DATA, AI & INDIVIDUALIZED MARKETING

BEST MARKETING PRACTICES TO ENSURE THE SUCCESS OF YOUR SUMMER SALES

advalo
AI FOR MARKETERS

WEBINAR
24/02/2020

Le Campus

ADVALO ESSENTIALS

Charlotte Le Bonniec

Customer Success Manager
ADVALO

Antoine Bouchard

Customer Success Manager
ADVALO

Founded by **Olivier Marc** and **David Le Douarin (ex-Google, Yahoo!, Conexance)** in 2013

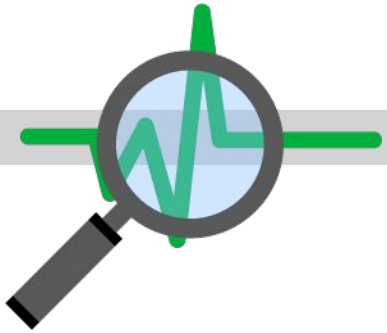
50 employees between **Rennes** (product and data science teams) et **Paris** (sales teams)

6 years of R&D in **Artificial Intelligence**

For the second year in a row, Advalo has been awarded the **Pass French Tech**, which distinguishes **innovative, high-growth** companies.

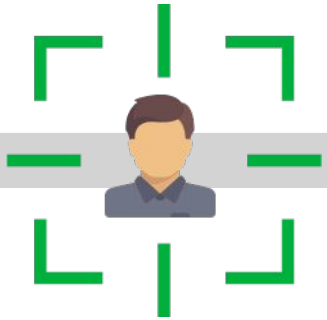
ADVALO

THE FIRST INDIVIDUALIZED MARKETING PLATFORM



Identify“**pockets of value**” within the customer base

Identify, through segmentation and qualification models, higher value customers and priority segments



Individualize and **personalize** your relationships

By punctuating each client's moments with the most relevant dynamic content

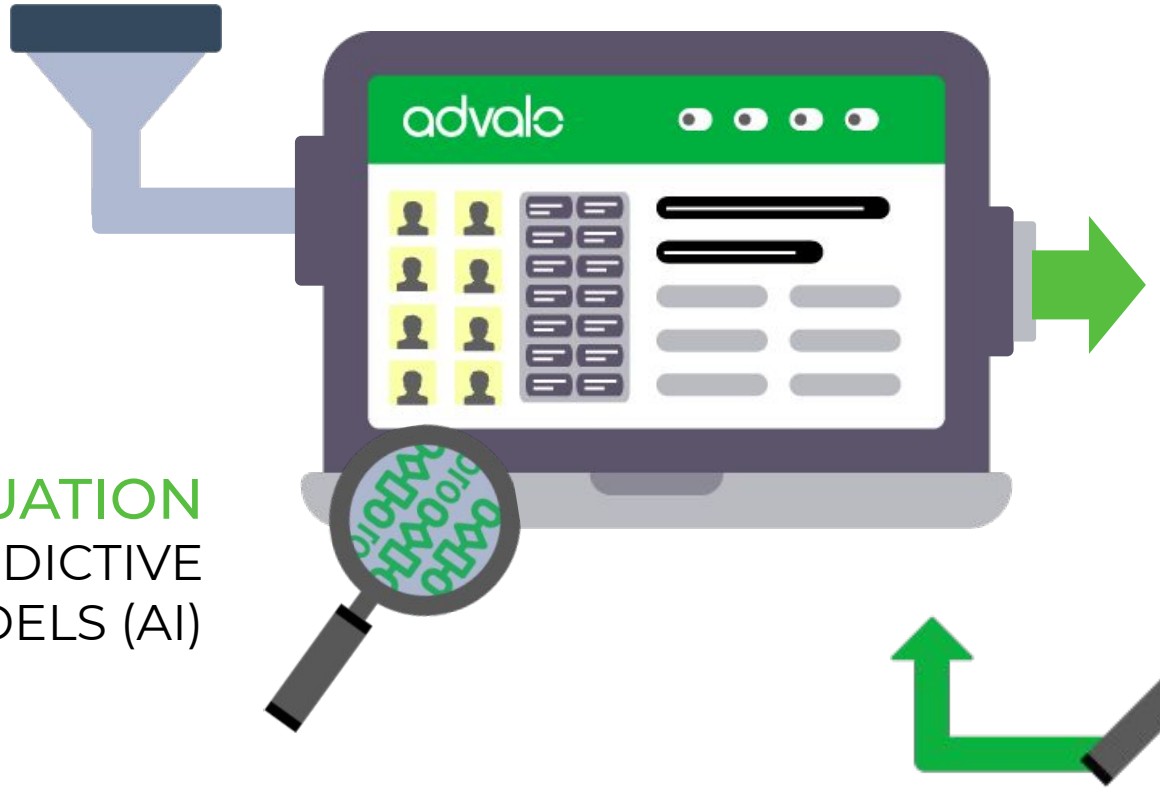
Activate on **all contact points**

Accompanying the customer throughout their journey :
Campaigns by Email, SMS, Search, Social Networks, displays, on site...

