



CUSTOMER

Commercial pressure

Women's ready-to-wear clothing brand

TARGETS

Adapt commercial pressure according to customer profile



Short term: measure the impact of sales pressure on customer behavior (opens, clicks, unsubscribes)



Long term: identify the effects of sales pressure on customer value



Determine the right number of contacts according to profiles

CHALLENGES

Have the right KPIs to monitor the impact of communication plans



Confirm or invalidate beliefs



Retrieve and quality control data



Disseminate information and implement rules in the tools

APPROACH



Understand: Insight data on current sales pressure:
- state of play / performance measurement
- impacts on customer behavioral KPIs and customer value



Test: A/B test approach and measurements



Deploy: Implementation of the rules learned from the lessons learned in the campaign management tool

INSIGHTS & VALUES



Preserve the contactability of the customer base and deliverability



Develop customer value by adapting commercial pressure




A just customer animation, adapted to his profile

2  emails less
+6% on customer value

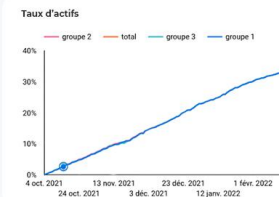
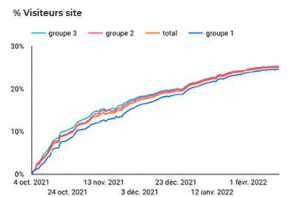
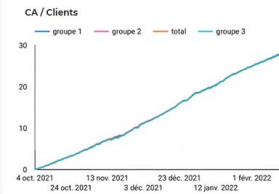
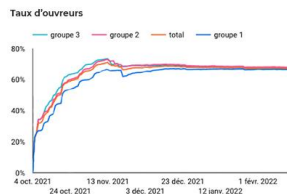
Churn rate $\div 2$

+1 email
=

+25%
of first visit to
the website


**Customers
behavior**
(opening, clicks ...)

3
Data domains




Customers


Sales

50% emails less
for **3%** more turnover

Technologies

