



Meri Meri

CASE STUDY

Meri Meri's journey with Tagalys

Elevating and automating visual merchandising efforts.

Industry

Decoration &
Gifting

Location



USA

Platform

 **shopify**plus

About Meri Meri

Established in 1985 by Meredith Stuart-Smith, Meri Meri has blossomed into a dynamic force in celebratory design. Commencing with shimmering greeting cards, the brand has broadened its spectrum to encompass an assortment of offerings—from partyware and seasonal embellishments to children's gifts and imaginative dress-up items. Imbued with the spirit of childhood wonder and refined design, Meri Meri's narrative reflects an unwavering commitment to continuous innovation and artistic ingenuity. Currently, the brand's global reach extends to 69 countries, underscoring its profound influence and resonance across diverse cultural landscapes.

CHALLENGES

Lack of Automated merchandising

1

Meri Meri's merchandising process had limited visual control and was less productive due to lack of automation. A dedicated resource to accomplish merchandising requirements increased dependency on one's availability, making the process further complicated. The merchandising team was missing a centralized merchandising solution that would help them streamline this process in the most effective way.

Manual collections management

2

► With over 1100+ products in their collections, manual implementation of merchandising strategy was time consuming and had higher risk of human error leading to inefficient approach to product catalogs management. It was one of the major concerns since the impact was huge on customer experience affecting bounce rate

- ▶ Merchandising decisions are heavily derived from various data points from visitors, conversions, consumer behavior, trends and more. Manual merchandising would have insufficient data collection method and limited analytics to arrive at a logical decision for optimized product placements that convert.

Limited customization in merchandising

3

Appealing to a broader audience focused on trends and preferences was challenging. Limited customization restricted product discovery by customers and non-availability of dynamic conditions delivered an unpleasant shopping experience.

WHY TAGALYS

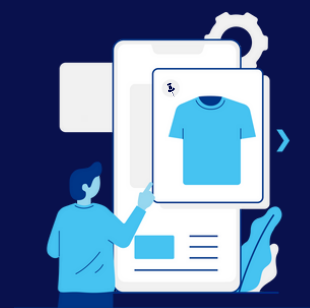
Sequencing



Considering the wide range of products and collections offered by Meri Meri, Sequences helped showcase products by product type which were backed by performance based metrics. Also, utilizing dynamic sorting options highlighted their key selling products. This assisted in achieving a desired visual appeal aligning with their merchandising strategy for a better shopping experience.

Smart Pinning

Meri Meri serves a unique customer base who are driven by creative requirements, it's imperative to achieve a high AOV. In order to attain it, their merchandising strategy required certain high margin/ high value products to be placed at specific positions, fulfilling conditions on key metrics.



Global Boost



Restricted product promotion and challenging to keep visitors engaged with trends, Global boost enabled desired products to be promoted across the store based on sorting order of 'Trends'. Flexibility in applying conditions allowed them to experiment and evaluate the best suited output. Especially promoting products during sale periods with specific campaigns.

RESULTS

↑ 9%

Conversion Rate

↑ 32%

Add to cart

↑ 43%

Revenue

TESTIMONIAL

“

We love using Tagalys to automate our site merchandising across our three sites. We can set rules depending on the category or products which has allowed us greater freedom for personalisation. New features continually roll out and there are constant improvements which has made this side of our work very simple.



”



Mara M.

Global Digital Trade & Site
Merchandising Manager

Meri Meri

