

# MUJI

## Muji grows in-store revenue with digital savvy



### CHALLENGE

To improve sales and foot traffic to physical stores. Merge the physical and digital customer experiences, transfer data and perform data analysis of online traffic in time to make a relevant recommendation to the in-store customer.



### GOAL

To capture clickstream data from their mobile app and join it with existing web and point of sale and other customer data, at scale, that marketers could access without engineering support.



### RESULTS

- 46% increase in in-store revenue
- 100% increase in coupon redemptions
- 8+ million web and mobile events collected and processed per day
- Customers save and Muji wins with personalized promotions

**Muji, a global retailer known for sustainable products and packaging, planned to grow beyond its 650+ store locations. When they discovered that website visitors most often browsed for products to later buy in a physical store, Muji developed a mobile app in order to build more intimate customer relationships, enhance in-store experiences and improve customer lifetime value (CLTV).**

### Challenge

Muji, like most retailers, ran online and social campaigns, but struggled to improve sales and generate steady foot traffic to physical stores. Merging the physical and digital experiences posed a significant challenge. In addition, they were unable to transfer data and perform data analysis of online traffic in time to make a relevant recommendation to the in-store customer.

Unfortunately, a lack of engineering support kept them from building the scale and performance needed to capture clickstream data from their mobile app and join it with their existing web and point of sale (PoS) and other customer data. They needed a solution that their marketers could use independently without engineering support.

### Solution

Using Treasure Data's enterprise customer data platform (CDP), Muji combined online browsing data and in-store purchase history to get a complete customer profile. By joining real-time store inventory data, they executed on data-driven incentives such as personalized coupons and timely, well-targeted in-app push notifications. Treasure Data provided a dynamic, scalable way to acquire and aggregate the fast-moving data streams. A Treasure Data professional services partner integrated their custom mobile loyalty app without the need for engineering resources from Muji.

Using the mobile app in combination with highly targeted promotions led to a 100% increase in coupon redemptions across all store locations, increased CLTV, led to higher volumes of in-store foot traffic and a 46% increase in revenue over a two year period.

In addition, Muji leveraged Treasure Data's machine learning capabilities for location-aware promotions to increase impromptu store foot traffic. Treasure Data's enterprise CDP enables unique personalization algorithms and marketing segmentation syndication that further connects the digital and offline customer journey for an enhanced customer experience.

## Results

Treasure Data helped Muji collect and process more than 8 million web and mobile events per day and analyze more than 3 billion transactions per year. Over a two year period, Muji exceeded objectives:

- Saved millions of dollars by eliminating the need to print flyers
- Saw higher volumes of in-store foot traffic
- Realized a 46% increase in in-store revenue
- Boosted coupon redemptions by 100% using highly-targeted promotions in their loyalty app

## About Treasure Data

Treasure Data is the only enterprise CDP that helps brands push CX boundaries, rather than be confined by them. Treasure Data, powered by AWS, can ingest data from anywhere and in any format. AI and ML are layered directly on top of the data which provides actionable insights that are most relevant to each individual customer. Tying engagement directly back to data and insights, teams are able to personalize all customer interactions and activate several use cases with speed. Treasure Data is the CDP of choice for customer-centric enterprises looking to bring customers closer to the brands they love.

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