meiro × MEGAPIXEL

CUSTOMER STORY · MEGAPIXEL

How Megapixel Makes Every Photographer Feel Like a Regular

84%
Higher online conversion rate

4.2x
More revenue from on-site personalization

THE CHALLENGE

Loyal Customers Were Invisible Online

About Megapixel

Megapixel is the go-to destination for photographers and imaging enthusiasts in the Czech Republic. Its reputation was built on genuine expertise: sales consultants who know what you shoot, remember your last purchase, and recommend the right lens for your system rather than simply pushing the bestseller. That personal knowledge and trust are what made Megapixel successful. Online, however, that experience disappeared.

The Business Challenge

The challenges were familiar: paid acquisition costs were rising, ROAS was declining, and a fast-growing online channel was running on fragmented data. Behavioral signals from the website were not being collected, transaction data lived in another system, and CRM data lived in a third. The result was the same website experience and content for everyone. For example, a customer selling an older camera through Megapixel's buy-back program was signaling potential interest in a new purchase, but because that signal was not connected to the broader customer profile, it remained invisible to marketing.

At the same time, valuable data for more relevant experiences already existed across the business. Intent signals such as product interest, cart behavior, equipment ownership, buy-back activity, and lifecycle stage could help reveal what customers were likely to need next, but they remained inaccessible to the marketing team.

The CDP solution

To close the gap, Megapixel deployed Meiro CDP as the central intelligence layer connecting previously isolated data sources. For the first time, behavioral signals, transaction history, and CRM data could be unified into a single customer view and activated in real time across every owned channel.

The best customers were treated like first-time visitors.

In-store, sales consultants recognize returning customers, understand what equipment they use, and know what they are likely to need next. The goal was simple: bring that same level of recognition, relevance, and expertise online, at scale.

HOW IT WORKS, PERSONALIZATION IN PRACTICE

Follow the Journey of a Megapixel Customer

Meet Dan, a landscape photographer who shoots on film. He browses Polaroid stocks and instant cameras on his phone over lunch, then opens his laptop that evening to compare film scanners. Here's what happens behind the scenes.

Identity resolution

1

Meiro stitches both sessions and his last in-store purchase into one persistent, cookieless profile. Megapixel now recognizes Dan as a single customer rather than two anonymous visitors.

Compatibility-aware recommendations

2

Because Dan's profile shows that he shoots film, he sees compatible stocks, chemicals, and paper that fit his workflow. The product graph acts like a knowledgeable sales associate, rather than serving generic bestsellers.

Predictive signals

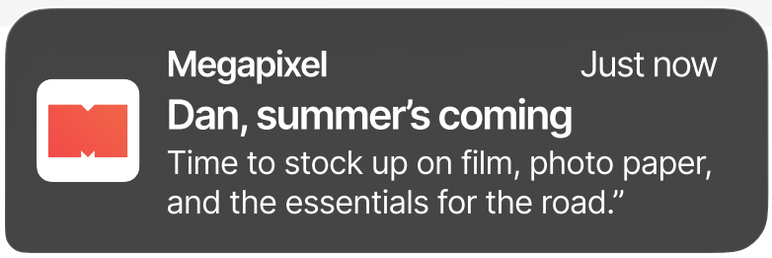
3

His profile carries a 77.5% propensity to purchase and a medium churn risk, so Megapixel knows both what to recommend and when it matters most.

The 1:1 moment

4

As road trip season approaches, Dan gets a message that reads like it is from his local store: relevant, timed, personal.



Triggered by **lifecycle stage + category affinity**. Delivered **across web** and **email** from one segment.

WHAT MEIRO BUILT

The Infrastructure Behind 1:1 Personalization

FOUNDATION

Persistent Identity, Online and Offline

Every product view, search query, cart action, and purchase (web and in-store) was unified into a single customer profile. Whether a customer researched products on mobile and completed the purchase later on a laptop, or returned weeks later to continue their journey, Megapixel could recognize them as the same person. This persistent identity became the foundation for every audience, recommendation, and personalization decision.

PERSONALIZATION

Compatibility-Driven Recommendations

Recommendations powered by Megapixel's real product relationships: camera bodies to compatible lenses, accessories, and consumables, rather than generic "you may also like" recommendations. This is the engine behind higher basket value and confident cross-sell, and what separates Meiro's implementation from a generic algorithmic solution.

ACTIVATION

Lifecycle and Predictive Targeting

Email rebuilt on live CDP signals including category affinity, recency, propensity, and churn, replacing static list logic. Abandoned cart, post-purchase, and win-back flows now trigger based on real customer intent. Web banners and pop-ups draw from the same audience segments, so the experience stays consistent and relevant everywhere the customer shows up.

Live examples: the same audience segments power both on-site banners and lifecycle email.

RESULTS

When Your Customer Data Finally Works for You

ON-SITE PERSONALIZATION – PRECISION OVER VOLUME

415% growth in transactions

4.2x more revenue from one-third of the impressions. Fewer, sharper placements beat blanket reach.

EMAIL — FROM COST LINE TO REVENUE DRIVER

2x email revenue in three years

Rebuilt on live behavioral targeting: automation revenue up +34% and engagement climbed 20 points to 89% — efficiency, not higher send volume.

COMMERCE — MORE PURCHASES, BIGGER BASKETS

84% +14% average order value

Higher conversion and higher-value baskets, as compatibility-aware recommendations guide customers to the right gear.

"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

Why it worked

The secret was simplicity: one unified view of the customer powering every channel. No data silos. No disconnected experiences. Just the right message, informed by a single source of truth.

The shift

From reach to relevance: focusing less on volume and more on delivering the right message to the right photographer at the right moment.

What Makes Meiro Stand Out

We've built Meiro as uniquely composable, scalable, open-box solution that will always play nice with the rest of your MarTech stack, no matter the apps, services, or vendors you choose or change over time.

At Meiro, we prioritise robust data governance practices, recognising the critical role they play in ensuring data integrity, security, and compliance. This commitment enables us to deliver flexible solutions to help businesses improve ROI with data-driven decisions and personalised marketing while adhering to the highest standards of data privacy, control and security.

Best of Meiro for digital marketers and business users

- Single customer view (across online & offline touch points)
- No-code audience segmentation
- Reporting & analytics (supports exports to any BI)
- Built-in direct marketing channels (email, push, web-banners)
- Multichannel customer journey builder
- Customisable, AI-driven predictive models

The IT will love these...

- ETL & Reverse ETL (schema-less data ingestion)
- Full transparency into CDP's architecture and processes
- Supporting private hosting on any cloud or on-premise, worldwide
- 300+ pre-built in & out connectors (batch/real-time)
- Compatibility with your existing infrastructure and components
- Capability to adhere to internal security and operational standards

Get a live demo
www.meiro.io

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