ADVALO : THE POWER OF SIMPLICITY

OFFLINE & ONLINE DATA
RECONCILIATION

OMNICHANNEL ACTIVATION
TO YOUR BUSINESS TOOLS



DATA **VALUATION**
+ DE 50 PREDICTIVE
MODELS (AI)

INCREMENTAL OMNICHANNEL
IMPACT **MEASUREMENT**

PREDICTIVE MODELS APPLIED TO MARKETING

SEGMENTATION

RFM

Predictive Customer Value

Weather Qualification

Socio-demo Qualification

INTENTION AND TARGETING

Ideal product

Purchase Motivation

Appetence scoring

Intention Scoring

PRODUCT RECOMMENDATIONS

Cross interest

Recruiting products

Cross transaction

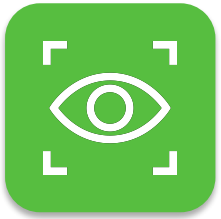


Image Similarity

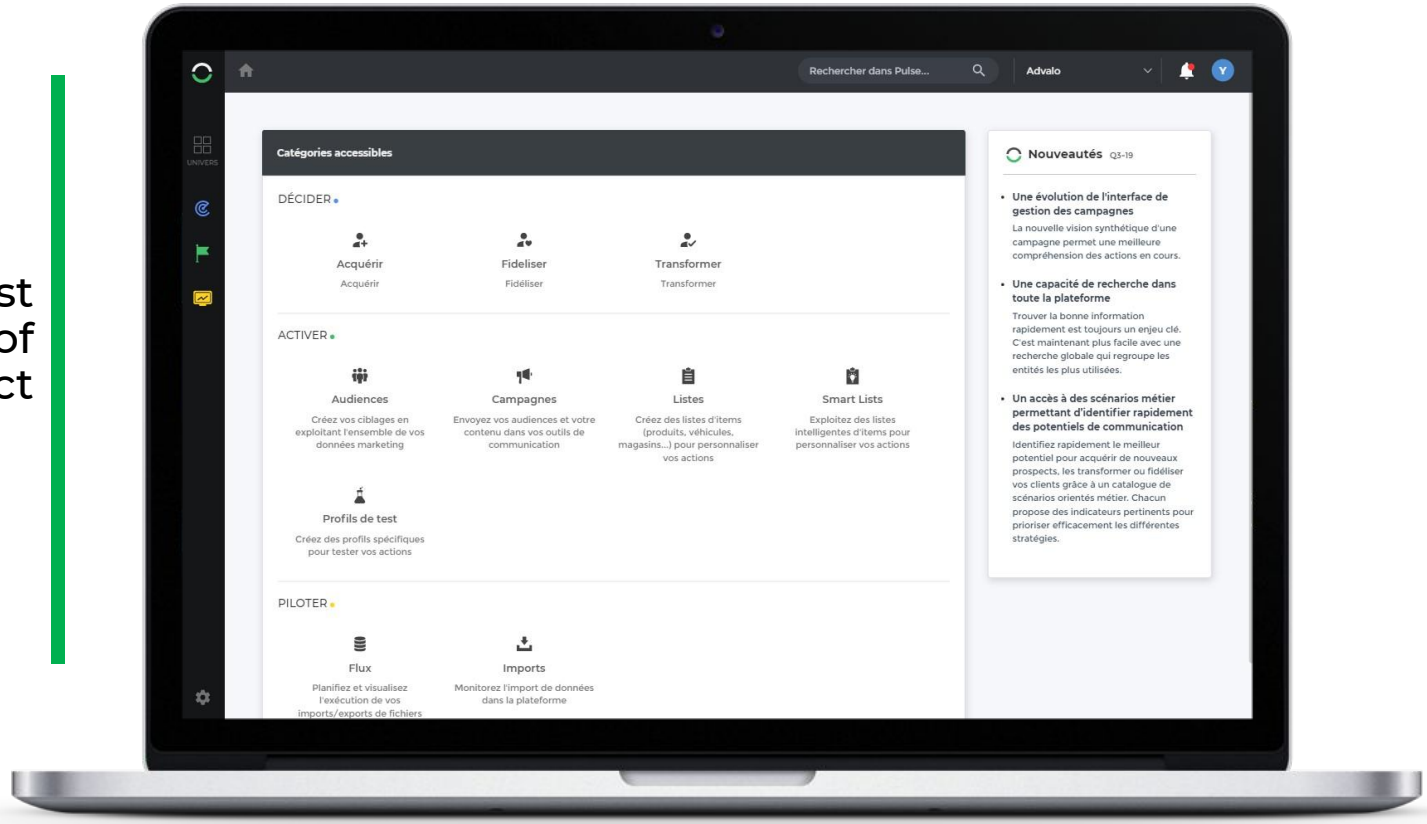
AND MANY OTHERS...

