AI, DATA AND INDIVIDUALIZED MARKETING

BE PRESENT AT EVERY MOMENT, FOR EVERY INDIVIDUAL AND DON'T MISS A SINGLE OPPORTUNITY TO SELL

advalo
AI FOR MARKETERS

A THREEFOLD EXPERTISE FUSED INTO AN INDIVIDUALIZED MARKETING PLATFORM

Founded by Olivier Marc and David Le Douarin in 2013 (previous employees of Google & Yahoo!)
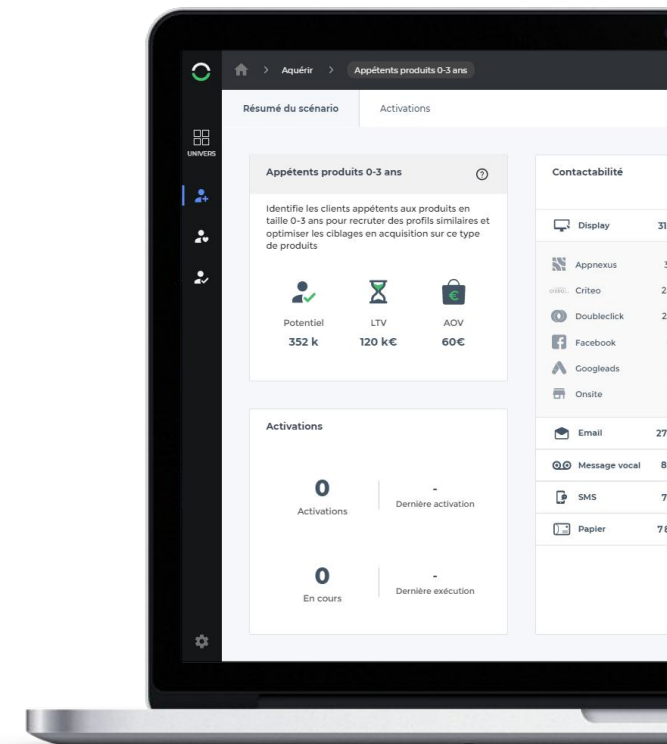
6 years of R&D in AI

50 employees with Retail work experience

A threefold expertise in DATA, Marketing & Digital

MARKET LEADERS TRUST ADVALO

A TURNKEY INDIVIDUALIZED MARKETING PLATFORM
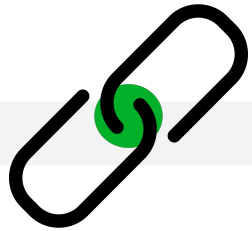
Reconcile the consumer journey
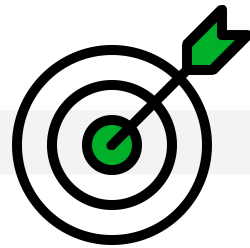
Target your most valuable consumers with the right content
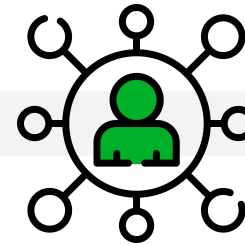
Activate across all the touchpoints
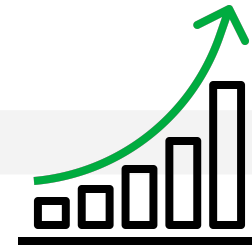
Measure omnichannel & incremental impact

