advalo x GROUPE BEAUMANOIR

CREATE CUSTOMER VALUE
BY ENGAGING CONSUMERS IN AN
INDIVIDUALIZED RELATIONSHIP

Opening rate
28%
+10 points vs classic campaigns

Responsiveness Rate
24,7%
+9 points vs classic campaigns

+29%
additional CRM turnover

+28%
Customer Value

Briac Le Dur
DATA & CRM DIRECTOR
BEAUMANOIR GROUP

Debrief of conference presented at PRW

PARIS RETAIL WEEK

ABOUT BEAUMANOIR GROUP:

- Founded 39 years ago, in 1981
- 11,000 employees worldwide, 3600 employees in France
- 5 brands and e-commerce sites, more than 2600 outlets worldwide

CACHE CACHE.   BONOBO   BREAL

MORGAN
MORGAN DE TOI!   Vib's

CONCENTRATING ON CUSTOMER VALUE

This is the approach adopted by the Beaumanoir Group, which for several years has been capitalizing on customer data collection. The group and its brands rely on data as part of their BEDATA project, initiated in 2017.

NEW KPI'S AND ACTIVITY MONITORING

The context has changed drastically:

Drops in traffic

Customer Journey multiplicity

Market transition (second-hand, bargain, rental)

Retailers focus on precise indicators related to their customers:

Customer Value over 12 months

Average Shopping Basket

Purchasing frequency

Thanks to the Advalo platform, the various brands of the group can leverage data collected from stores and/or digital frequently and have the capacity to set up use cases around these 2 key issues:

1 - Measure digital impact on in-store business

2 - Influence Customer Value through data and AI

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1. MEASURE DIGITAL IMPACT ON IN-STORE BUSINESS

Omnichannel vision is an essential element to monitor and act on throughout the new consumer journey
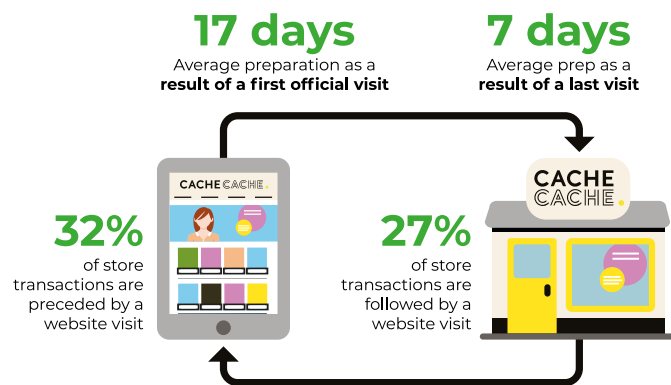
Despite the excellent dynamic to collect data by the group's teams, online and offline data fragmentation hindered a holistic understanding of digital impact made on traffic and store turnover.

Brands could not effectively track the results of digital actions made on ecommerce turnover, about 3 to 4% of their total clients.

1ST OBJECTIVE UNDERSTAND CONSUMERS AND THEIR NEW JOURNEYS

By reconciling its customers navigation data (viewed pages, average basket,bookmarks) using CRM data Cache-Cache accessed 41% of its customer base with the Advalo platform.

The brand can now track the omnichannel journey of each one of its customers and access precious insights of the nature of these journeys.

17 days
Average preparation as a **result of a first official visit**

7 days
Average prep as a **result of a last visit**

32%
of store transactions are preceded by a website visit

27%
of store transactions are followed by a website visit

32% of customers ultimately operate in these conditions and go onto the stores website to prepare their purchase before finalizing it in a physical store.

These findings differ among the groups' various brands:

	CACHE CACHE.	BONOBO	BREAL
% of customers who prepare their purchase on the brand's website	32%	26%	40%
Web-to-store preparation time	14 days	16 days	18 days

This information enriches actionable customer knowledge which acts as triggers for personalized marketing campaigns at optimum moments.

