

Case Study: Define Your Goals

Now that you've got a basic understanding of the Monetate Customer Experience funnel, it's time to apply what you've learned to a case study. This case study follows our fictional brand Fifth Level Fashion as we build out an experience as a personalization and testing program within Monetate.

Fifth Level Fashion is an online clothing retailer with several distinct product categories, styles, and products. We're going to operate under the assumption that Fifth Level Fashion has already successfully uploaded a product catalog into Monetate and will not cover the methodologies around that.



To read more about using product catalogs in Monetate, refer to the [Product Catalog Datasets](#) category of the Monetate Knowledge Base.

To get started, we'll need to define a goal to measure our success against. Without a predefined success metric, you cannot effectively determine if an experience has met your achievement criteria.

The first thing we need to do is consider any explicitly stated corporate-defined goals and directives.

Equally important, explicitly stated goals or directives should be supported by data. They should be considered unproven hypotheses that need supporting data collected to become actionable theories.

Scratching the Surface

Keep in mind that everything presented in the methodology training materials is only the baseline for the strategic approach you can take within Monetate. The Strategy and Insights team is here to help develop a personalized approach to your specific business goals. For more information, please reach out to your Client Success Manager.