AI FOR MARKETERS

Leveraging data & AI
becomes easy, obvious

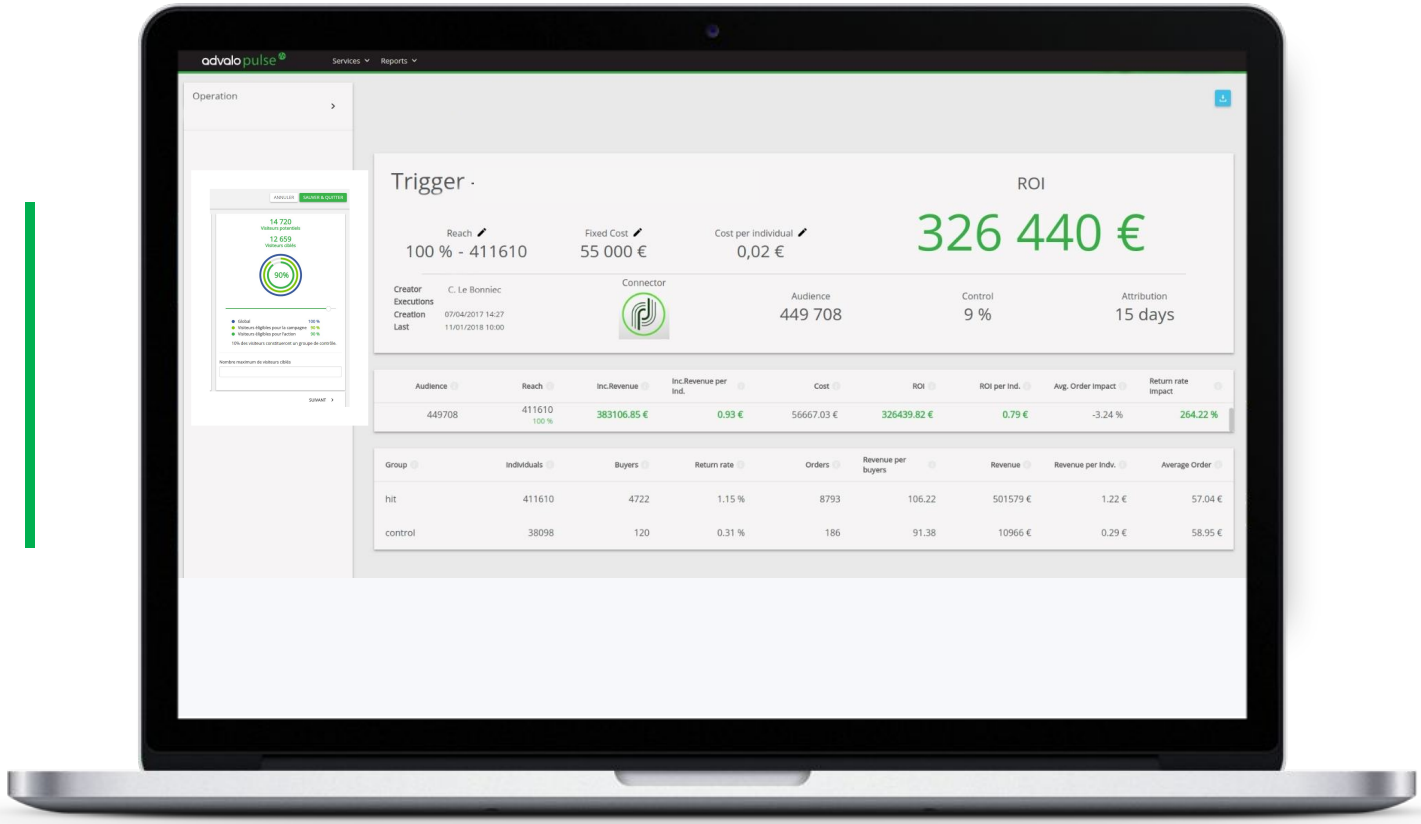
Activate in a few clicks the most relevant actions on all points of contact

Boost the productivity of marketing teams
who are more agile and autonomous, they are 4 times more productive.



MONITOR THE OMNICHANNEL PERFORMANCE OF YOUR CAMPAIGNS

Track detailed campaign performance to understand what works and how to further optimize your action plans.



OUR CUSTOMERS ACHIEVE ON AVERAGE +2 TO +4% INCREMENTAL SALES IN LESS THAN 12 MONTHS.

BUT

+ 1% incremental sales in 6 months on the company's total revenue

grain de malice

+ 3.5% incremental sales in 12 months on the brand's total revenue

GROUPE BEAUMANOIR

+1.2% increase in Customer Value over one season

+29% additional CRM turnover over one season

SEIZE THE PRETENSES OF SALES

By increasing the number of items in your customers' baskets

Encouraging them to have more diversity in the products they buy.

Encouraging them to mix purchasing channels

TO GENERATE CUSTOMER LOYALTY AND CUSTOMER VALUE

THE EQUATION OF SUCCESSFUL SALES

KNOW YOUR CUSTOMERS

ENRICH CUSTOMER DNA

BUILD RELEVANT AUDIENCES

+

BOOST THEIR RESPONSIVENESS

INCREASE THE NUMBER OF ANIMATED CUSTOMERS

IDENTIFY THE RIGHT PRETENSES TO SOLICIT THEM

+

TRANSFORM THEIR PURCHASE INTENTIONS

DETECT AND QUALIFY INTENTIONS

ACCOMPANY THE INTENTION UP TO CONVERSION

KNOW + REACT + TRANSFORM

1 – REALLY KNOW YOUR CUSTOMERS

UNDERSTAND YOUR DATABASE AND DECIPHER YOUR CUSTOMERS' DNA

BUILD RELEVANT AUDIENCES FOR YOUR CAMPAIGNS

KNOW + REACT + TRANSFORM

Know your customers and enrich their DNA

ENRICH CUSTOMER DNA

Go beyond traditional segmentation thanks to artificial intelligence

The segmentation of the base is **refined thanks to numerous qualification models...**

SOCIO-DEMOGRAPHIC PROFILES

Age

Types of neighborhoods

Types

Contactability (Reconciliation)

PURCHASING BEHAVIORS

Buying channel

Inter-purchase deadlines

Purchase periods

On-site journey

Product Appetence

BASKET COMPOSITION

Purchased products categories

Variety of products purchased

Type of products purchased

Age groups purchased products

ACCURATE PORTRAIT OF INDIVIDUALS WHO MAKE UP THE SEGMENTS

VIP

Meilleurs clients en termes de Récence, Fréquence et Montant

Sales addicts or early adopters

	nombre	% sur total
Effectifs	16 169	4,9%
CA 12 mois	12,8 M€	39,2%

	segment	moyenne
Fréquence 12 mois	**7,69**	2,28
PM 12 mois	**102,8 €**	90,6€
% multi-acheteurs	**100%**	46,7%
Délai inter-achats	**42 Jours**	102 jours

CA 12 mois / Ind **790,8€**
(Moy. 99,4€)

Portrait

- Les plus représentés dans les âges « parents « (26-45 ans)
- Meilleure contactabilité > email : 68% - SMS : 67%
- 97% dee contactabilité papier
- 84% d'entre eux ont au moins 4 points de contact disponibles*

Comportement d'achat

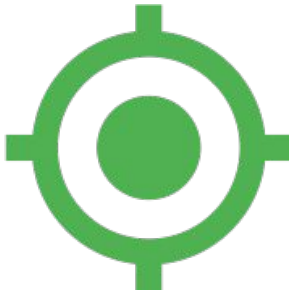
- segment qui achètent sur plusieurs canaux : 48% de mixtes / 47% magasin pur / 4% web pur
- Achètent systématiquement en promo mais pas à la recherche du meilleur taux de démarque
- Achètent tout au long de la saison, pas spécialement en soldes

