



Beyond Retail



Our Expertise | We specialize in



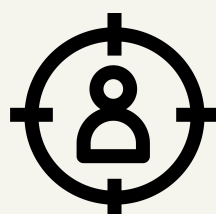
E-commerce

We're here to lead the way in the rapidly changing ecommerce industry and we help our clients navigate change for lasting success. We have gathered some of the ecommerce industry's leading expertise under one roof.



Digital Marketing

We have gathered some of the most senior expertise within the field of digital and performance marketing. Always full-funnel and integrated with the ambition to wow the customer in all marketing touch-points.



CRM & MA

With a data-driven approach, our consultants help you drive measurable growth through your existing customers. We deliver long-term value through our unique expertise and deep CRM knowledge.



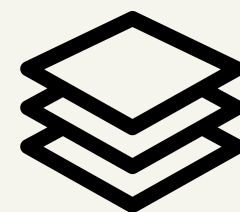
Digital Transformation

Enabling digital transformation is at the heart of our business. Take advantage of our expert on-demand leaders to support your leadership in change management and accelerate your digital business transformation.



Analytics

By measurement we know how to create value. Being data-driven and always learning we can make decisions fast, with precision and get better every day.



Marketing Technology

It's in the mix of creativity, commerce and technology where the magic happens. Without the right technology - no magic. Our independent expertise can guide you to the technology which will amplify your business.



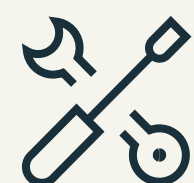
How we support your success

Expert support across e-commerce, CRM, digital marketing, and recruitment.



Consultancy Services

We lead your e-commerce and CRM projects from start to finish. On a project basis, we define goals, scope, and timelines — delivering smooth execution and real results across sales growth, tech and CRM optimization, team development, and operational excellence.



Managed Services

We grow your digital business for you, so you can focus on brand and product. We handle e-commerce operations, CRM, marketing, and sales. With a senior, agile team from Beyond Retail, you get results without building it all in-house.



Interim Services

We become part of your team when you need it most — covering leaves, bridging gaps, or supporting change and growth. As in-sourced consultants, we step into key roles to drive momentum and help you move from today's challenges to tomorrow's opportunities.



Recruitment Services

We help you build digital teams that last. With 600+ successful recruitments, we combine headhunting, testing, and deep industry insight to secure top talent in e-commerce, CRM, and marketing — ensuring every hire delivers real impact.



CRM Consultancy Services

We help businesses achieve impactful CRM improvements. We equip your team for sustained success by delivering clear insights and operational enablement.



CRM Strategy & Optimization

- Customer-first strategies
- Prioritize high-impact actions
- Sync brand goals with customer behaviors
- Identify lifecycle growth points
- Build scalable roadmaps



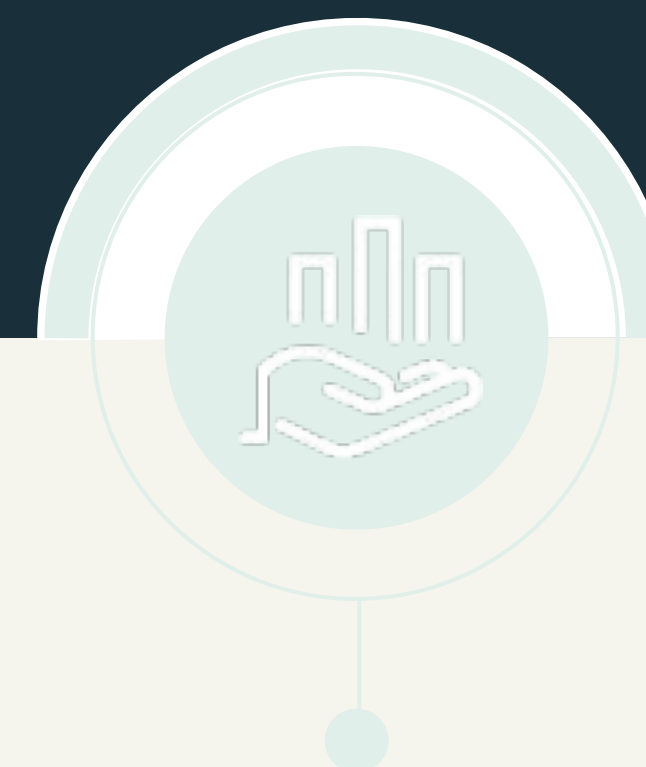
Retention Tactics & Marketing Automation

