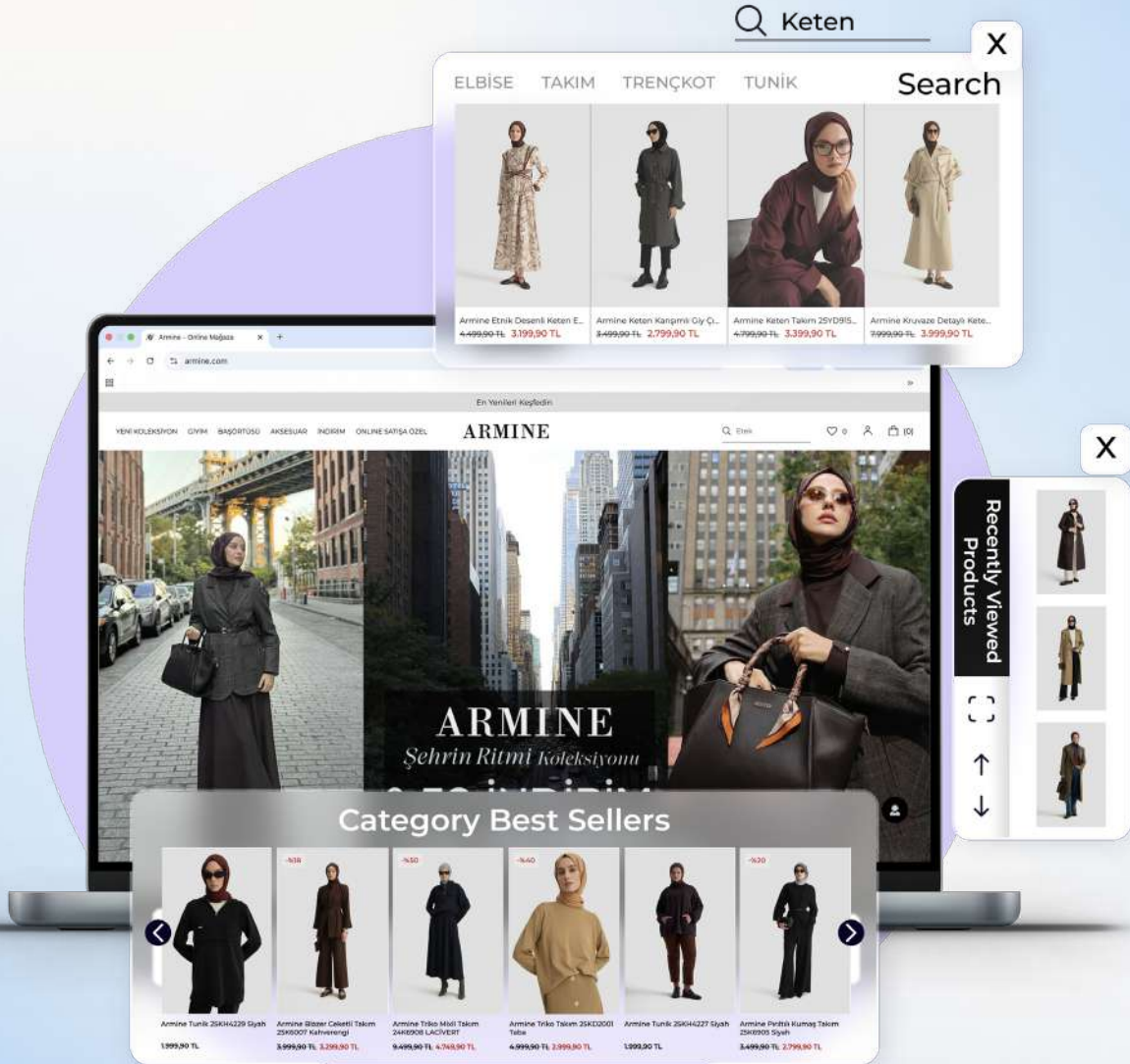


How a Fashion Brand Increased Its Digital Revenue Share Through Full-Funnel Personalization

- Personalized Search
- Product Recommendations
- Marketing Automation Chains
- CDP & RFM