Composition panier

- 85% achètent au mois dans 4 familles différentes sur 12 mois, principalement des hauts et des bas
- 34% que fille / 7% que garçon / 56% fille + garçon
- 31% seulement n'achètent qu'un groupe d'âge / 36% 3 groupes
- plus gros acheteurs de junior (71%) et plus petits acheteurs de layette (7%)

Donnée factices – des incohérences sont possibles

KNOW + REACT + TRANSFORM



Build relevant audiences to target the future buyers of your discounted products

GRAIN DE MALICE RECRUITS ITS FUTURE "LARGE SIZE" CUSTOMERS

OptimiZed acquisition campaigns for new "large size" customers

Identification of “large size” customers
++ Qualification

Automatic synchronization of audiences

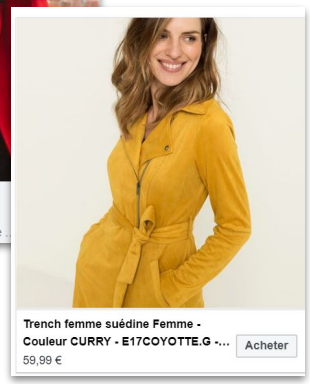
facebook Instagram

Twin profile Identification

Highlighting of recruiting products
by client typology

Identification des profils

Ciblage de jumeaux



GRAIN DE MALICE RECRUTE SES FUTURES CLIENTES “GRANDES TAILLES”

MORE VALUE GENERATED

381 CUSTOMERS
RECRUITED ON-SITE
FOR “ LARGE SIZES”

2X MORE TRANSFO RATES
VS TRADITIONAL ACQUISITION CAMPAIGNS

-33% CAC
ON LOOKALIKE
“ LARGE SIZES ”

+ 50% ROAS
ON LOOKALIKE
“ LARGE SIZES ”

Optimisation des campagnes

Identification de profils jumeaux

Mise en avant des produits recruteurs par typologie de clientes

PHILDAR RECRUITS ITS FUTURE SALES BUYERS

Identification of
“AH 2018 Sales Buyers" Customers

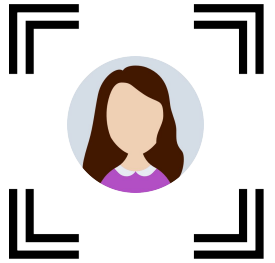
Automatic Synchronisation of audiences

facebook Instagram

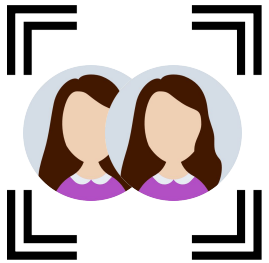
Twin Profile Identification

Highlighting the best Sales products
available in the knitting yarn universe

Identification des profils



Ciblage de jumeaux



PHILDAR RECRUTE SES FUTURES ACHETEUSES SOLDES

GREATER ENGAGEMENT

2X MORE
CLICK-THROUGH RATES
VS TRADITIONAL ACQUISITION CAMPAIGN

40%
INCREASED BASKET ADDITIONS
VS TRADITIONAL ACQUISITION CAMPAIGN

5X WEB TURNOVER
ON LOOKALIKE
VS TRADITIONAL ACQUISITION CAMPAIGN

2.5X MORE ROAS
ON LOOKALIKE
VS TRADITIONAL ACQUISITION CAMPAIGN

Identification de profils jumeaux

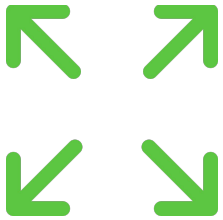
Mise en avant des best products Soldés parmis l'univers *Fil à tricoter*

2 – BOOST THEIR RESPONSIVENESS TO CAMPAIGNS

GET VOLUME BY INCREASING CONTACTABILITY WITH YOUR CUSTOMERS

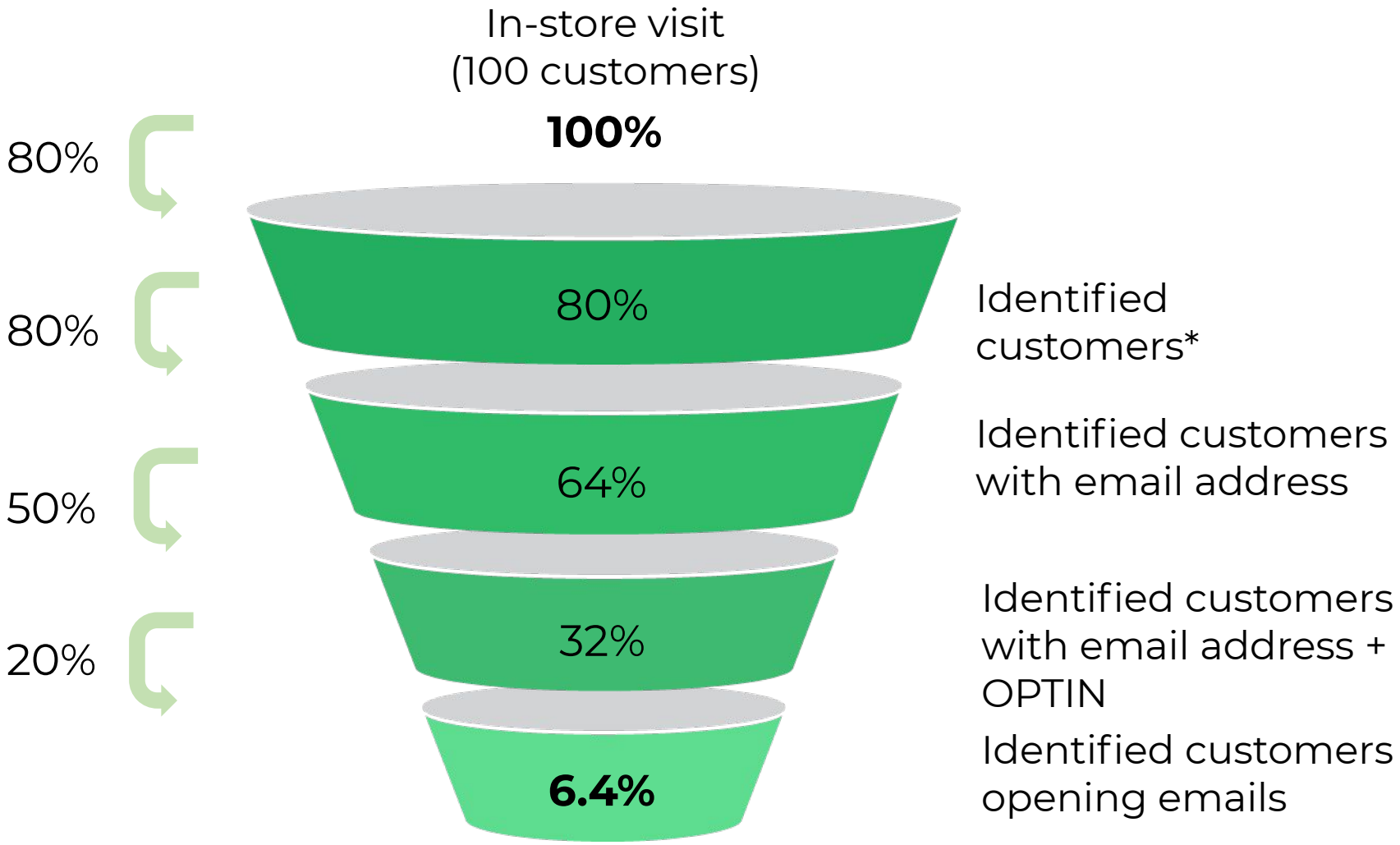
IDENTIFY THE RIGHT LEVERS TO MAKE THEM REACT