A SINGLE VIEW OF EACH CONSUMER OMNICHANNEL JOURNEY

CRM DATA

Contact
Transactions
Loyalty
informations
…

UNIQUE CLIENT ID
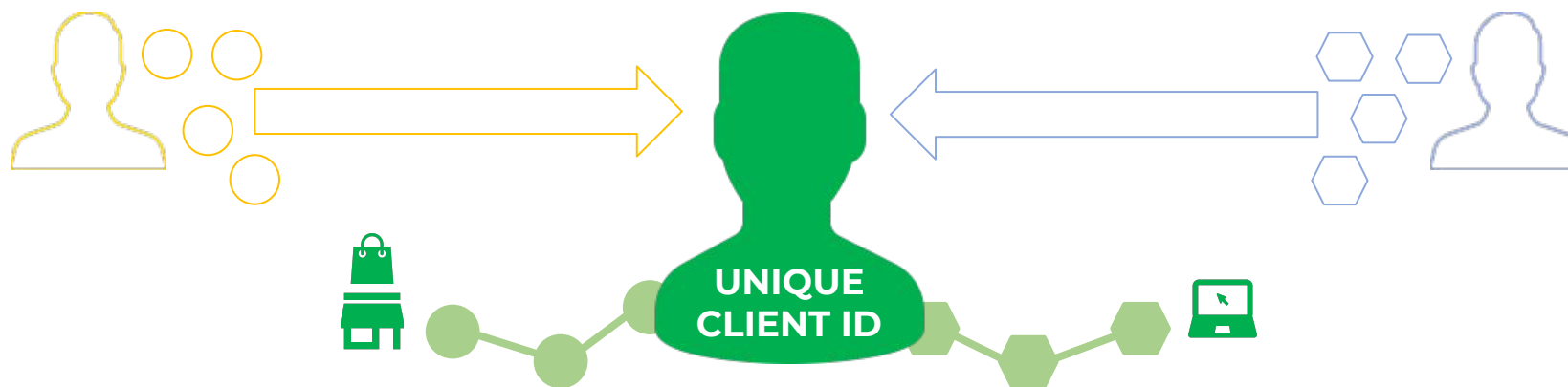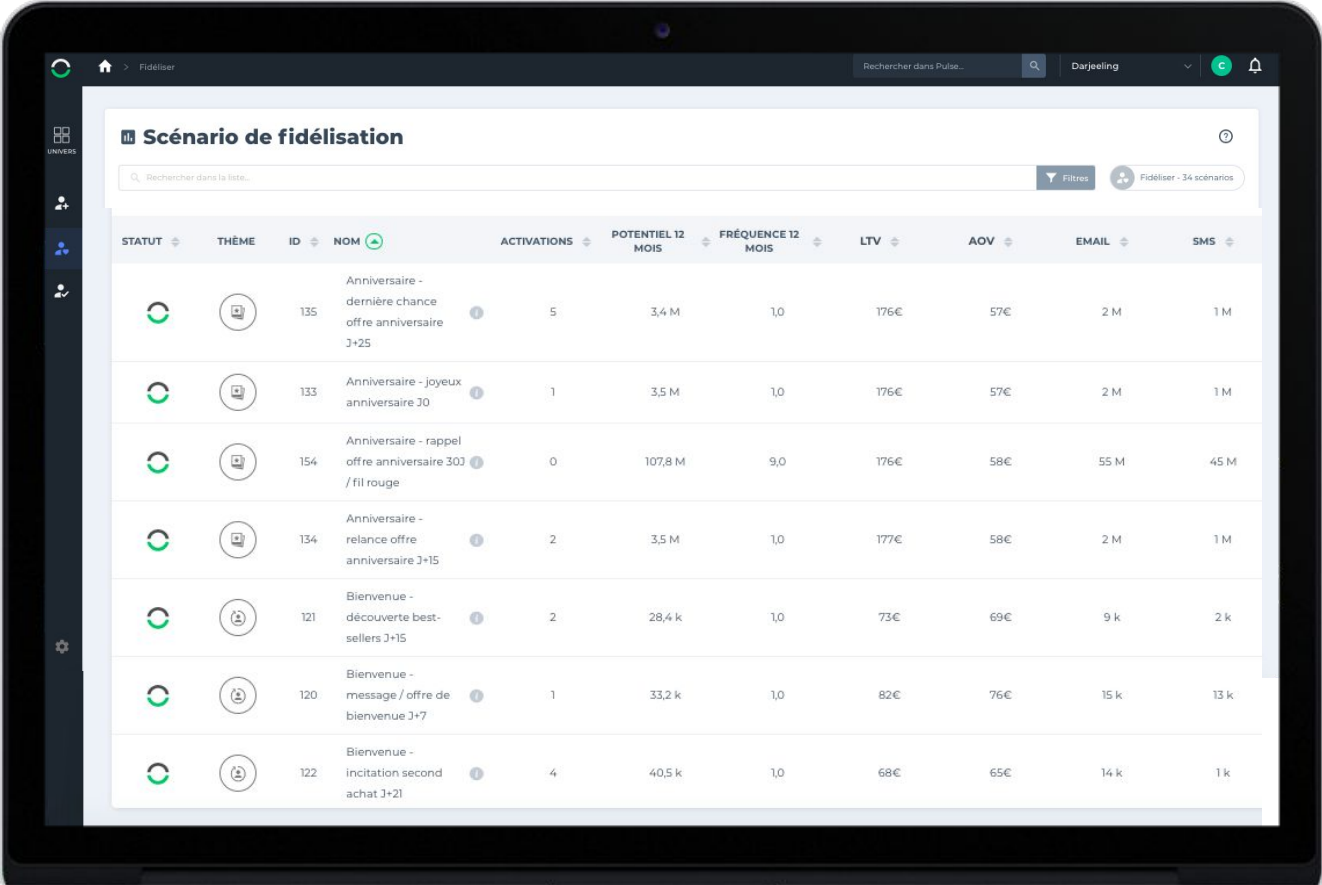
DIGITAL DATA

Pages viewed
Carts
Researches
…

Up to 60% of customers identified on the website,
even if they are not logged in…

A BEST PRACTICES CATALOG
TO DRIVE TRAFFIC, CONVERT & BUILD LOYALTY

AI POWERED CAMPAIGNS

Detect your most valuable consumers with our scoring, qualification & segmentation predictive models

