



## Case Study: Value + Intent Personalization to Acquire and Engage Customers for Leading Luxury Retailer

### Overview

A leading luxury fashion retailer in France—renowned for its contemporary collections and elevated in-store experience—was looking to evolve its digital customer acquisition and engagement strategy. With over 200 physical stores complementing its online presence, the retailer had built strong brand awareness and significant web traffic.

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## Challenges

The luxury fashion retailer faced a number of challenges:

1. **High Customer Acquisition Cost (CAC).** □ Despite strong site traffic, acquisition costs remained high—driven by generic promotions and limited conversion of new visitors.
2. **Inactive Account Base.** Only ~40% of registered accounts were active, meaning a large portion of the database wasn't engaged or shopping regularly.
3. **Guest Checkout as the Norm.** Most customers checked out as guests, restricting the retailer's ability to capture data, personalize experiences, and foster long-term loyalty.
4. **Omnichannel Experience Gaps.** With more than 200 stores in addition to its online platform, the retailer needed to unify the customer journey - delivering seamless personalization across online and offline touchpoints.
5. **Promotion Saturation.** As a luxury retailer, the brand often had hundreds of items on sale at any given time. While this helped move inventory, it diluted the impact of promotions, eroded margins, and risked undermining exclusivity and brand equity.

# The Objectives

The retailer engaged Polymatiks with three key objectives:

- **Increase shopper sign-ups.** Convert more anonymous visitors into known customers, enabling the retailer to build relationships and deliver personalized journeys.
- **Increase customer lifetime value (LTV).** Use personalization to nurture deeper engagement, repeat purchases, and higher-value relationships over time.
- **Leverage promotions strategically.** Move away from blanket markdowns and instead deploy promotions as part of a value- and intent-driven personalization strategy - rewarding customers while protecting margin.

## The Solution: Powered by BeansOS™

BeansOS™, a Value-Intent Personalization Platform™, enabled the retailer to transform its acquisition and engagement strategy by delivering a personalized, omnichannel journey from sign-up to purchase..

To deliver on the objectives of the retailer, Polymatiks enabled the following 4 strategies within BeansOS™

- **Personalized Weekly Offers Until First Purchase.** Shoppers who signed up received weekly personalized offers—delivered via email, SMS, and online—until they completed their first purchase. This gave customers a reason to sign up, log in, and return to shop online.
- **Markdown Personalization & Early Access.** Instead of flooding shoppers with hundreds of markdown items, BeansOS™ personalized sale promotions. Customers gained exclusive early access to select discounts—rewarding loyalty, creating a sense of exclusivity, and delivered as a seamless experience without the need for coupon codes..
- **Real-Time Product & Offer Personalization.** As customers browsed, BeansOS™ surfaced personalized product recommendations that matched each customer's preferences, live intent, and willingness to pay - ensuring the right product, at the right price point, at the right time.
- **Omnichannel Integration with POS Systems.** BeansOS™ integrated with the retailer's POS systems, enabling seamless redemption of personalized offers whether customers shopped online or in-store—delivering a unified luxury experience across all channels

## Why It Matters

By shifting from generic promotions to a value- and intent-driven personalization strategy, the retailer redefined how it acquired and engaged customers. Every interaction—from sign-up to checkout—became personalized, margin-aware, and strategically aligned with brand equity

**The result? Higher conversion, lower CAC, stronger LTV, and a seamless omnichannel experience that elevated the luxury shopping journey.**