KNOW + REACT + TRANSFORM



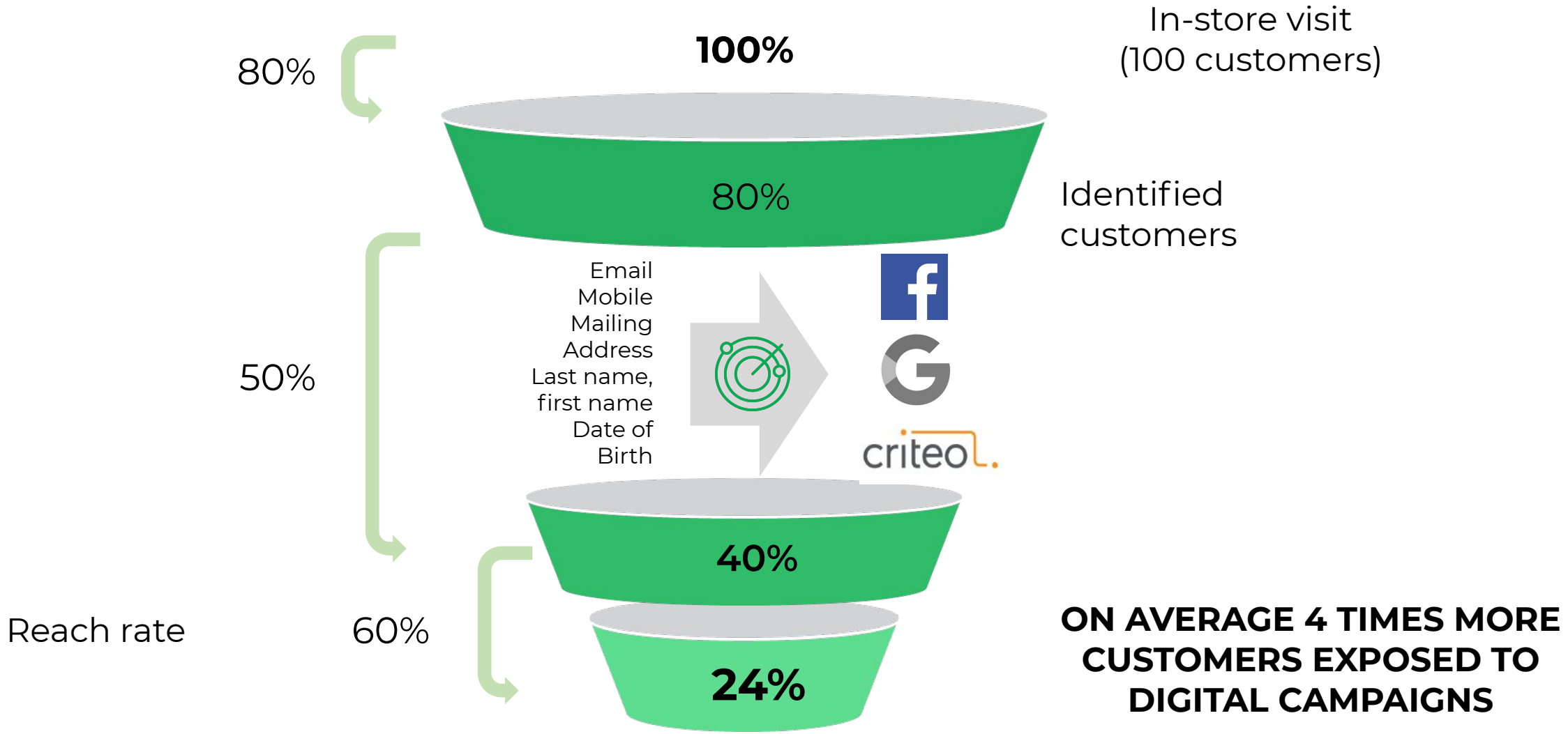
Add volume by increasing the contactability of your customers

WHAT IS A STORE'S OVERALL CAPACITY TO ANIMATE ITS CUSTOMER BASE?