Push the most relevant content for each individual **by using more than 30 predictive models**
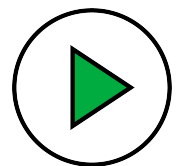
Launch your campaigns **at the times when you are most likely to convert**
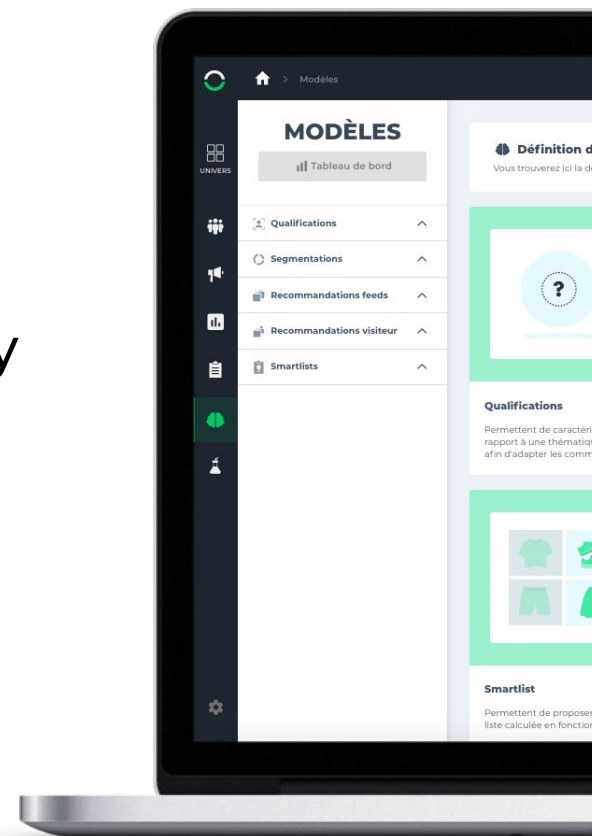
MAKE YOUR CHOICE OF CAMPAIGN
FOR A TAILOR-MADE ACTION PLAN
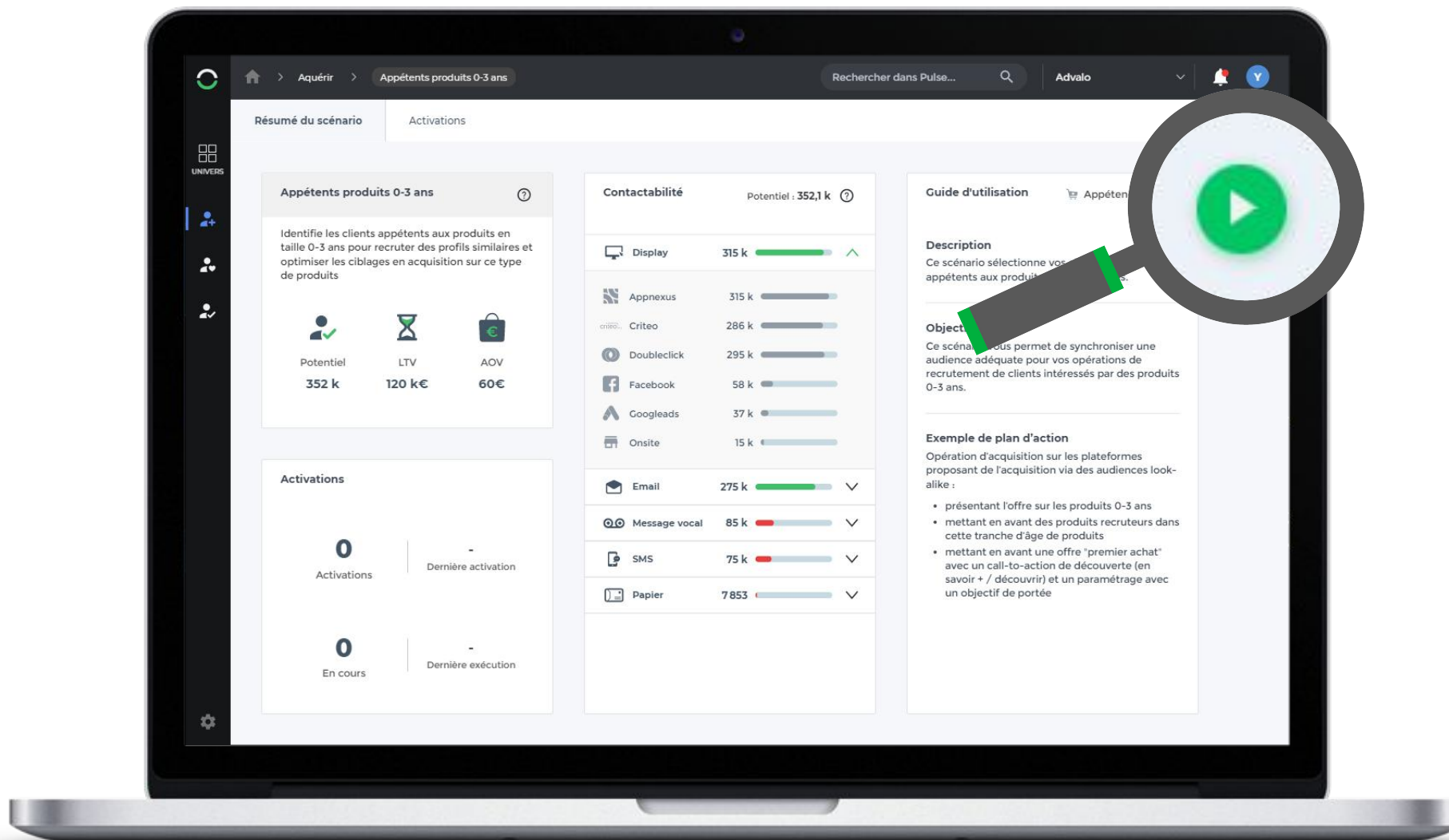
STANDARD CONNECTORS WITH
ALL YOUR MARKETING TOOLS
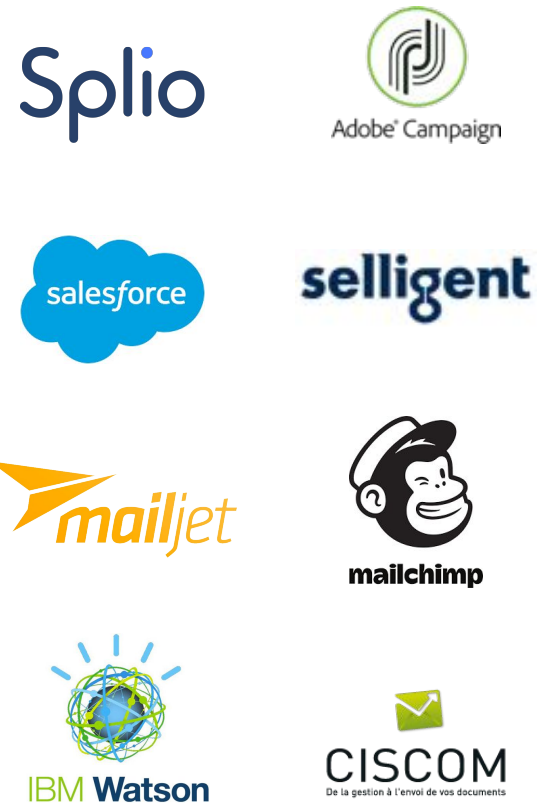
EMAIL / SMS / PRINT	SOCIAL NETWORKS	DISPLAY	ON SITE PERSO / APP
Splio	Facebook	DoubleClick by Google	AB TASTY
Adobe Campaign	Instagram	criteo	Kameleoon
salesforce	Google Ads	raphinium	BEYABLE
selligent	YouTube	ZBO MEDIA	accengage
mailjet			
mailchimp			
IBM Watson			
CISCOM De la gestion à l'envoi de vos documents			