- Always-on and tactical campaign setup
- Personalized retention flows
- Maximize lifecycle automation
- Boost engagement and CLV
- Free up internal resources



Customer Loyalty & Community

- Loyalty programs that engage
- Build brand communities
- Strengthen emotional loyalty
- Turn customers into advocates
- Increase lifetime value



Analysis & Data-driven Insights

- Actionable customer data
- Behavioral segmentation
- Predict and prevent churn
- Identify growth opportunities
- Insight-driven reporting



Technical & Operational Enablement

- Platform migration
- Optimize and evaluate tech stack
- Data hygiene and compliance
- Improve workflows and processes
- Up-skill and coach the team



The Team



Miona Matar

Head of CRM Consulting &
Partner



Torbjörn Dahlgren

Senior CRM & Growth
Consultant



Malin Lundberg Emilsson

Senior CRM Consultant



Karina Figueroa

CRM Consultant



Malin Andersson

CRM Consultant



Johanna Hansson Järvinen

CRM Consultant



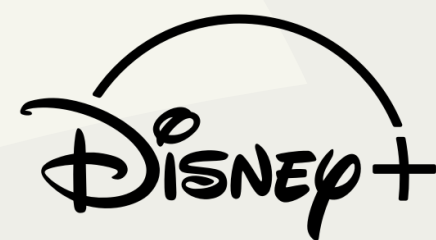
 **outnorth**

CDLP

Plus1

ROYAL DESIGN

**GÄRDS—
SÄLLSKAPET**

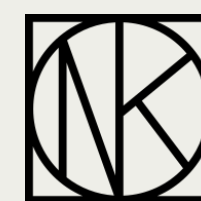


KICKS

ELITE HOTELS
OF SWEDEN

STRONGER

PARFYM^{SE}



Pen Store

BUBBLEROOM

Kappahl

DJERF AVENUE

Synoptik 



Kappahl

Interim Assignment & Strategy

Scope

- Managed data-driven customer communications and led a team of three.
- Strengthened omni-channel collaboration and enhanced the 360° customer journey.
- Drove engagement, traffic, and sales while laying the foundation for a stronger CRM strategy.

Result

- +19% YoY increase in Email Open Rates
- +24% YoY increase in Revenue per Email
- +11% YoY increase in Total Attributed Revenue
- +32% increase in CTR for all app pushes