« These findings are interesting because it points out that fashion is not just about the result of impulse buying as we see customers prep their purchases beforehand. We ignored all of this information before, and are now aware of it because of Advalo. Thanks to Advalo we can now respond and influence what happens within this time period when clients are presenting real purchase

intention so that the consumer will ultimately finalize their purchase in our stores and not at our competitors. »

Briac Le Dur
Data & CRM Director Beaumanoir Group

2ND OBJECTIVE: UNDERSTAND THE FACTORS WHICH INFLUENCE CUSTOMER VALUE: DIGITALIZATION AND REACHING CUSTOMERS

1st factor: Customer digitization

The groups brands all made the same observation concerning comparing the value uplift of a digitized customer versus a non-digitized customer: being able to recognize a customer who navigates the site and track their navigation initiates individualized action plans that boost its value.

Value Increment of digitized customer versus a non-digitized customer

Sign	Value Increment
CACHE CACHE.	47%
BONOBO	45%
BREAL	67%

2nd factor: Reaching Customers

As can be seen from the group's stores, the greater the number of points of contact with a specific individual remains significant (email, mobile, SMS, mail, social networks, display, on-site) they more they can continue to communicate with the customer on different channels while its value increases.
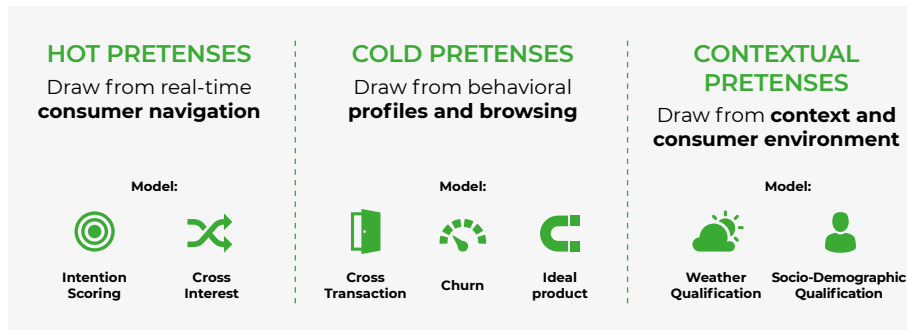
Customer value per number of contact points (based on 100)

CP Number	CACHE CACHE.	BONOBO	BREAL
0	100	100	100
1	114	125	102
2	147	160	133
3	182	200	177
4	277	243	221
5	310	332	330

2. INFLUENCE CUSTOMER VALUE THROUGH DATA AND AI

Identify and activate the most relevant communication pretenses for customers

The core challenge of customer-centric marketing is to identify the most relevant pretenses to contact the customer and that will generate a reaction on their part. We can identify different classification pretenses, which can be used within the campaigns to obtain greater responsiveness.

HOT PRETENSES	COLD PRETENSES	CONTEXTUAL PRETENSES
Draw from real-time **consumer navigation**	Draw from behavioral **profiles and browsing**	Draw from **context and consumer environment**

Model:

Intention Scoring	Cross Interest	Cross Transaction	Churn	Ideal product	Weather Qualification	Socio-Demographic Qualification

With multiple qualification, predictive targeting, and product recommendation models, the Advalo platform leverages customer databases and navigation behaviors.

This information is used to create audiences to launch personalized campaigns tailored to the needs and aspirations of the consumer.

-- **HOT PRETENSES**

ACCOMPANY YOUR CUSTOMERS PURCHASING INTENTIONS

BONOBO

The Bonobo brand adopted the Advalo platform for its intelligent models that enable it to detect website visitors purchase intention and to consistently accompany them until conversion.

⊙ **Objective:** solicit at the right moment each individual who has demonstrated purchase intention with a relevant message which will accompany them to finalize their purchase online or at a physical location.

✏ **Models used:** purchase intention scoring models and purchase intention qualification models, product recommendations similar to the product viewed by the individual.

🔊 **Campaign:** ereminder post-navigation email with personalized recommendations sent 7 days after the on-site visit.

