



meiro



MEGAPIXEL

How Meiro CDP Transformed Megapixel's E-commerce

84%

Higher Conversion

4.2x

the Banner Revenue



CHURN PROBABILITY:
— MEDIUM 4.9%

🔍 Polaroid print

📅 LAST PURCHASE:
April '26

77.5%
Customer's probability to purchase

Megapixel Just now

 **Dan, summer's coming**
Don't forget to stock up on films, photo paper, and other essentials for a proper summer road trip.

Meiro's impact

84%

Increase in e-shop conversion rate

14%

higher average order value

4.2x

more revenue from web banners *on one-third of the impressions

About the client

Megapixel is a Czech e-commerce retailer specializing in photography and imaging equipment. To grow owned-channel performance, Megapixel deployed Meiro CDP to power two core levers: email marketing (newsletters plus automations) and on-site personalization (web banners and pop-ups).

The challenge

Megapixel was facing a familiar e-commerce squeeze: Paid media returns were shrinking and costs rising, while website banners relied on a legacy approach that produced generic, untargeted placements across millions of impressions with poor conversion. . At the same time, email campaigns were constrained by fragmented customer data, making it hard to target messages based on real intent signals like product interest, cart behavior, and lifecycle stage.

Megapixel's objective was clear: make owned channels work harder by unifying first-party behavioral and transactional data, then activating it in real time across email and the website.

The solution

Megapixel implemented Meiro CDP as the central data layer connecting previously fragmented data sources. This created a unified single view of the customer and a shared segmentation foundation. The solution unlocked hyper-personalization across all channels, and turned Megapixel's first-party data into its fastest-growing revenue channel.

What was implemented

1) Unified first-party data and customer profiles

Meiro CDP was implemented to capture granular first-party behavioral data from Megapixel's website — every product view, search query, cart action, and purchase . — and merge these signals with CRM and order data. The result is a persistent, unified customer profile that stitches together anonymous browsing sessions with known customer identities across devices in real-time, and serves as the foundation for segmentation and personalized activation across channels..

2) Smarter email activation

With CDP audiences, Megapixel moved from broad, one-size-fits-all newsletters to behavior-driven targeting. Campaigns can now be targeted based on browsing history, purchase patterns, product or category affinity, and engagement recency. Automation flows, including abandoned cart, post-purchase, and re-engagement, were built on real-time CDP signals rather than static list rules.

3) Web banners and pop-ups powered by customer insights

Meiro web banners replaced the legacy product-page banner system. Instead of generic placements, banners can now be targeted using the same rich segments and customer insights available for email activation, including lifecycle stage and high-intent behaviors. Meiro also enabled pop-up banners, a format Megapixel had not previously used, opening an entirely new engagement and conversion channel.



Results

Web banners: doing more with less

Meiro-powered banners delivered a major step-change in both effectiveness and efficiency:

- **4.2× higher banner revenue**
- Achieved on **one-third of the impressions**
- **Transactions increased by 415%**

The core takeaway was consistent: precision outperformed volume. Fewer impressions, when more relevant, produced meaningfully better outcomes.



Email marketing: stronger engagement and higher conversion output

Email performance strengthened across both newsletters and automations once targeting was rebuilt on CDP audiences:

- Email revenue nearly doubled over three years
- Newsletter engagement climbed by **20%** Bounce rate declined to just **11%**, less than a third of the pre-Meiro level
- Newsletter conversions increased **51% year-on-year**
- Automation emails saw a **58% jump in conversions**

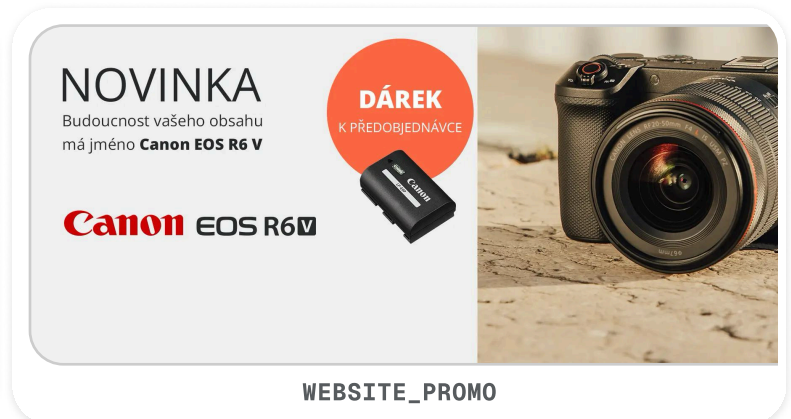
Together, newsletters and automation flows shifted email from a supporting channel into a revenue growth driver, driven by targeted, efficient sends rather than higher volume.

E-shop: jump in conversion and order value

The ripple effects of Meiro CDP extended to Megapixel's e-shop performance

- Conversion rate **nearly doubled**
- Average order value rose **14%**

The personalized customer experiences powered by Meiro were not only driving more purchases, but guiding customers toward higher-value products.



Why it worked

Megapixel's results came from three reinforcing factors:

Meiro-powered banners delivered a major step-change in both effectiveness and efficiency:

- **A first-party data foundation.** Meiro gave Megapixel a complete, persistent view of every website visitor — independent of third-party cookies — creating the raw material for meaningful personalization.
- Unified profiles, not siloed lists. By consolidating behavioral, transactional, and CRM data into a single customer view, Meiro enabled segmentation that reflected actual customer intent and lifecycle stage, not just email list membership.
- **One segmentation layer across channels.** the same audiences powered email and website experiences, improving consistency and speed of execution.
- **Precision over volume.** The results consistently showed that better targeting outperformed more impressions. Meiro allowed Megapixel to communicate with fewer, more relevant touchpoints — and convert dramatically more.



"Meiro completely changed what good marketing looks like for us. Our owned channels went from a line item to a growth engine - and when paid media gets more expensive every year, that's not just a nice-to-have, it's a competitive advantage."

Tomáš Matějček,
CEO Megapixel

Key Metrics Summary

84% Increase in e-shop conversion rate

14% higher average order value

~2x newsletter revenue growth over three years

+34% automation email revenue over three years

4.2x more revenue from web banners

89% email engagement rate, up 20 percentage points

415% growth in web banner transactions

