



## CASE STUDY

# M&S sees over 200% growth YoY through partnership with Runa

# M&S

EST. 1884

## About M&S

Marks and Spencer Group, M&S, is a major British multinational retailer headquartered in London that specialises in selling clothing, beauty, home products and food products. With over 950 stores in the UK and presence in 29 countries, M&S is a historic and widely recognized brand.

## The challenge

When trying to reach new customer types, M&S had been facing challenges in selling gift cards to businesses, especially at scale. There was a huge amount of interest but their processing technology was slow and clunky, making it difficult for other businesses to order gift cards directly from M&S. This led to long delays between gift cards being ordered and received.

## AT A GLANCE

▲ **245% increase**  
In growth in gift card revenue

**Instant fulfillment**

**New customers onboarded**

## M&S's needs

- ✓ Streamlined technology
- ✓ Easy integration
- ✓ Instant ordering
- ✓ Varied customer base

“Since signing up with Runa, we have seen continued growth and really impressive results for our gift card sales. We've been able to reach new customers and make it easier than ever for them to order from us.”

**William Wilford**, B2B Customer Success Manager

## Runa's solution

M&S were looking for a platform partner that they could leverage in order to make it as easy as possible for businesses to buy gift cards so that they could increase their sales. The team chose to partner with Runa due to the platform functionality, usability and large existing customer base that they could tap into. This meant that they could access new customers, rather than pushing through existing sales channels.

From the beginning of the partnership, the M&S team found that the Runa platform was extremely easy to integrate with their systems, and since then it has become smooth, easy and instant for businesses to order gift cards. They have been extremely impressed with the expertise and support that was offered by the Runa team, who were not only available to respond to queries but also to offer strategic advice about how they could grow further.

## Success in numbers

Since signing on as a Runa partner, M&S have seen impressive growth in their gift card sales. So far this year they have seen a 245% increase in growth in revenue volume.

M&S have also been able to save considerable time given that gift cards can now be ordered and redeemed instantly.

## Product Features



Access to Runa's Customer Base



Automated Operations



Automated Billing

**"We were so impressed with how easy it was to integrate with Runa, their platform and how understanding of our needs they are. We can only see business with them continuing to grow as we harness their customer base and expertise."**

**William Wilford**, B2B Customer Success Manager