*You have at least one piece of information to identify the individual: email, phone number, last name, first name, date of birth.

ANIMATE MORE CUSTOMERS BY FINDING THEM DIGITALLY



ON AVERAGE 4 TIMES MORE CUSTOMERS EXPOSED TO DIGITAL CAMPAIGNS

PHILDAR FINDS ITS CUSTOMERS ON THE DIGITAL CHANNEL

Opt-out customers, with the highest value, all universes combined, who have not made a purchase or a site visit in the last 30 days.

Detection of individuals who are keen to the product category Knitting yarns and opt-out email

facebook.

In addition to a classic CRM system

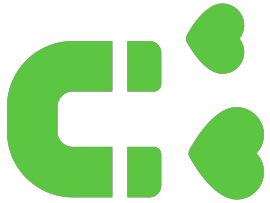
Use of the “Best sellers” smart list

Highlighting the best-selling products in the *knitting yarn* universe

+16% impact on web TTR

ROI of 12 on Facebook

KNOW + REACT + TRANSFORM



Identifying the right levers to make your customers react

IDENTIFY THE RIGHT LEVERS FOR A MEANINGFUL DIALOGUE

Cold Data

That draw on the consumer's **behavioral profile and history**

Use of models

Cross transaction | Churn | Ideal product

Contextual data

That draw on the consumer's **context and environment**

Use of models

Weather Qualification | Socio-demo Qualification

Hot Data

That leverage **real-time consumer navigation**

Use of models

Intention Scoring | Cross interest

ERAM OPTIMIZES THE PROFITABILITY OF ITS FACEBOOK CAMPAIGNS

Capitalize on customer knowledge : distinguishing Sales addicts and Early Adopters

Use of "Cross transaction" model

Message adapted to the product : low prices for Sales Addicts // new collection for Early Adopters

+6% increase in conversion rates in the Sales Addicts segment

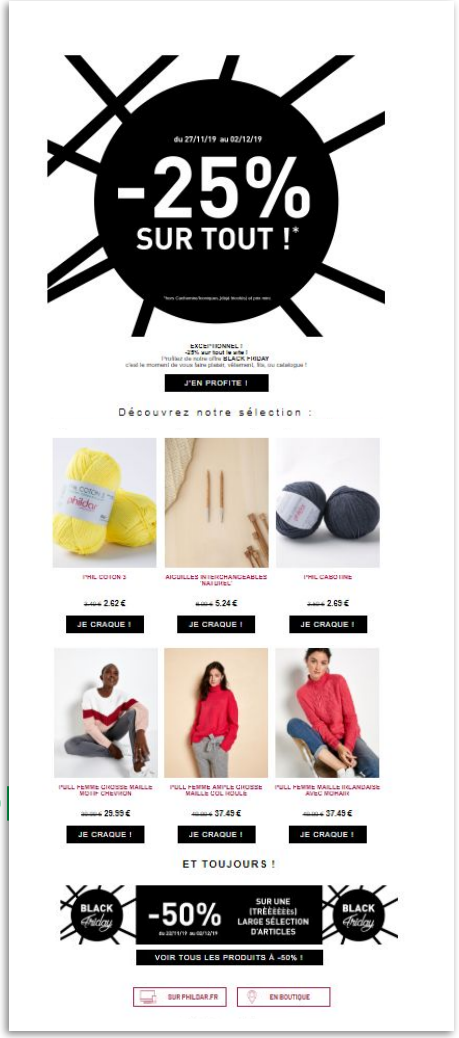
PHILDAR INCITE SES CLIENTS À DIVERSIFIER LEURS ACHATS

Opt-in customers, active 12 months in the Knitting Yarn universe, no purchase in the last 30 days

Use of "Cross transaction" model

Highlighting of complementary products in the Knitting Yarn and Ready-to-Wear universes

45% of incremental sales generated in-sto
3.9% TTR impact
55% web-generated / 11% TTR impact



ROUGEGORGE

ROUGEGORGE BOOSTS CAMPAIGN PERFORMANCE THANKS TO PERSONALIZATION

Two differentiated audiences

“Refined" audience

✔ Valid and opt-in email

✔ Preference detected for the product category "Body" = 24% of the total target

Personalized Email

Personalized product recommendations of the category "Body

Use of the model of recommendations products " Ideal product".

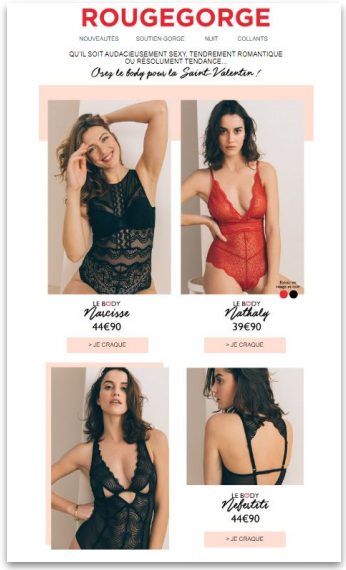
“Generic” Audience

✔ Valid and opt-in email

✔ Not keen to the "Body" product category = 76% of total target

Generic Email

Recommendation of a random selection of products from the "Body" category



ROUGEGORGE

ROUGEGORGE BOOSTS CAMPAIGN PERFORMANCE THANKS TO PERSONALIZATION

Observed results

	Personalized email	Generic Email	
Unique openers	27%	17%	+59%
Unique clickers	6%	1%	5x
Unique Visitors	8%	3%	2.7x
Visitors who have seen product pages	5%	2%	2.5x

24% of targeting generates 43% of omnichannel revenue

2 – TRANSFORM PURCHASE INTENTIONS

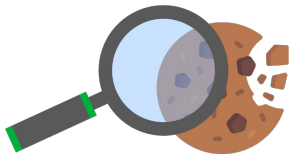
- DETECT THE PURCHASE INTENTIONS OF SITE VISITORS
- ACCOMPANYING INTENDING BUYERS TO CONVERSION

KNOW + REACT + TRANSFORM

Detect and qualify the purchase intentions of site visitors

QUALIFY IN REAL TIME THE PURCHASE INTENTIONS OF VISITORS ON SITE

Whether they are anonymous individuals or recognized customers, our scoring model detects and qualifies the purchase intentions of your site's visitors to identify those who have a real project.

