

HOME FURNISHINGS

How Matouk used data to drive major ROI increase

May 8, 2018



Matouk's focus on data allowed it to respond to changing consumer trends. Image credit: Matouk

By DANNY PARISI

Luxury linen maker Matouk experienced more than 200 percent increase in ROI over six months after increasing its use of data analytics.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

According to Matouk, a comprehensive view of sales and ROI data has led the brand to make stronger decisions and have a better understand of how it should invest resources. This is yet another example of how data analytics can be immensely helpful for luxury brands as they seek to gain an advantage over competitors.

"Having an integrated CRM and ERP system has helped us unlock efficiencies that we knew our business was capable of," said George Matouk, CEO of **Matouk**. "The ROI data is a clear indication that the right IT investment can be a boon to any business."

Data analytics

Data is a hot issue in the luxury world today.

Across sectors, brands are looking for ways to get a better understanding of exactly who their customers are so that they can serve them better.

For luxury, this is doubly important as a key part of luxury is building an intimate relationship with customers and giving them the kind of service that they cannot get anywhere else.



Matouk partnered with Salesforce. Image credit: Matouk

This is what drove luxury linen brand Matouk to seek out Salesforce to help it gather data on its customers and ROI. After just six months of working together, Matouk reports a 223 percent increase in ROI from customers thanks to the partnership.

After reviewing the data compiled by Salesforce, Matouk responded to trends in the data by increasing manufacturing staff productivity, customer service and automation.

For many luxury brands, such as Matouk, even when the product is expensive, the companies themselves are often small, without the size and resources of larger mass brands. In these cases, having comprehensive data and being flexible in responding to it is essential to a brand's success.

Following trends

For luxury brands and retailers, ensuring an online advertisement is seen by the right target audience is difficult to gauge and has led to lackluster ROI and wasted ad spend.

The current retail environment sees consumers demanding seamless service that is both relevant and consistent across all devices, channels and through each step in the path to purchase. This environment has proved beneficial for online giants such as Amazon and China's Alibaba, who have had a head start in leveraging data solutions to better serve consumers' near-instant expectations ([see story](#)).

Luxury brands from across the industry have begun adopting more data-oriented approaches. For example, auction house Sotheby's is continuing its move towards a more digital and data-friendly business model with the acquisition of Thread Genius, a startup focused on image recognition and recommendations.



Sotheby's is also working to make its digital tools more data-driven and intelligent. Image credit: Sotheby's

The acquisition sees Thread Genius' founders joining Sotheby's analytics team and the company's resources put to use making Sotheby's online platform more intelligent and data-driven. The auction house, as well as the auction world in general, has been making big digital moves recently, including a larger focus on online and mobile auctioning ([see story](#)).

Retail group Yoox Net-A-Porter has even appointed Alessia Kosagowsky as its first chief data and analytics officer.

Ms. Kosagowsky, who was most recently at Burberry, will head the company's data and business insights teams. YNAP has invested heavily in its technology, looking to disrupt retail through innovation ([see story](#)).

The focus on data as a powerful tool for brands will be a defining factor of luxury in the years to come. Brands that make intelligent use of data will have an advantage over competitors if done correctly.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.