



## Miinto is scaling the business with automation

**Miinto is selling fashion from 1800 independent shops in seven markets. Since the launching of an entirely digital go-to-market strategy, the company is moving fast towards its goal of becoming the leading online fashion portal. Intelligent use of data, personalisation and automated communication flows are propelling the company forward.**

Two years ago, Miinto's marketing activities were primarily offline. The focus was on attracting customers and not so much on retaining them which was reflected in a rather stagnant customer lifetime value. The company transitioned to a 100 % digital strategy with personalised and automated communication executed through Agillic as part of the marketing mix. Results were immediate. Website traffic increased, and today, Miinto attracts more than 40 million visitors a year. The permission database has doubled, and the customer lifetime value took a hockey-stick curve.

"Growing the permission database is vital, and we are investing heavily in this. We can see that the customer lifetime value is +119% higher on customers with permission compared to those without permission. Overall, the customer lifetime value has increased with more than 18% since the implementa-

tion of automated email flows in the Agillic platform," says Malthe Cederborg, Chief Marketing Officer of Miinto.

### Scaling with automation

Before working with the Agillic platform, seven marketers were working full-time setting up and executing bulk campaigns with no personalisation. With Agillic we have doubled our activity level and output



**» I haven't seen any tools that can deliver the quality and user-friendliness which Agillic provides.«**

Malthe Cederborg,  
CMO of Miinto

– and thanks to automation the team can work more efficiently and with fewer resources.

“With 1800 partners, more than 500.000 items and 40 million website visitors throughout seven markets, you have to think automation. It is only through automation that we can scale our business and meet our targets,” says Malthe Cederborg.

And the targets are quite ambitious: In 2018 the Gross Merchandise Volume (GMV) was EUR 70 million, and the 2019 target is to exceed last year’s growth rate of more than 40%. Robust email performance is contributing to the result, and Miinto is aiming for a revenue growth from emails of more than 100% from year to year.

“Currently 30 % of our emails are automated, and in 2019 we want to reach 50%. Agillic enables us to balance the communication so that the customers are not spammed with both campaigns and trigger-based e-mails. I haven’t seen any tools that can deliver the quality and user-friendliness which Agillic provides. Within the platform you can manage both campaigns and trigger-based communication which makes it highly relevant for e-commerce purposes,” says Malthe Cederborg.

#### **Data is the red thread**

Miinto is a highly data-driven business. A BI-team continually analysing data and informing the business is part of the marketing department consisting of 25 people.

“Data is literally in your face all the time. Even at the coffee machine we have a dashboard with the recent numbers and stats providing inspiration and spurring actions. Everybody knows their numbers by heart. This is fundamental for our success.

In the end, it is all about providing value to our customers and creating a great customer experience that makes them keep coming back to us. First of all, by having an appealing and wide assortment, but also by inspiring them through the content we provide and by being relevant to them based on the individual customer’s purchase, website behaviour and search. Being relevant to the customer, seeing the customer in the data, is how we have gone from a flat development in the customer lifetime value to a hockey-stick growth, and this is how we are going to realise our targets,” says Malthe Cederborg.

#### **About Miinto**

- Present in Norway, the Netherlands, Denmark, Sweden, Poland, Belgium and Switzerland
- 1.800 shops are using Miinto’s portal, featuring more than 5000 brands and 500.000 items
- In 2018 the Gross Merchandise Volume (GMV) was EUR 70 million, and the 2019 target is to exceed last year’s growth rate of more than 40%
- +100% growth YoY in revenue from emails
- The customer lifetime value is +119% higher on customers with permission compared to those without permission
- GMV share from automated emails is approaching 30% and is by the end of 2019 expected to increase to 50%.
- 100 automated flows in Agillic
- Miinto is using Agillic’s tracking script

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#### **About Agillic**

Agillic is a Danish software company helping marketers to maximise the use of data and translate it into relevant and personalised communication establishing strong relations between people and brands. Our platform uses AI (Artificial Intelligence) to analyse data and to enhance the business value of customer communication. By combining data-driven customer insights with the ability to execute personalised 1:1 communication we provide our customers a head start in the battle of winning markets and customers. We do that for clients such as Banco Santander, Egmont Publishing, Matas and Storytel.