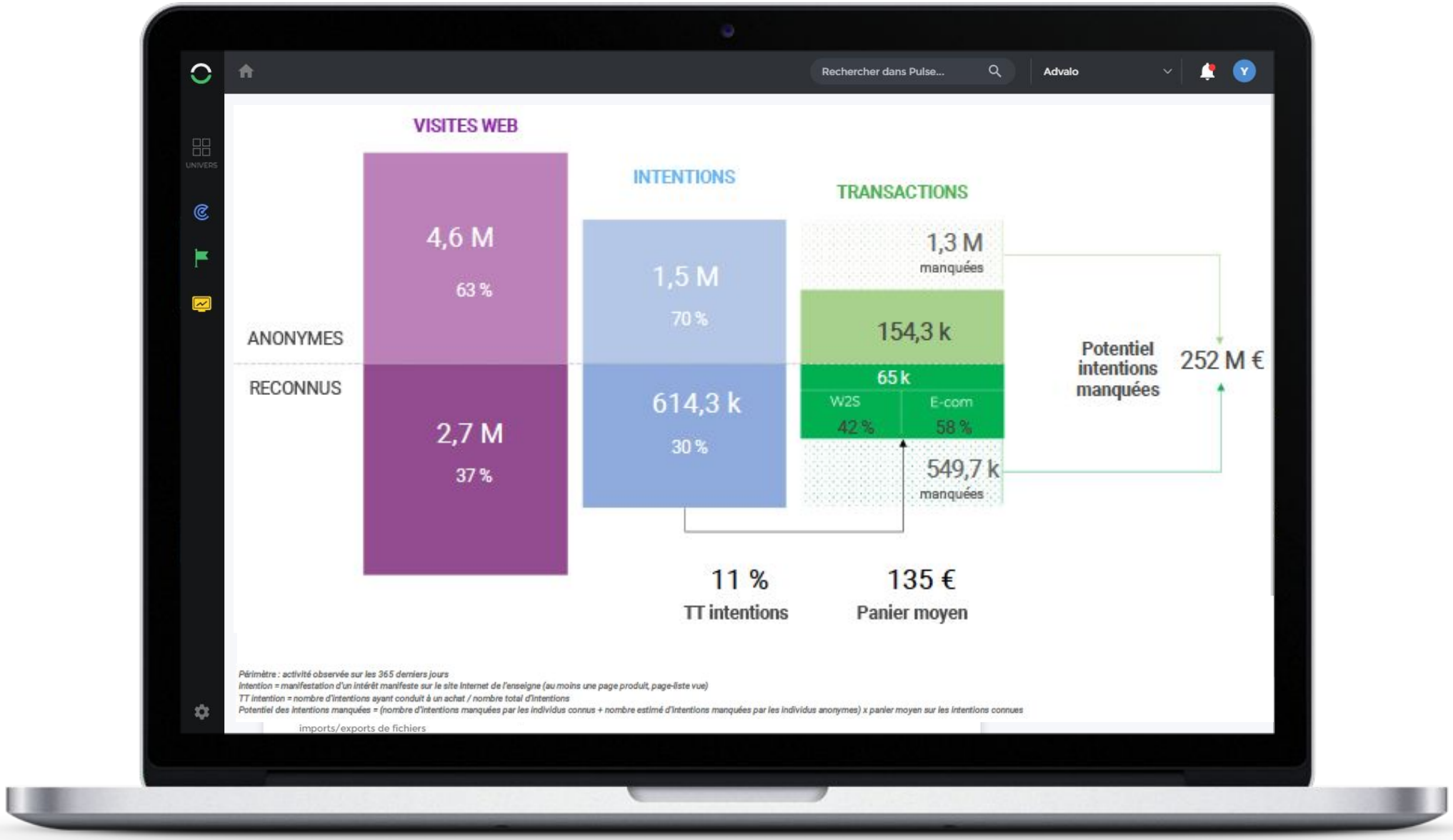


Real-time monitoring of individuals' navigation on the website.

Using the Purchase Intention Scoring Model :
Depending on the browsing behavior,
a unique score is assigned by the model to each individual.
The higher the score, the stronger the intention to buy.

Pages visited, products viewed, put in the shopping cart or added to favorites... the search for the individual is precisely qualified.

BECOME AWARE OF THE POTENTIAL OF INTENTIONS



Donnée factices – des incohérences sont possibles

KNOW + REACT + TRANSFORM

Accompany intending buyers up to conversion

UJA PARIS

UN JOUR AILLEURS OPTIMIZES THE TARGETING OF ITS NEWSLETTERS ACCORDING TO THE PURCHASING INTENTIONS OF ITS CUSTOMERS.

3 levels of audience segmentation

Clients who consulted “mesh” page(s) produces category(ies) on the brand's website, **without making a purchase** during the last 90 days

Clients who consulted “coat” page(s) produces category(ies) on the brand's website, **without making a purchase** during the last 90 days

Rest of contactable database (optin)

Product recommendations based on the **latest products viewed** or with **similar characteristics** to the products viewed or top-selling products for non-personalized emails.

UJA PARIS

UN JOUR AILLEURS OPTIMIZES THE TARGETING OF ITS NEWSLETTERS ACCORDING TO THE PURCHASING INTENTIONS OF ITS CUSTOMERS.