⭐ **Results:**

+3,1 conversion rate points
versus classic campaign without customization.

-- **HOT PRETENSES**

LEVERAGE CUSTOMER KNOWLEDGE TO ENCOURAGE REPEAT PURCHASES

CACHE CACHE.

To accelerate the process, Cache Cache capitalized on knowledge based on their customer's purchase history to offer relevant product recommendations to customers having made a recent purchase.

⊙ **Objective:** solicit clients who have made a recent purchase and propose them relevant product recommendations.

✏ **Models used:** «Cross interest» product recommendation model based on machine learning to identify products that have been placed in the basket or bought by individuals who have also purchased the reference product.

🔊 **Campaign:** trigger custom post-purchase email sent 10 days after a purchase.

⭐ **Results:**

+0,4 point conversion rate

+ 7,5 % of turnover
versus classic campaign without customization.

CREATE AN INDIVIDUALIZED RELATIONSHIP TO STRENGTHEN CUSTOMER LOYALTY

BREAL �֍

With the hopes of increasing brand loyalty, Bréal rolled out relational plans on social networks to communicate with them where they are active and where marketing pressure is less felt.

◎ Objective: solicit customers on social networks who are eligible for a loyalty voucher and encourage them to take advantage of these benefits online or in a physical store.

◇ Targeting: build recurring and automated audiences gathering customer profiles to find on Facebook and Instagram networks via their email or phone number.

📢 Campaign: display of advertisements proposing customers to take advantage of their loyalty voucher.

★ Results:

+2,6 conversion rate points
versus classic campaign, without customization

+ 4€ in turnover per affected client
versus control population

« By simply inviting our customers with an offer they already enjoy on Facebook, we obtain very interesting results in terms of traffic and turnover on the web and in stores. »

Briac Le Dur
Data & CRM Director Beaumanoir Group

ACTIVATE CUSTOMER KNOWLEDGE TO PREVENT CHURN

BONOBO

Bonobo has implemented proactive actions to reduce customer churn rate and to punctuate the relationship with its customers in a relevant and consistent way.

◎ Objective: speak to customers who have previously purchased jeans to assure they are considering renewing their purchase at Bonobo rather than at a competitor.

✎ Model used: product recommendations model «Criteria similarity» which recommend products similar to previous purchase, new arrivals filtered out.

📢 Campaign: personalized retention campaign sent via email 4 months after «Jeans» purchase. The dispatch date is adapted to the inter-purchase delays observed for the product.

⚙ Features: «Criteria similarity» recommendation templates to recommend products similar to last purchased Jean, filtered out on the list of new releases

★ Results: + 9€ in turnover per affected client versus control population

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ADVALO HELPS YOU BOOST CUSTOMER VALUE AND FIND PROFITABLE GROWTH

« Even though we hear assurances that email performance is down, we seem to have achieved the contrary. Compared to last Spring-Summerc'c' season, we are up 5 points opening rate and 2 points up on global brand responsiveness for Cache-Cache, Bonobo and Breal. It works, when we manage to send an email at the right time, with the right content, we can improve the quality and scope of our indicators and concretely increase customer value. »

Briac Le Dur
Data & CRM Director Beaumanoir Group

Discover the Advalo x Groupe Beaumanoir video conference presented by Briac Le Dur and David Le Douarin at Paris Retail Week 2019

Discover all the ways our clients succeed on **advalo.com**

About Advalo
The Individualized Marketing Platform enables retailers who have become aware of the urgency to move towards individualized marketing which is far from pollutant and intrusive mass marketing, to renew a privileged relationship with their consumers and to develop each customers' value. Through artificial intelligence algorithms and innovative predictive models, the Advalo omnichannel platform enhances behavioral and CRM data, both physical and digital, in order to address each consumer on all points of contact, messages that meet their desires and needs. Advalo's customers generate on average a 3 to 4% incremental turnover on the entire turnover of the brand in less than 12 months.