

How can fashion retailers nurture customer loyalty?



Zalando

is Europe's leading online fashion platform, with more than **17 million** active customers



Aimed to increase its competitive advantage in the fashion market with **personalized promotions**



Replaced complex and time-consuming manual campaign management processes with IBM Campaign

50%

Cuts lead time for email campaigns by **50%** and launches **230** ultra-targeted messages daily



Incentivizes incremental purchases and encourages repeat business

