerce

WHO IS THE CLIENT?

MandM, owned by Bestseller, is one of the world's largest online fashion retailers with more than 3.5 million active customers and over 137 million website visits per year. They offer more than 300 brands to their customers and have eight localised websites, one of which is the fashion portal Stylepit, which we know in Denmark.

MARKETINGTOOLS

- Google Search Ads 360
- Campaign Manager
- Facebook

IIH NORDIC TOOLS

- GA4 360 (Google Analytics 4), incl. SA360
- (Search Ads 360) GTM (Google Tag Manager) server site in combination with GCP (Google Cloud Platform)
- Firestore as part of Google Cloud Platform
- Google BigQuery which allows for real-time streaming

IT PAYS OFF TO KNOW YOUR CUSTOMERS

MandM has revolutionised their digital strategy and achieved an impressive 85% increase in profit by leveraging insights into their customer behaviour and product data, including their profit per product across all 300 brands. This is due to the implementation of a unique data solution that not only optimises the marketing budget based on expected profit instead of pure revenue, but also manages and personalises product views on their website in real-time based on customer behaviour and profit on each product.

This allows them to automatically promote the most profitable products to customers both on their website and in their marketing on Google Ads and Facebook, significantly increasing their profits. The solution gives them control over their own data on both customers and products - and they can follow and analyse all data in real time.

MandM operates in a highly competitive market where price and price optimisation are crucial. Therefore, their goal was to increase internal trust in their data and make it easier for the entire organisation to analyse: Who are the customers, what is their value and how do they act on the website?

Their experienced data team reached out to IIH Nordic and shared their three wishes:

1

MAXIMISE THEIR PROFIT

2

AUTOMATE THE USE OF THEIR OWN DATA ON GOOGLE ADS AND FACEBOOK

3

REFINE THEIR BUSINESS STRATEGY BY UTILISING CUSTOMER AND PRODUCT DATA EVEN MORE

DIGITAL SOLUTION IN THREE STEPS

1 TRACK AND IDENTIFY BEHAVIOUR PATTERN

Initially, it is necessary to enable the company to track and identify different visitor behaviour patterns in real-time. This is done by establishing a reliable data structure on the website and increasing the relevance of the data that the company can share internally. They do this by implementing Google Analytics 4 and integrating a cloud solution. Then, that data can be easily moved to Google Looker Studio, from where employees can share reports with each other and track the development of the website..

2 OPTIMISE AND DEVELOP DATA SETUPS

The next step in the process is to optimise the website to improve customer retention and encourage customers to add more to their basket. This is done by linking user data with customer data and creating a visualisation of the collected data. This allows them to analyse customer lifetime value (how much the company earns from each customer) and churn (how many customers drop out). For this, a Customer Data Platform (CDP) is used, which helps the company maintain an overview.

IIH Nordic developed a unique Customer Data Platform specifically for MandM that gives them full control over their data. The innovation of this solution lies in the fact that it is an in-house platform - and MandM owns the data model. This is not only convenient, but it also significantly increases the data security of their website. Typically, companies pay millions of dollars to get a similar data platform - despite the fact that it is hosted externally and thus has a higher security risk.

3 OVERVIEW AND EXECUTION

Lastly, they need to have an overview of their product data and identify the products with the highest profit, then they can start promoting these products on their website, Google and Facebook. This is achieved by connecting their entire data setup from step 1 and step 2 via (server-side) Google Tag Manager.

The company now has an overview of their customers and the products with the highest profit. They can then start optimising their bidding strategy on Google Ads and promote the products with the highest profit over products that only generate high revenue.

SMART SOLUTION IS AVAILABLE TO EVERYONE

This digital solution can easily be implemented by other e-commerce companies with a goal of maximising profits and gaining a better overview of customers and products.

The solution only uses Google tools that are available to everyone and which most of the e-commerce companies already use today, but not always optimally utilised.

IIH Nordic's specialists succeeded in developing a unique and innovative digital solution that enables MandM to make better decisions that increases profits and equips them to stay competitive in a difficult market with many stakeholders. They can now highlight the most profitable products for specific customers, and this product insights are automatically transferred to Google Ads, allowing them to bid on ads based on product profitability.

After just a short while, they were able to show an 85% growth in profit and a 72% increase in profit per order thanks to the new data setup.

Tom Goode, Customer and
E-commerce Director, MandM

*"By teaming up with IIH Nordic,
we're unlocked valuable insights
and enhanced our data privacy.
These changes have future proofed
our tracking and empowered the
MandM marketing teams to make
better informed decisions based
on more reliable data."*



 **IIH NORDIC**

Contact IIH Nordic at
iih@iihnordic.dk to learn
more about how you can
maximise your profits.