

Global jewelry business accelerates its sales by 50% with Pique Personalization

Brands today find it a great challenge to win over an increasingly difficult audience. Millions are spent on advertising to drive traffic, only for up to 70% to leave not finding what they want. Meanwhile, privacy concerns have increased popularity anonymous browsing, making it even more difficult for brands to understand their customers.

These were the problems faced by Glamira, a global jeweller working to expand into Eastern Europe, APAC, US, and South America. Glamira and Pique set one goal: to provide a unique shopping experience for each customer. Pique Personalization combines multiple inputs including visitors' streams of clicks and returns, **in real time**, to provide **1:1 relevant recommendations**. This helps customers find the perfect items quickly, even for **first-time visitors** that traditional approaches cannot serve!

GLAMIRA**+40%**click-through
rate**+26%**successful
purchases**\$30m+**recommended
revenue**Adem Topaloglu – CEO**

Pique's impact was so significant we expanded it globally to more than 60 country sites. With the revenue growth we are investing even more into our ecommerce business.