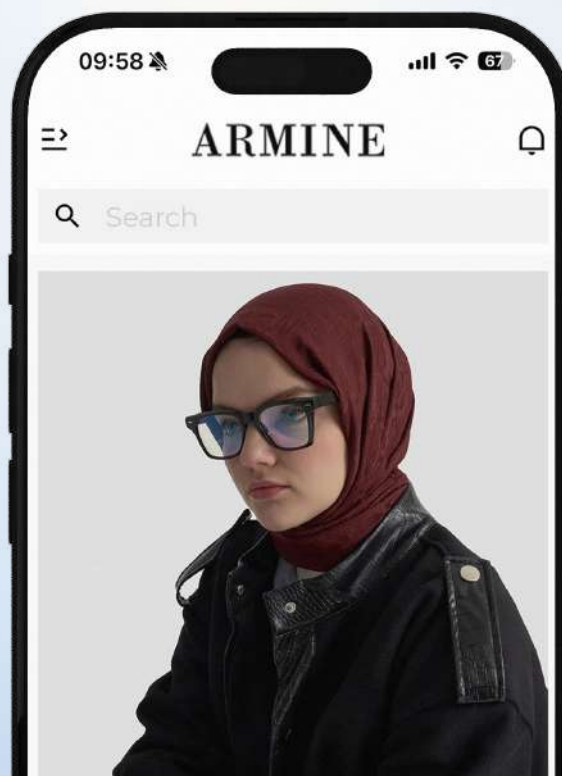
CASE STUDY

— Introduction —

*“Armine transformed its digital ecosystem into a real-time, personalized growth engine with **PersonaClick**.”*

Armine, one of Turkey’s leading modest fashion brands, aimed to evolve its digital experience from traditional, campaign-centric execution into a fully personalized, data-driven model. With millions of customers and thousands of active SKUs, the goal was to unify behavioral signals across every touchpoint and turn them into measurable outcomes.

With **PersonaClick**’s modular personalization platform, Armine brought its website, mobile app, and CRM channels under one roof. Real-time AI recommendations, smart search, automated lifecycle campaigns, and a 360° customer data platform transformed the brand’s digital ecosystem into a continuous growth engine.



CASE STUDY

— Industry Context & Execution —

Armine's transformation reflects a broader shift among Turkish retail brands—from campaign-heavy marketing to data-led growth.

Thanks to **PersonaClick's** no-code structure, **Armine's** CRM and digital marketing teams were able to independently create, publish, and optimize recommendation layouts and automation flows. This agility turned Armine into not just a fashion brand but a personalization-first digital experience leader, where every search, push notification, and popup is aligned with a clear business purpose.

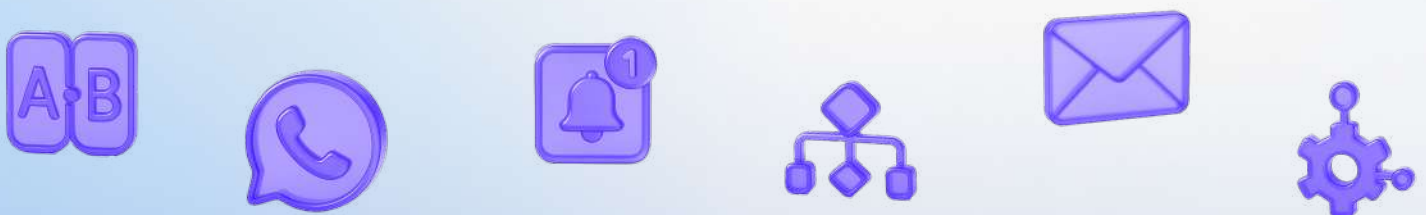


— Future Plans —

Following its initial success, **Armine** aims to deepen its personalization strategy. Planned steps include:

- WhatsApp-based automation flows (314K active users)
- A/B-tested variations for email and push
- Enhanced loyalty segmentation for high-value cohorts

The objective is to unify online, app, and in-store journeys through **PersonaClick's** open CDP and automation engine, delivering a consistent, personalized experience for every customer.