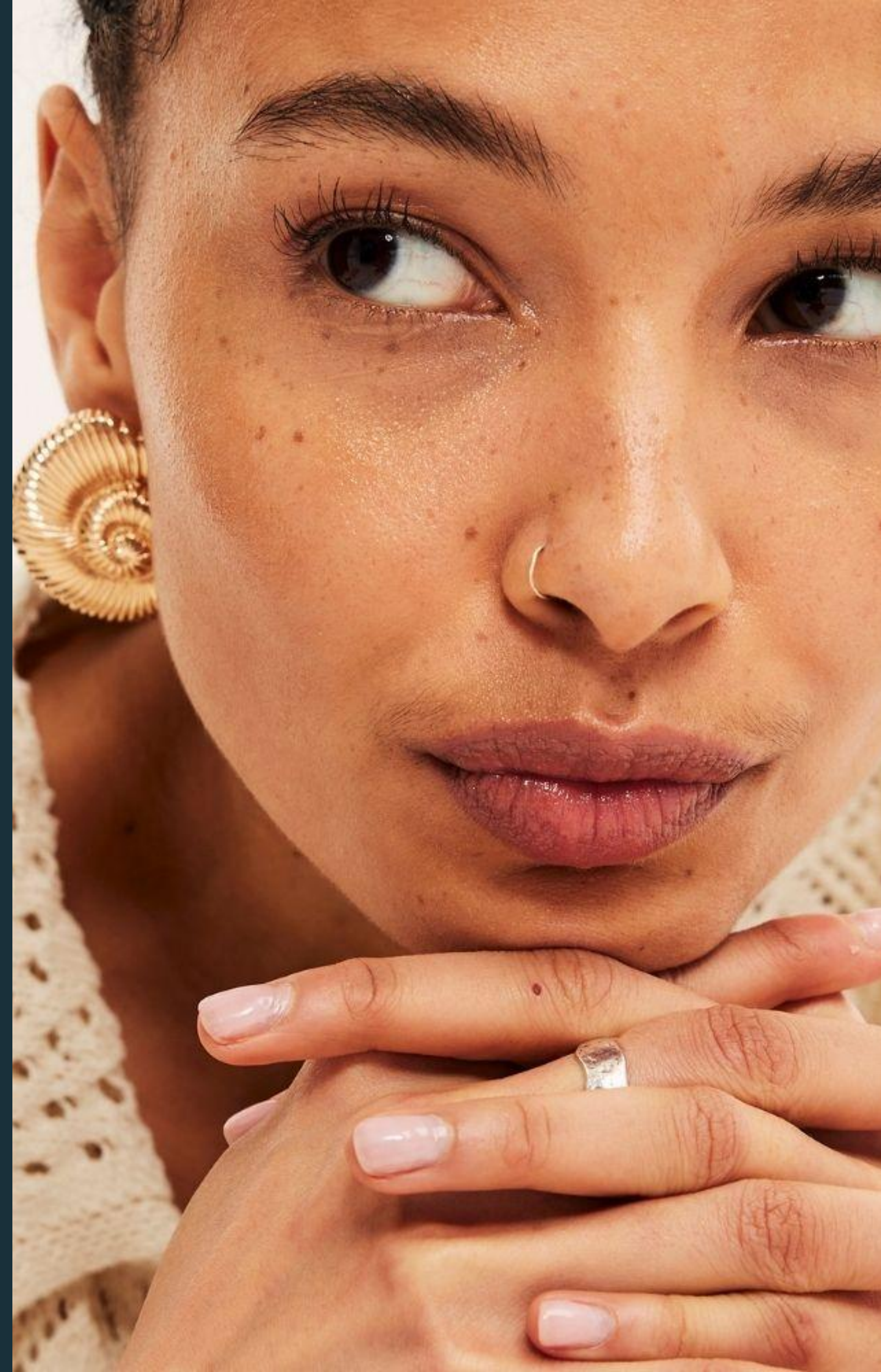


Malin Andersson
CRM Consultant



Malin was the first consultant I ever hired—it will be tough to find someone who matches her capabilities. Her speed, efficiency, and proactive mindset made her invaluable. She excels in both strategy and execution, handling everything from planning to daily CRM operations. Beyond that, her fresh ideas and insights have significantly improved our CRM outcomes. Without a doubt, I would eagerly bring her on board again (and again)!

Linda Rosendal, Global CRM Manager, Kappahl





Djerf Avenue Marketing Automations Initiatives

Scope

- Managing and optimizing CRM processes to drive engagement and growth
- Leveraging data insights to enhance customer experience and loyalty
- Developing and executing MA strategies for communication and retention

Result

- **Implemented** RFM strategy for optimized segmentation
- **Launched** lifecycle & behavioral campaigns to drive engagement
- **Optimized** sending structure for improved efficiency



Karina Figueroa
CRM Consultant

” Karina has supported us at Djerf Avenue with email automations, RFM strategy, and newsletter sends and follow-ups. We are very pleased with our collaboration with Karina. She is knowledgeable, structured, and pedagogical, helping us move forward on our CRM journey!

Sara Setterqvist, Chief Digital Officer, Djerf Avenue





Outnorth Strategy & Education

Scope

- CRM review of Voyado setup and potential
- Development of a short- and long-term CRM strategy
- Maximizing marketing automation
- Personalization and customization of customer communication

Result

- Automation revenue increased by 72% compared to the previous year
- Email-driven revenue increased by 64%
- Share of loyalty club purchases increased by 10 percentage points



Miona Matar
Head of CRM Consulting



Miona has extensive experience in strategic CRM work and quickly became part of our CRM team to define the future CRM strategy. The implementation of the plan was carried out very quickly and in a structured manner, creating a solid foundation for our future CRM initiatives. Thumbs up for Beyond Retail's CRM consultants, especially Miona.

Ville Kangasmuukko Nordström, CEO, Outnorth





STRONGER Platform Migration

Scope

- Lead implementation of Voyado, a new CRM and product discovery solution
- Ensure high-end email deliverability and migrate without disruption
- Build a future-proof setup for cross-channel personalisation and data-driven growth

Result

- Seamless transition to a new CRM & MA platform
- Enabled optimised AI-driven recommendations
- New refreshed, customized and flexible email template



Miona Matar
Head of CRM Consulting



Miona has been running various other CRM projects in which she really demonstrated her high level of expertise in this field of work. Apart from being very knowledgeable when it comes to CRM - she's also a very effective communicator and strong team player, this makes her a great asset for any company.

Marc Verschueren, Former Head of Online Sales & Marketing



Contact me with questions and requests

Our holistic view of the customer journey makes us unique to work with



Miona Matar

Head of CRM Consulting & Partner

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