YOUR OMNICHANNEL ACTION PLAN LIVE IN 1-CLICK
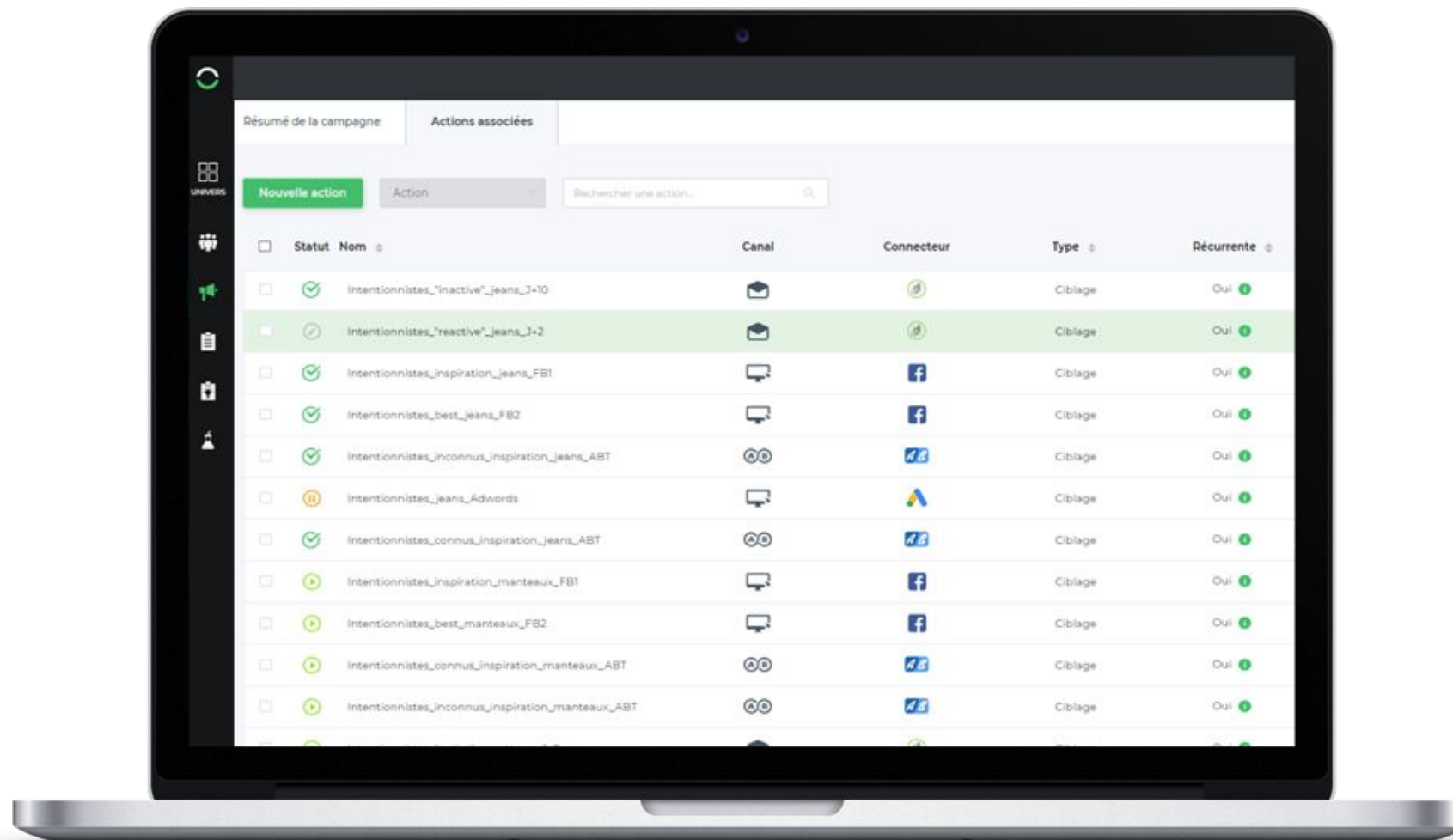
REPORTS TO MEASURE INCREMENTAL & OMNICHANNEL PERFORMANCE
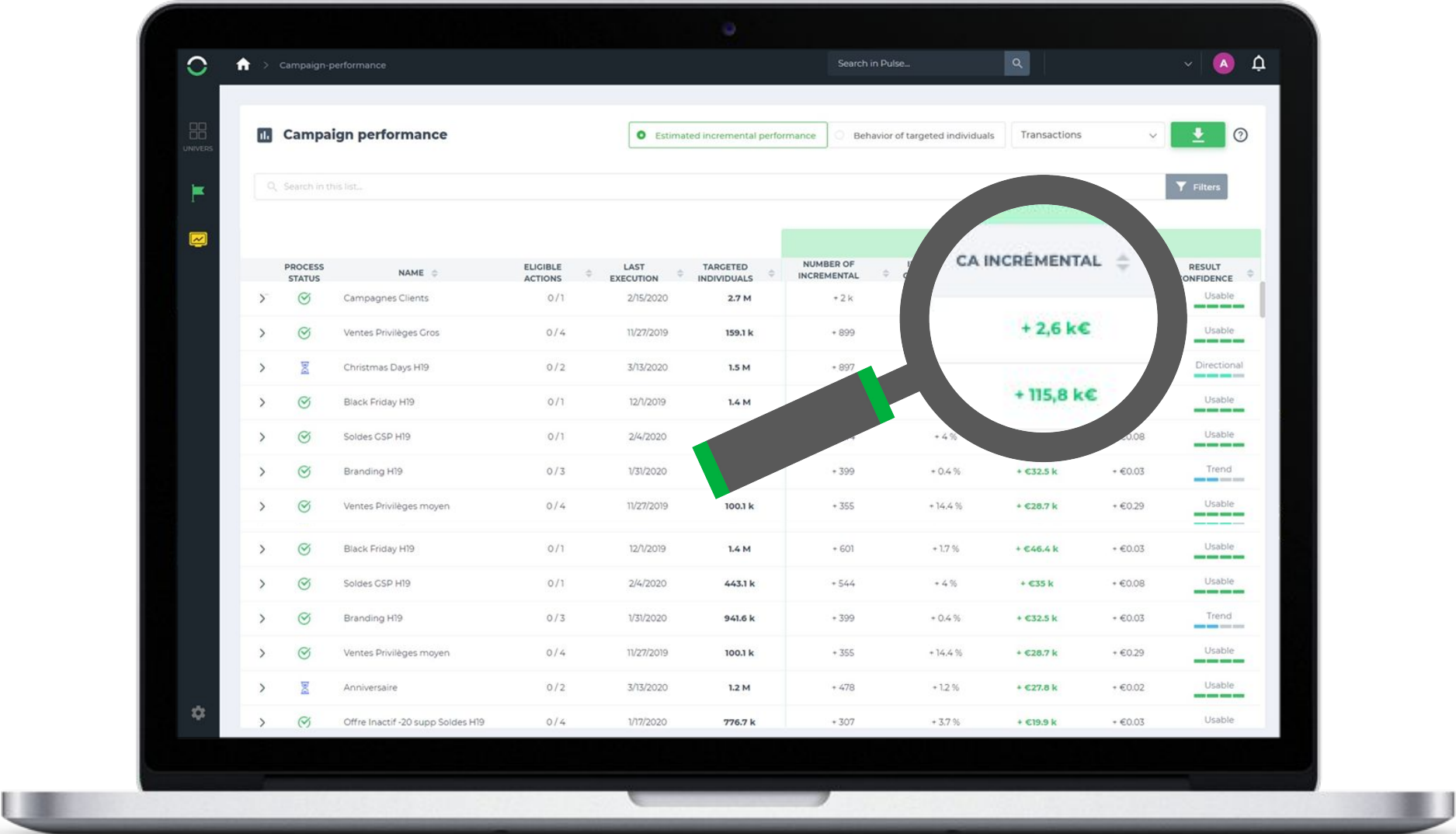
ADVALO: A TURNKEY INDIVIDUALIZED MARKETING PLATFORM

