fd

CUSTOMER

Acquisition
LTV* Optimisation

ROUGEGORGE

Define an offline acquisition strategy

- Support the store activity which has been suffering from a loss of traffic for several years

- Optimize advertising investments by targeting just right

Main project issues :

- Confirming / disproving "beliefs

- Measure the LTV

- Validate the impact of digital investments on stores

APPROACH

- Identify the drivers of customer loyalty through the implementation of a study

- Select the most relevant stores for the implementation of the test

- Validate the impact on x kpis

INSIGHTS & VALUES

Development of local strategy through digital investments

Acceleration of physical traffic by +20%.

Impact on the e-notoriety of the brand

* LTV = Life Time Value

+20%
store traffic

+6%
recruited

x2.5
E-notoriety

4
Data domains

TraFfic

Stores

Sales

Customers

Performance campagne acquisition digitale
Campagne sur 6 magasins sur le mois de Décembre

Critères de mesure
Critères du test: Groupe_trafic (1) ▾
Valeur: CV GROUPE 1 (1) ▾

Sélectionnez au moins un critère

Type de magasin
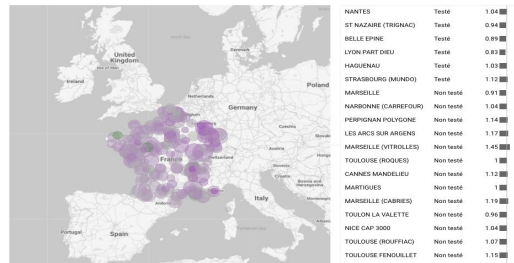Region ▾
Nom de cluster ▾
Groupe de trafic ▾
Magasin test ? ▾

KPIS in Store	KPIS Digitaux

Trafic in store   Acheteurs   Recrutement   CA

Moyenne journalière

	Dec 2019	Dec 2020
Testé	189	195
Non Testé	161	139

Accélération

Testé	1.03
Non testé	0.86

Incrément période : 1,023.95

NANTES	Testé	1.04
ST NAZAIRE (TRIGNAC)	Testé	0.94
BELLE EPINE	Testé	0.89
LYON PART DIEU	Testé	0.83
HAGUENAU	Testé	1.03
STRASBOURG (MUNDO)	Testé	1.12
MARSEILLE	Non testé	0.91
NARBONNE (CARREFOUR)	Non testé	1.04
PERPIGNAN POLYGONE	Non testé	1.14
LES ARCS SUR ARGENS	Non testé	1.17
MARSEILLE (VITROLLES)	Non testé	1.45
TOULOUSE (ROQUES)	Non testé	1.12
CANNES MANDELIEU	Non testé	1.12
MARTIGUES	Non testé	1.19
MARSEILLE (CABRIES)	Non testé	1.18
TOULON LA VALETTE	Non testé	0.96
NICE CAP 3000	Non testé	1.04
TOULOUSE (ROUFFIAC)	Non testé	1.07
TOULOUSE FENOUILLET	Non testé	1.15

Technologies

tailer

Google My Business

Google Analytics

Elise Descamps
Omnichannel Traffic Manager
at Rougegorge

"The acquisition solution developed by Fashion Data has enabled Rougegorge to obtain information on the profile of new customers recruited by the brand, such as the type of products purchased, the sensitivity to the promotion and the preferred purchase channel. This data has helped us implement our omnichannel acquisition strategy, allowing us to optimize our campaigns, test new potential targeting and identify the most profitable periods in terms of recruitment."