



---

Case study

Mellin is an Italian brand within Danone's early-life nutrition portfolio, specializing in infant formula and baby food products designed to support babies' growth and nutritional needs from infancy through early childhood. Its product range includes milk formulas, baby cereals, and complementary foods tailored to different developmental stages.

## Goal & Challenges

In a highly trust-driven category such as early-life nutrition, Mellin faced the challenge of improving conversion efficiency across a fragmented audience characterized by diverse intent signals and purchasing behaviors.

The key objective was to **deliver personalized interactions** capable of addressing the needs of both **exploratory visitors and high-intent shoppers**.

To achieve this, Mellin partnered with Fanplayr to implement two **complementary personalization strategies** based on cart content and user behavior:

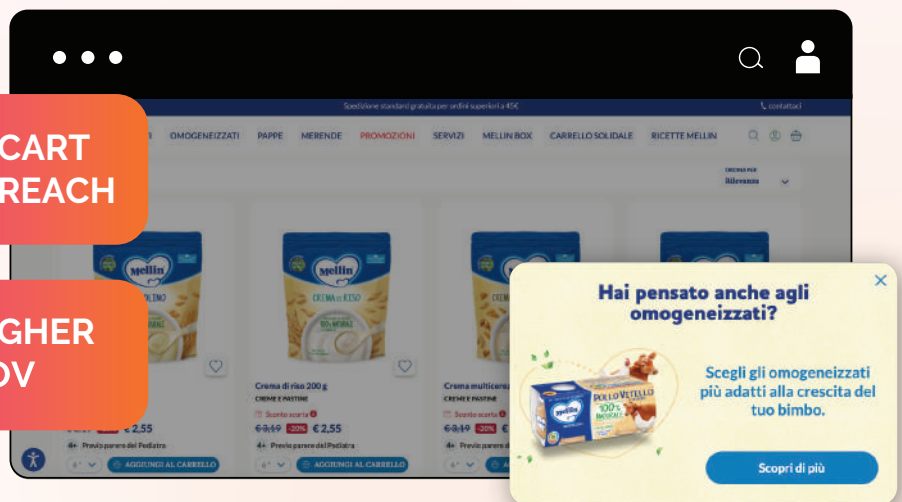


- **Behavioral and cart-based cross-selling:** Product recommendations were based on items already present in the cart and the user's browsing activity. Rather than simply suggesting complementary products, **recommendations were tailored to the baby's developmental stage** and nutritional needs, **leveraging historical purchase data** to ensure greater relevance.
- **Returning visitor re-engagement:** First-touch returning visitors were immediately presented with the last product viewed during their previous session. By creating **continuity** in the shopping journey and reducing the effort required to rediscover products of interest, this approach minimized friction and accelerated re-engagement, ultimately supporting faster path-to-purchase.



**13%  
FASTER** CART  
REACH

**2X** HIGHER  
AOV



## Results

Through personalized cross-selling recommendations and tailored experiences for returning visitors, Mellin significantly improved both engagement and revenue performance.

Users who interacted with personalized recommendation widgets generated a **2x higher Average order value** compared to non-interacting users, while targeted returning visitors **reached the cart 13% faster** than the control group.

These results demonstrate how behavior-driven personalization can increase both conversion efficiency and revenue by delivering more relevant and timely experiences throughout the customer journey.



In a trust-driven category like early-life nutrition, personalization is key.

With Fanplayr, we've been able to create more relevant and seamless experiences for parents, supporting both engagement and commercial performance.



**Federica De Girolamo**  
Direct to Consumer & CRM Manager  
Danone Italia

Fanplayr uses behavioral data and AI to help businesses boost sales and engagement on e-commerce and web platforms. By analysing user behavior in real time, Fanplayr enables personalized marketing, improves conversion rates, and retargets visitors effectively to drive revenue growth.

Book your demo at  
[fanplayr.com](https://fanplayr.com)