DETECT YOUR MOST VALUABLE CUSTOMERS

ORCHESTRATE INDIVIDUALIZED COMMUNICATIONS ACROSS ALL TOUCHPOINTS

ACQUIRE YOUR FUTURE BEST CUSTOMERS

IMMEDIATE & SUSTAINABLE RESULTS

+2 TO +4% INCREMENTAL TURNOVER ACHIEVED BY OUR CLIENTS EACH YEAR

~100 CAMPAIGNS CAMPAIGNS CARRIED OUT EVERY SEMESTER PER CLIENT

ADVALO FOR RETAILERS

#1 Broaden your customer knowledge and detect your most valuable customers

#2 Develop the value of each customer through individualized CRM communications

BROADEN YOUR CUSTOMER KNOWLEDGE AND DETECT YOUR MOST VALUABLE CUSTOMERS

Example of restitution

OUR APPROACH

#1 Analysis of your CRM database structure

#2 Segments overview

#3 CRM database evolution and turnover projections

#4 Marketing recommendations

Analyzing the structure of your CRM database

#1 Scope of Data

Total of buyers - 12 months   358 k
Total of non-buyers (12-36 mois)   370 k

Turnover 12 months   132,6 M€
Nb of transactions 12 months   1,9 M

Frequency 12 months   1,8
AOV   70,6 €
Customer value   127 €
Turnover per individual   99 €

Dummy data

#2 Turnover concentration analysis
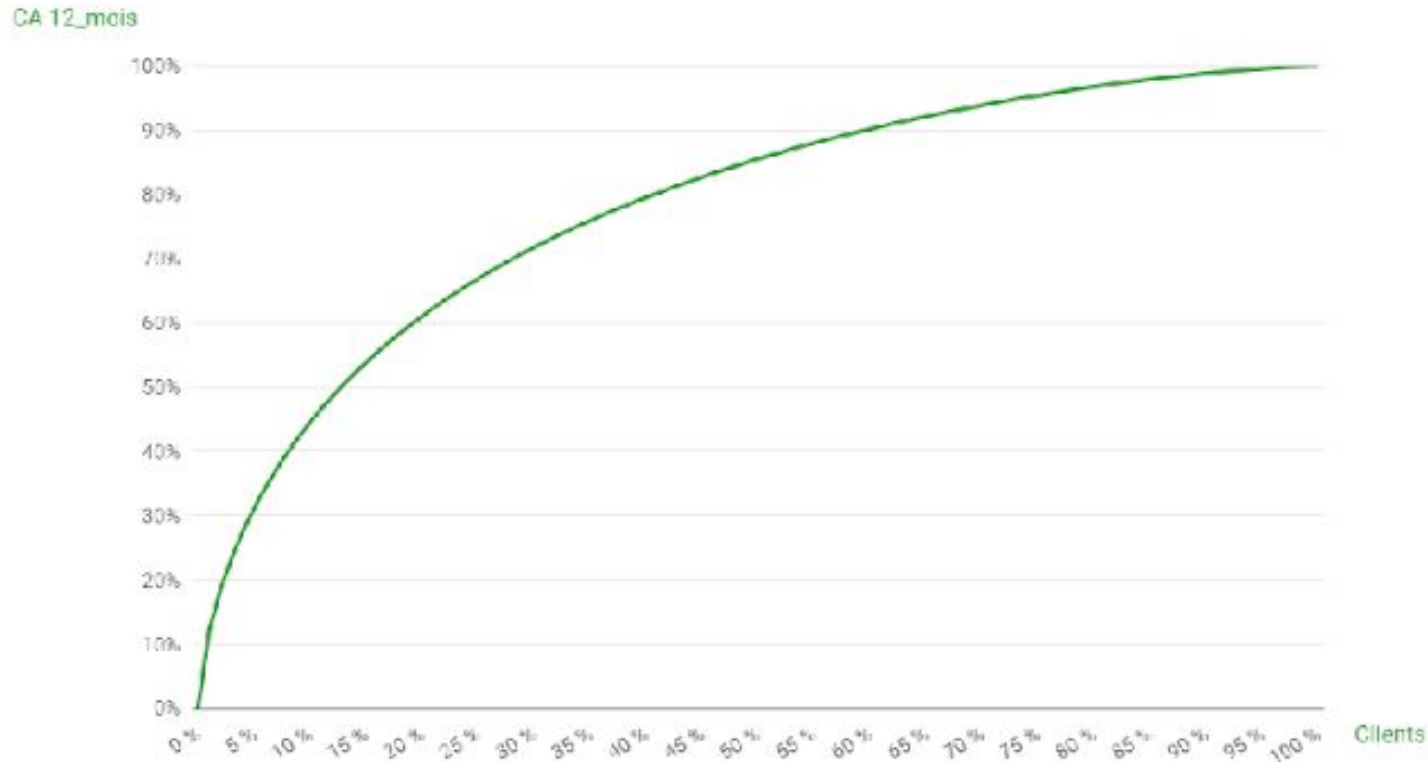
5% of best customers => **30%** of turnover
Next **15%** => **30%** of the turnover
Next **20%** => **20%** of the turnover
Remaining **60%** => **20%** of the turnover

Dummy data

#3 RFM segmentation building

New customers — 1st purchase made within the last N days*

Reactivated — Previous inactive customers who repurchased within the last N days*

« Sleeping » customers — Last purchase made more than 365 days ago (and less than 24 months)

Inactive — Last purchase made more than 24 months ago (and less than 36 months)

