

CASE STUDY

Personalizing Beauty at Scale: How Matas Grew Attributable Sales by 36% with Personalized Recommendations

matas

SEGMENT

Health, Beauty & Wellness Retail

OBJECTIVE

Deliver a best-in-class customer experience, increase online sales, and drive operational efficiency at scale

PRODUCT

Recommend™



RESULTS

36% 

YoY growth in
attributable sales

49% 

increase in orders via
recommendations

38% 

increase in items sold
via recommendations

Client Overview

Established in 1949, Matas is Denmark's premier health and beauty retailer. With over 250 stores and Denmark's second-most-visited ecommerce site, Matas serves millions of customers through both its physical network and robust digital presence. In 2023, Matas expanded its regional footprint by acquiring KICKS, a major beauty retailer across Sweden, Norway, and Finland.



With personalization playing a pivotal role in customer engagement, Matas sought to create a seamless, data-driven experience across all channels—web, mobile, and email. Their long-standing partnership with Algonomy, dating back to 2018, laid the foundation for a phased, scalable personalization program that continues to evolve.

Opportunity

Matas wasn't looking for just another recommendations engine—they wanted a **best-of-breed personalization layer** that could unify customer experiences across touchpoints and deliver results at scale. Key business objectives included:

01

Creating a coherent and personalized CX across channels

02

Driving online profitability and engagement

03

Ensuring operational efficiency with fast time-to-market

Solution

Matas uses Algonomy Recommend™ across web, mobile, and email, with coverage across key customer journeys.

🔧 Web & Mobile Personalization

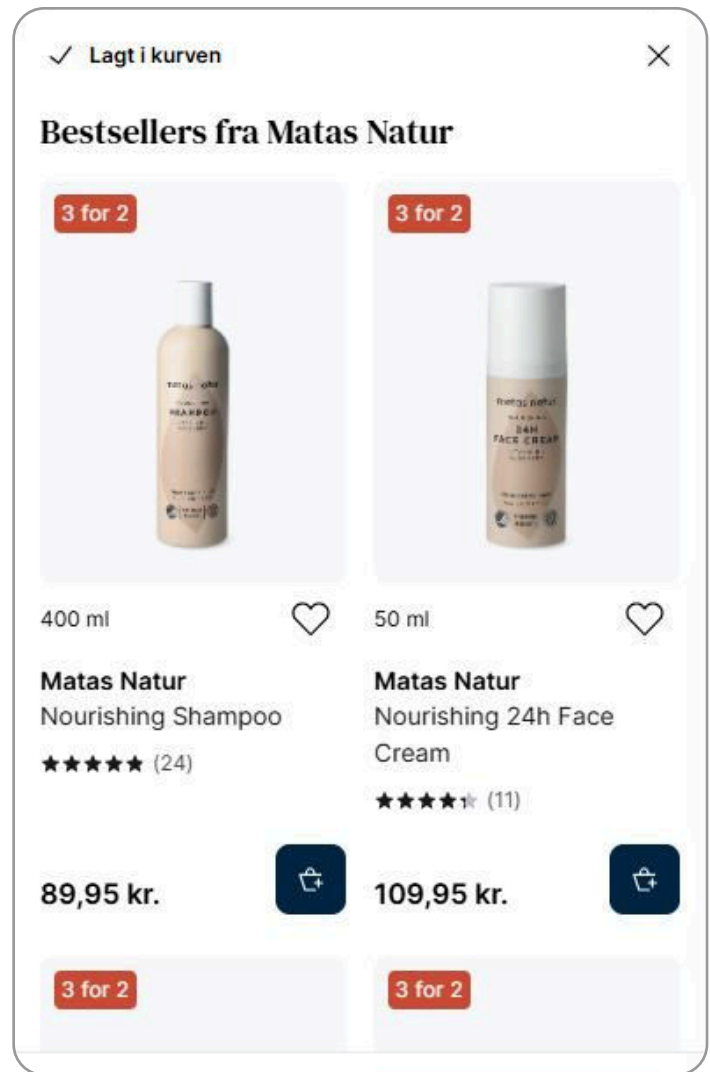
Across home, category, search, item, add-to-cart, and cart/checkout pages, Matas deployed hyper-relevant product recommendations that mirrored campaign messaging and user context.



Key strategies included:

Seamless cross-selling during Add-to-Cart

(For e.g., “More amazing skincare products” or “Bestsellers from the same brand”)



Cart page cross-sells

(For e.g., "Other customers also bought" or "Discounts on your favourite brands")

Tilbud fra dine yndlingsbrands



Spar 90,-

Matas Striber
Fiskeolie 1000 mg

180 kaps. 120 kaps. 140 kaps.

209,95 kr. ~~299,95-kr.~~





Spar 40,-

Matas Striber
Curly Low-Poo Shampoo

Subtotal 49,95 kr.

79,05 kr. fra fri fragt til butik
· [Se alle leveringsformer](#) 20 kr.

Pris i alt (inkl. moms)
(Heraf moms 13,99 kr.) 69,95 kr.

Shop videre

Gå til kassen >

Andre kunder har også købt



Spar 30% • Køb 2

Matas Striber
Ansigtssolcreme SPF 50 Ude...
50 ml

84,95 kr.





Spar 30% • Køb 2

Matas Striber

Smart replenishment

(For e.g., "Buy again?" and "Your previous purchases")

Køb igen?

3 for 2 Dit tidligere køb



250 ml

Matas Striber
Skin Tonic til Uren Hud Uden
Parfume

★★★★★ (55)

64,95 kr.



Dit tidligere køb



HICKAP
Classic Face Set

★★★★★ (2)

479,95 kr.

✦ Email Personalization

Matas added recommendations to all email journeys and campaigns. With both OOTB strategies and tailored algorithms, marketers could:

- Personalize emails at scale using customer data and behavior
- Match product campaigns to user interests
- Trigger replenishment reminders and promote subscription products
- Maintain brand tone and design consistency without sacrificing relevance

Advanced merchandising and configuration controls gave Matas full autonomy to manage everything in-house—no dev cycles needed.

✦ Additional use cases reflect the advanced maturity of Matas' personalization strategy:

- **Landing Pages & Campaign Pages:** These are fully automated and personalized to match promotional campaigns with hyper-relevant product assortments at scale, enabling rapid time-to-market.
 - **Subscribed/Auto-Replenishment Products:** De-boosting strategies are intelligently applied to help customers discover new products beyond their routine purchases, adding a layer of thoughtful curation.
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Results

Matas saw impressive YoY gains after expanding personalization across web, mobile, and email:

36% ↑

Lift in attributable sales from recommendations



49% ↑

Increase in orders via recommendations



38% ↑

Increase in items sold via recommendations



20% ↑

Growth in total site views



9.34M

Clicks on recommendations, with improved CTR (1.6%)



These results highlight not just growing shopper engagement, but also the effectiveness of real-time personalization in driving revenue.

What's Next for Matas + Algonomy

Building on this success, Matas is now preparing for the next phase of its personalization journey with Algonomy. A key initiative is the integration of Matas's real-time CDP, Tealium, with Algonomy's personalization engine to enable more intelligent, synchronized targeting across channels.

This integration will lay the groundwork for advancing from pure product recommendations to full-experience personalization—where customer data and product logic come together to create contextually relevant moments at every touchpoint.



All I care about is relevance on the customer's terms—full transparency and real control. Algonomy helps us make every interaction meaningful without compromising trust or customer experience.

Peter Hestbaek
SVP of Digital Sales, Matas

