

Home Improvement & Specialty

Connect project intent with the right assortment, price, service and message across DIY and Pro journeys.

 **MUNVO** × **ARISTID**



INDEPENDENT INDUSTRY SIGNALS



\$1,617

average amount spent at U.S. home-improvement retailers in 2026 – \$278 more than in 2025. [1]



79%

of 2026 home-improvement shoppers said price primarily drives retailer choice. [2]



10–20 pts

of cross-sell potential from personalized product recommendations in multi-category retail. [3]

THE BUSINESS PROBLEM

Home-improvement customers buy projects, not isolated SKUs. Retailers must coordinate products, services, local availability and advice across long, hybrid journeys.



Project complexity:

seasonal demand, Pro and DIY segments, bundles, services and high-consideration purchases require connected data and coordinated experiences.



Local execution risk:

Climate, inventory, regional pricing and store capabilities make national-only campaigns less relevant and harder to convert.

OUTCOME POTENTIAL | Munvo retail promotion opportunity ranges



30–75%

potential reduction in production costs



40–60%

potentially faster campaign deployment



25–40%

potential reduction in manual workflows

Screening benchmarks, not guaranteed results. Munvo validates the addressable range against current spend, cycle time, workflow, technology and adoption readiness.

HOW MUNVO CREATES VALUE



01

DIAGNOSE

Baseline cost, cycle time, pain points, maturity and value.



02

REDESIGN

Define the operating model, workflows, governance and KPIs.



03

ENABLE

Select, implement and integrate the right technology.



04

SCALE

Pilot, adopt, roll out, operate and continuously optimize.

PRIORITY MUNVO ENGAGEMENTS



Project-journey and use-case strategy: prioritize missions where better recommendations, offers and service content can increase basket size or conversion.



Commercial and marketing operating model: connect merchandising, category, digital, CRM, creative, Pro and store operations around governed project campaigns.



Integrated execution: combine product, price, inventory, service-area and customer signals to produce and activate store-, season- and segment-specific experiences.



TECHNOLOGY FOLLOWS THE CHALLENGE

ARISTID may fit high-volume offer, flyer and localized content production. Adobe, Salesforce, SAS, HCL Unica, Redpoint or other platforms may fit journey orchestration, personalization and measurement. Munvo designs the architecture around the business need and connects it to existing commerce, PIM, DAM, pricing, inventory, loyalty and service systems.

MEASURE FROM DAY ONE | project conversion • cross-sell • production cost • local offer accuracy • campaign lead time • Pro engagement

SOURCES: [1] J.D. Power 2026 Home Improvement Study | [2] NIQ Spring 2026 Study | [3] BCG Personalization in Action | [4] Munvo Retail Benchmarks