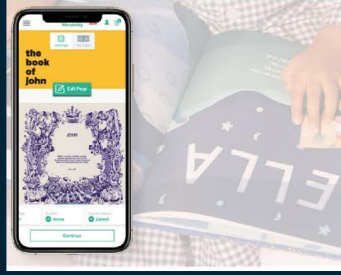**Graphite Capital**

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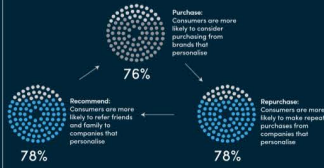
The power of personalisation

Meaningful personalisation drives higher engagement, greater lifetime value and promotes inclusion in increasingly diverse communities.

As convenience becomes commoditised, companies are adapting to take advantage of the global mega trend of personalisation. The demand for unique and customised products presents an opportunity for brands to differentiate themselves in a crowded marketplace. It also enables them to command premium prices.

In a recent survey, business leaders reported an increase in average spend of 34% from consumers who receive personalised experiences. Personalisation is not only a driver of greater spend, it also creates customer lifetime value. In a 2021 McKinsey study, 78% of customers said they were more likely to repurchase or recommend personalised products or services. In an inflationary environment with rising customer acquisition costs, meaningful personalisation offers a route to lower-cost organic growth.

Personalisation directly influences buying behaviour across the customer life cycle.

Likelihood to purchase, recommend, and repurchase depending on personalisation, % of respondents

Purchase: Consumers are more likely to consider purchasing from brands that personalise

76%

Recommend: Consumers are more likely to refer friends and family to companies that personalise

78%

Repurchase: Consumers are more likely to make repeat purchases from companies that personalise

78%

Source: McKinsey & Company

Personalisation also helps to reduce waste, as goods are only produced to meet specific customer demand. With a study showing 69% of consumers willing to pay more for products that align with their values, and 64% wanting to understand the environmental impact of their purchases, personalisation has an important part to play in sustainability.

The power of personalised books

The book industry, like so many others, is surprisingly unsustainable. In the UK alone, over 70 million books are destroyed annually. Graphite's portfolio company, Wonderbly, is at the forefront of personalisation in the book publishing industry, positioning it to take advantage of these global trends and acting against waste in the industry. As a digital, direct-to-consumer publisher, Wonderbly sells its books in more than 150 countries, with international sales accounting for over 85 per cent of its revenues.

At the heart of Wonderbly's success and growth is its unique operating model – a fully integrated approach to creating, selling, marketing and manufacturing its books. The company has developed proprietary software that enables it to render personalised images and manage orders from customers across the world with short delivery times. This is complemented by a worldwide network of on-demand printers, creating a scalable global model with no inventory and limited waste.

Wonderbly

Wonderbly's heritage is in children's books, with personalisation having a profound effect on children's imagination and education. It tells them that they are welcome in the world of books and deserve to be the main character, fostering their literacy and love of reading, while also promoting inclusion by enabling them to see children who look like they do in the books. Wonderbly was recently recognised as Children's Publisher of the Year at The Bookseller's British Book Awards, marking two firsts: the only personalised publisher to have won the award, and the only direct-to-consumer publisher to have done so.

Behind the scenes at Wonderbly

Making a Wonderbly book

Watch video

Wonderbly's mission is to bring the magic of personalisation to every household's bookshelves. In 2023, Wonderbly is expanding into personalised books for adults to celebrate family and friends at every milestone or commemorate shared passions and interests. In its decade of existence, Wonderbly has sold more than eight million books, with plenty more to come.'