VIP — Best scores in recency, frequency and monetary

Loyal customers — Good frequency and recency

Big AOV — The best AOV observed

Small AOV — The smallest AOV observed

Occasional customers — The others

* N = inter-purchase delay of 75% of customers

#4 Volume per segment

Dummy data
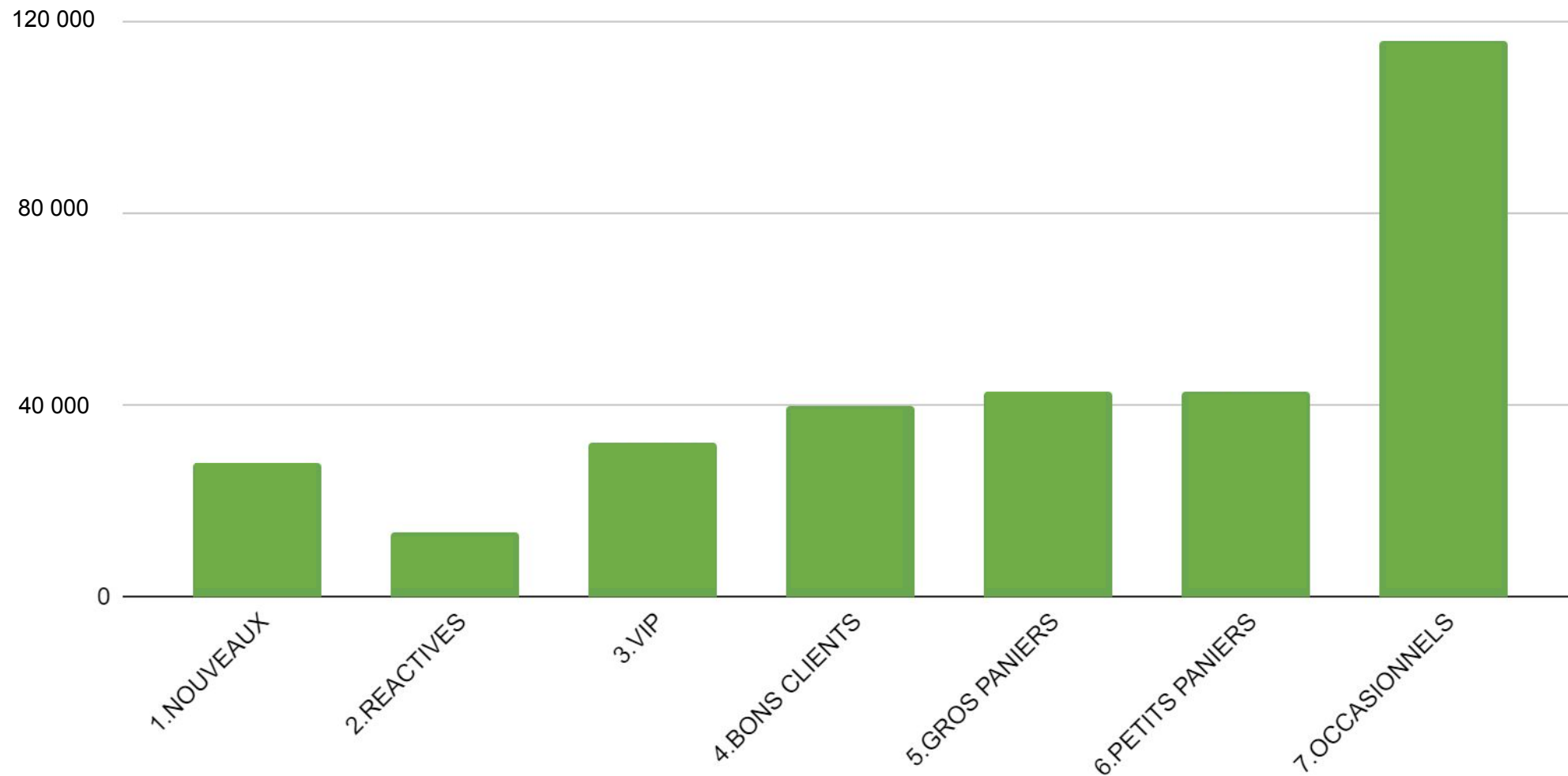
#5 Customer breakdown and contribution to turnover 12 months

Legend: Effectifs ■ CA 12 mois ■ Nb transactions 12 mois

Category	Effectifs	CA 12 mois	Nb transactions 12 mois
1.NOUVEAUX	4%	4%	5%
2.REACTIVES	2%	2%	2%
3.VIP	5%	39%	35%
4.BONS CLIENTS	6%	14%	16%
5.GROS PANIERS	7%	20%	10%
6. PETITS PANIERS	7%	4%	11%
7.OCCASIONNE…	18%	18%	21%
8.ENDORMIS	29%	0%	0%
9.INACTIFS	22%	0%	0%

