

SAILTHRU

LUXDECO.COM TURNS TO TECHNOLOGY TO DELIVER PERSONALISED HOME DÉCOR INSPIRATION AND DISCOVERY

Online destination for luxury home products partners with Sailthru to transform the individual customer experience

March 17, 2015: [LuxDeco.com](#), the online destination for luxury home products, has entered a long-term partnership with [Sailthru](#), the only customer interest-based automated personalisation platform, to transform individual customer experiences across all digital touchpoints.

LuxDeco.com prides itself on providing customers with a luxury online shopping experience that includes personal shopping, hand-picked products and monthly style edits. With Sailthru, LuxDeco.com can achieve an outstanding level of personalisation in a wide range of marketing activity, including email newsletter deployment and product recommendations.

Sailthru will create actionable 'user interest graphs' that catalogue and weight the products LuxDeco.com customers are most interested in and combine this with past purchase and behavioural data, such as preferred device (laptop, mobile or tablet) and optimal time of day for engagement. Armed with these rich customer profiles, LuxDeco can serve 1:1 real-time product and content recommendations that drive click-through rates and purchases.

Jonathan Holmes, CEO & Founder, LuxDeco.com, commented, "Our offering is based around providing the best service and experience to our customers as possible. We initially created our company as we recognised a need from consumers to not only have access to high-quality homeware products but also the service and expertise to

support them. Working with Sailthru ensures that we continue to provide the superior level of engagement with our customers, which is core to our company proposition.”

Neil Capel, Founder and CEO Sailthru, concludes, “Understanding the customer is central to creating any successful ecommerce company, as consumers are aware of how a brand interacts with them more than ever before. Working with LuxDeco.com is a great opportunity for Sailthru to partner with a fast-growing company which has a strong focus on providing a personalised experience. LuxDeco.com proves that going that extra mile to share style inspiration, with additional features such as personal shopping, is the key to delivering a unique customer journey and is fundamental to the luxury market.”

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About Sailthru

Sailthru, the leader in driving customer lifetime value through personalization, is driving a major shift in how companies engage with their individual customers and optimize their revenue opportunities. Through the automated analysis of large data sets, Sailthru Smart Data™ generates and delivers personalized, omnichannel digital brand experiences. Sailthru-powered 1:1 relationships with consumers drive higher revenue and conversion for more than four hundred enterprises including Mashable, Rent the Runway, Alex and Ani, Thrillist/JackThreads, Everlane, Huffington Post and Business Insider.

Founded in 2008 by Neil Capel, Ian White and Chris Chapman and headquartered in New York City, Sailthru is recognized for its industry-leading practices promoting consumer privacy and security by the Online Trade Association (OTA) and is on their 2014 Honor Roll. Sailthru has been named #30 on the annual Inc. 500|5000 list of the fastest-growing private companies including #2 in NY and #6 in the advertising and marketing category. For more information, please visit www.sailthru.com

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