



Mainline Menswear

Streamlining success: How Mainline Menswear delivers personalized customer experiences

Mainline Menswear is one of the UK's leading retailers specializing in men's designer clothing, footwear, and accessories. With over 80 of the top designer names in the world and a range of **more than 10,000 products**, Mainline Menswear is rapidly growing. Yet, the retailer remains true to its core values of delivering the right product, great customer experiences and excellent customer service.

Alongside their passion and drive to provide designer menswear, customer service is extremely important to Mainline Menswear. They focus on reliable fulfilment and strive to be the best in everything they do.

When starting their journey with Crownpeak, one of the retailer's key goals was to enhance product discovery, to ensure the right products are marketed to the right customers, at the right time. They also wanted fast and relevant search results that took into consideration stock levels and business goals, as well as their marketing strategies and campaigns.

Overview

Goals

- Improve Product discovery
- Increase efficiency

Challenges

- Large catalog (10,000+ items across 80+ brands) with a wide variety of customers to market to.
- Time-consuming manual drag & drop system to implement strategies.

Solution

- AI-powered Search, Merchandising and Recommendations
- Product recommendations are now automated and accurate.
- Merchandisers still have creative and strategic control to meet the company's needs.

Results

- Increased productivity and personalization
- Reduced intensive manual tasks by 100%
- Enhanced shopper experience

Challenges:

Replacing manual work and enhancing the shopping experience

Mainline Menswear has a large product catalog, with 10,000 items on its site at any one time. Previously, the team relied on a manual drag-and-drop system with the only option to flip by stock level or sale items. This strategy became too time-consuming, particularly during sale periods when the merchandising team would spend an entire day manually getting the website ready for launch.

When you're working with a big catalogue and having to merchandise endless pages manually, personalization can be incredibly difficult. Achieving 1-to-1 personalization is virtually impossible. So, the menswear retailer needed a solution that could easily achieve accurate personalization and save time.

“We used to manually dress our pages based on how we thought it should look, not based on algorithms. We focused on commercially appealing products with the highest stock. This approach was not able to take into consideration many other factors, such as fragmented stock levels, or customer personalization”.

Becky Powell, Merchandiser, Mainline Menswear

Solution:

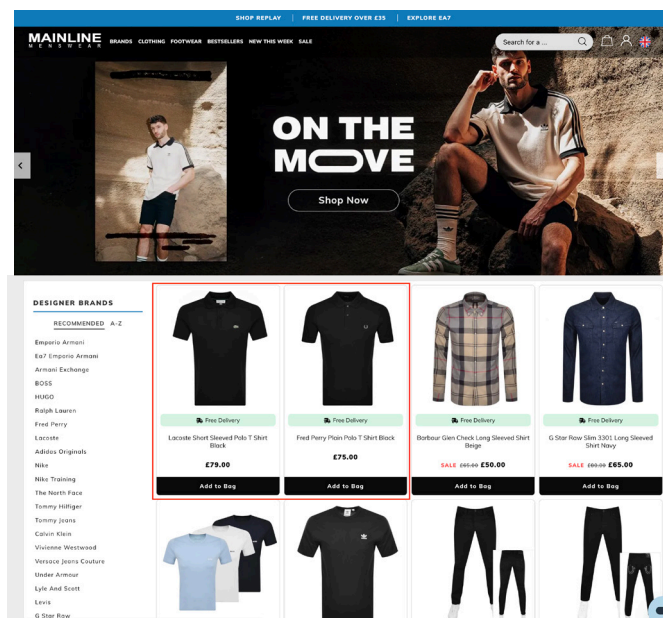
AI-driven recommendations combined with merchandising control

To overcome their challenges, Mainline Menswear chose the Crownpeak Search, Merchandising & Recommendation platform to provide seamless and personalised product discovery experiences.

The menswear retailer makes the most of custom scores to boost specific products on their search results page, increasing discovery and conversions. The team also combines their

merchandising strategies with high-performance algorithms to deliver personalized recommendations on every page of the website at any given time.

The image below is an example of how the team are applying merchandising on top of the algorithms' recommendations to increase customer engagement while meeting business needs.



By adding custom recommendation widgets to their homepage, which in this case showcases product types in pairs, shoppers are encouraged to discover new products as they browse through the catalog. The algorithms used mean the recommendations are personalized based on shopper behavior to push conversions and boost click-through rates.

Crownpeak's algorithms library gives the team peace of mind as they know processes are working in the background and personalization is easy to achieve.

The automation of product recommendations and the optimization of their search means the merchandising team has more time to test new use cases and more data to support the buying team. With more time on their hands, the team are empowered to drive business growth.

"During sales periods, we would spend the whole day manually dressing the website, prioritizing sale items across all brands and categories. Using the Crownpeak solution, we can achieve this in a couple of hours."

Zoe Walker, Merchandiser, Mainline Menswear

Results:

How Mainline Menswear achieved their goals with the Crownpeak solution



Automation & time savings

The Mainline Menswear merchandising team used to spend a lot of time manually moving products around, especially during sale periods when they needed to push all sale items to the top of all pages. Since employing smart automation throughout the end-to-end product discovery journey, the team only spends a couple of hours at most making changes to their site, saving days of manual work, and allowing them to reprioritize their time into other important planning decisions.



Personalization at scale

Using real-time data, shopper behavior, context, and product data, the algorithms and AI work to personalize every interaction. The Mainline Menswear team can put the customer at the heart of their product discovery strategy to win loyal customers that drive more sales and higher average order values (AOV).



Localisation

Localization is easy with the Crownpeak solution. Zoe and her team can manage multiple markets in a single environment by applying general business rules across countries and then adapting the strategies to meet local nuances.



Relevant results

The Crownpeak solution also helps Mainline Menswear optimize search by increasing product findability and reducing zero results. By making sure the search is always relevant to shoppers, the menswear retailer creates seamless experiences that lead to better engagement and increased conversion.

Ready for a personalized demo?

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