"Coat" Audience

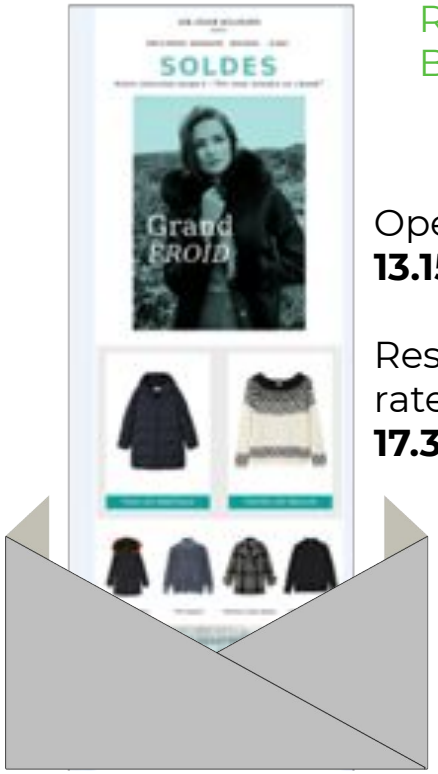
Opening rate: **47.6%**

Responsiveness rate : **46.5%**

"Mesh" Audience

Opening rate : **39.8%**

Responsiveness rate : **33.9%**



Rest of BDD

Opening rate : **13.15%**

Responsiveness rate : **17.32%**

14% OF THE TARGET = 47% of openers, more than 90% of clickers and 78% of web sales generated by these reminders

PHILDAR DETECTS AND ACCOMPANIES ITS INTENDING BUYERS

Customers who have seen **products on site**, belonging to the selection of **products on sale**, and who have not **converted**

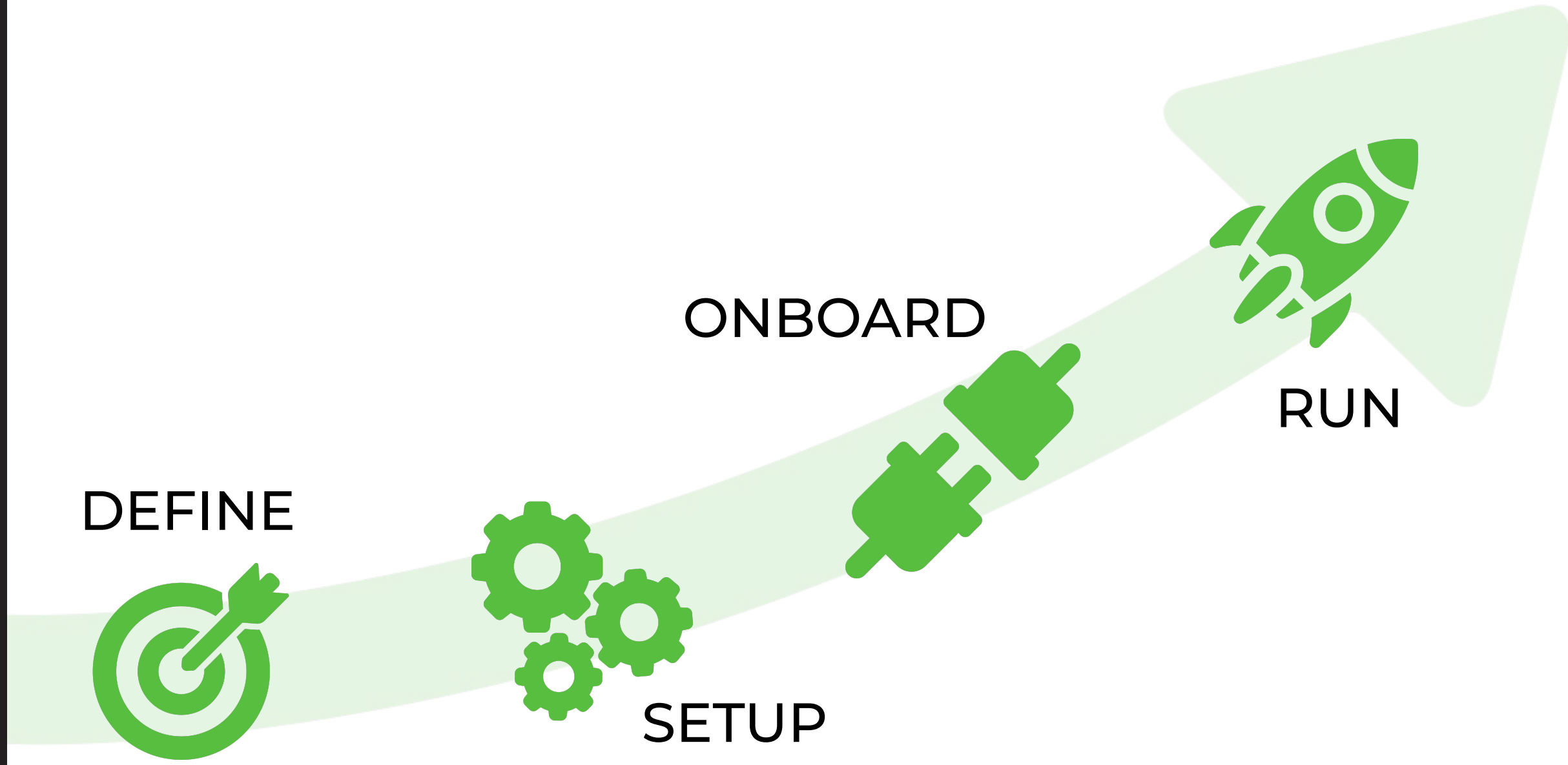
Email : Highlighting of products **seen on site** in the Sales selection.
Recommendation of similar products via the **“Criterias Similarity” model**

55% of incremental sales generated in stores
45% web generated

Impact on store TTR **+15.7%**
vs **15.3%** on the web

subject : SALES : 2nd markdown, up to -70%
discover your selection !

ADVALO SUPPORT



MARKET LEADERS TRUST US

Discover our customer success stories on

advalo.com

THANKS FOR YOUR ATTENTION

contact@advalo.com

advalo.com