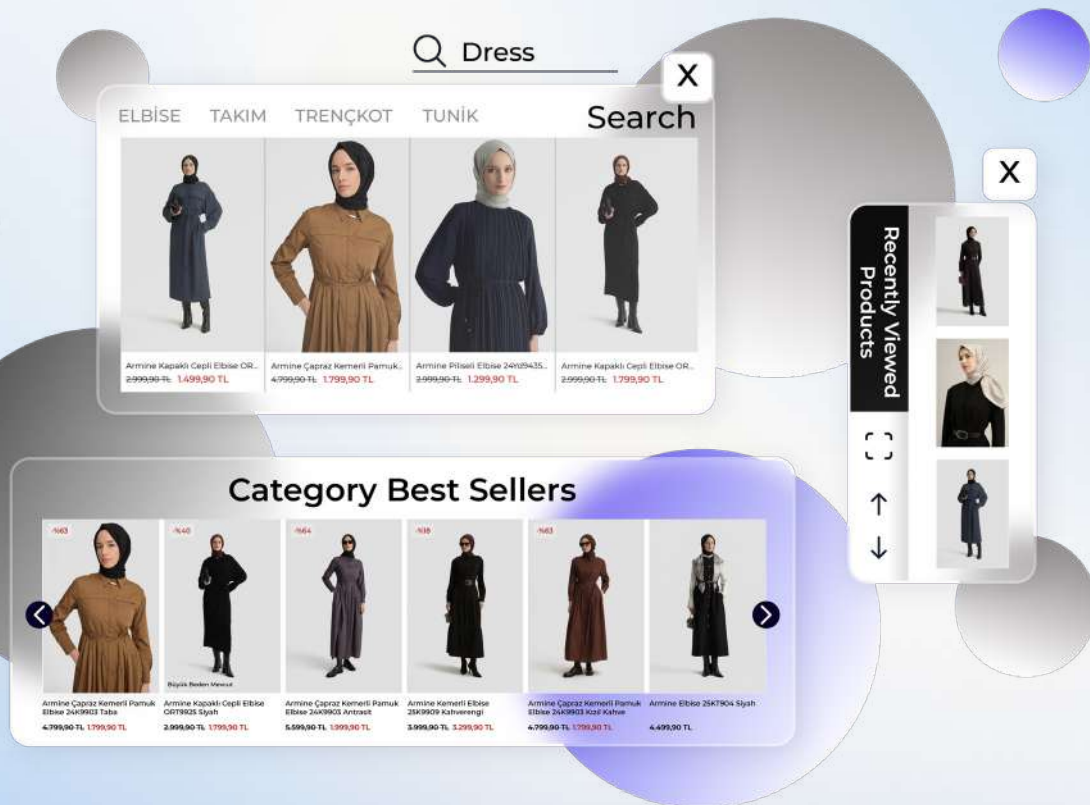
CASE STUDY

— PersonaClick Scope & Activation —

*“Armine activated **PersonaClick** end-to-end, creating a fully integrated personalization environment.”*

Personalized Search, launched in September 2025, quickly became the backbone of the digital experience. AI-driven results, synonyms, and redirects helped users find the right products faster.

Product Recommendation Modules delivered dynamic suggestions across the homepage, category pages, cart, and the mobile app. With 18 active blocks, the brand achieved click-through rates reaching up to 50%.



CASE STUDY

— PersonaClick Scope & Activation —

Through RFM segmentation, Armine rewards its 'Loyal' customers while re-engaging those who are 'At Risk'.

Automated Communication Chains converted user behavior into real-time outreach — including “Viewed but Not Purchased,” “Abandoned Cart,” “Price Drop,” and “Reactivation” journeys. More than 270,000 automated messages were delivered.

Complementing these, email and push campaigns supported seasonal demand peaks, while RFM segmentation organized 2.5M profiles into actionable clusters such as “Champions,” “Loyalists,” and “At Risk.” Armine gained the ability to run segment-based loyalty and re-engagement strategies at scale.



CASE STUDY

— Key Results & Highlights —

Personalized Search

Achieved an average

3.7%
CTR

with queries such as “bag”,
“scarf”, and “cardigan”
becoming top performers.

Product Recommendations

CTR uplift
ranging between

7%-48%
CTR

across homepage
and cart modules.

Automated Chains

15 active
scenarios
including

49,000 viewed
-not-bought
36,000 abandoned
cart

messages—each
contributing directly to
conversions.

CDP & RFM

2.52B unified
profiles

over **50,000**

high-value customers
segmented for
precision targeting.

*Together, these elements formed a closed-loop
personalization cycle:*

browsing → recommendation → conversion → re-engagement.

CASE STUDY

— Closing Notes —

In today's attention economy, customers seek brands that can understand them. Our personalization journey with **PersonaClick** is not merely a revenue enhancement method — it's a way of expressing our brand's value to each customer in their own language. The future belongs to brands that use data to build meaningful experiences.

General Manager, **Armine**
Nihal Gül

Armine is one of the clearest examples of how modular personalization translates directly into commercial value. When data and strategy align, personalization becomes revenue.

CEO, **PersonaClick**
Gürhan Işık

Book a Demo

<https://personaclick.com/request-demo/>