Dummy data
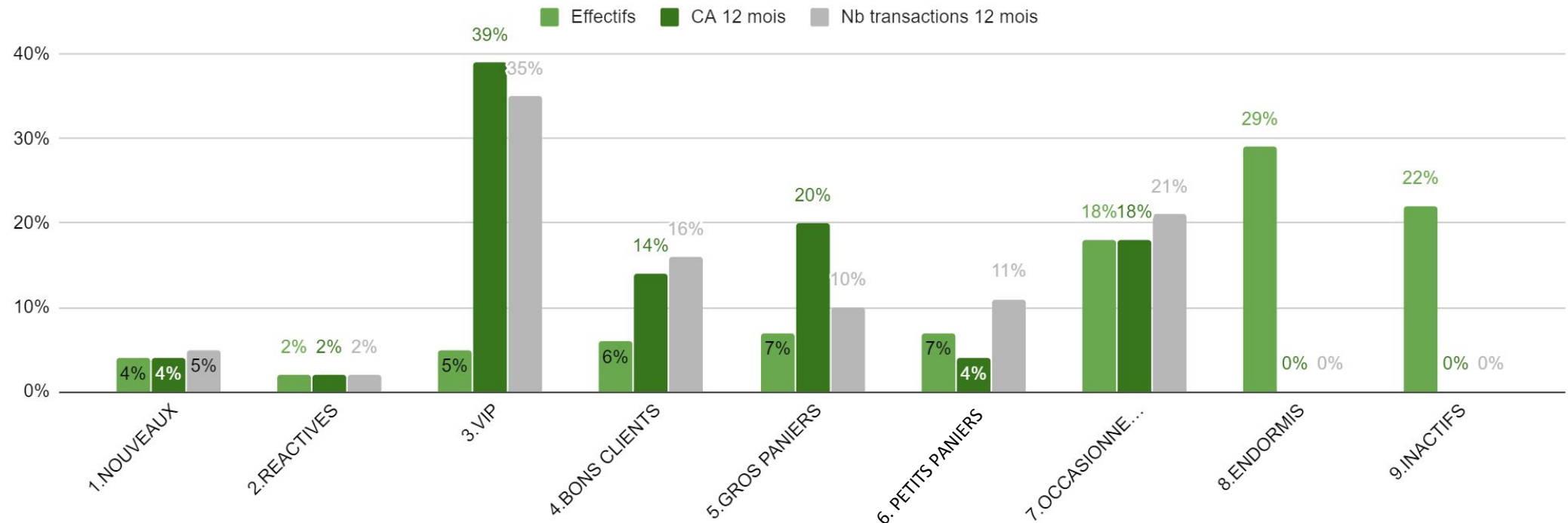
#6 Business indicators over 12 months

Frequency 12 months

Category	Fréquence
1.NOUVEAUX	1,24
2.REACTIVES	1,21
3.VIP	7,68
4.BONS CLIENTS	2,85
5.GROS PANIERS	1,74
6. PETITS PANIERS	1,81
7.OCCASIONNELS	1,31

Moy : 1,8

AOV 12 months

Category	Panier moyen
1.NOUVEAUX	69,70€
2.REACTIVES	69,20€
3.VIP	102,80€
4.BONS CLIENTS	78,40€
5.GROS PANIERS	170,40€
6. PETITS PANIERS	32,40€
7.OCCASIONNELS	77,70€

Moy : 71€

Dummy data
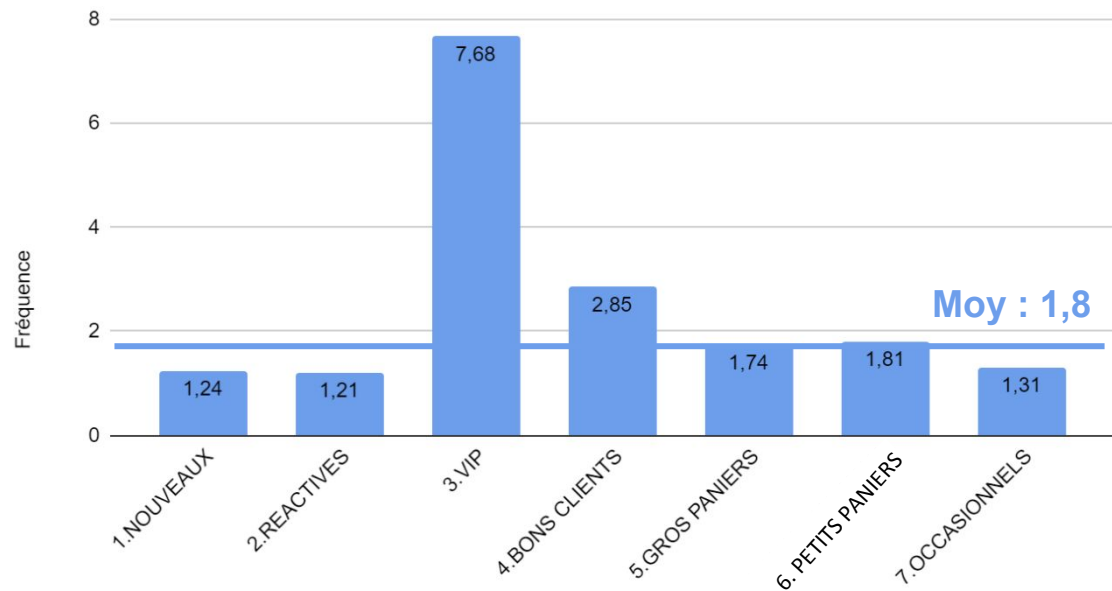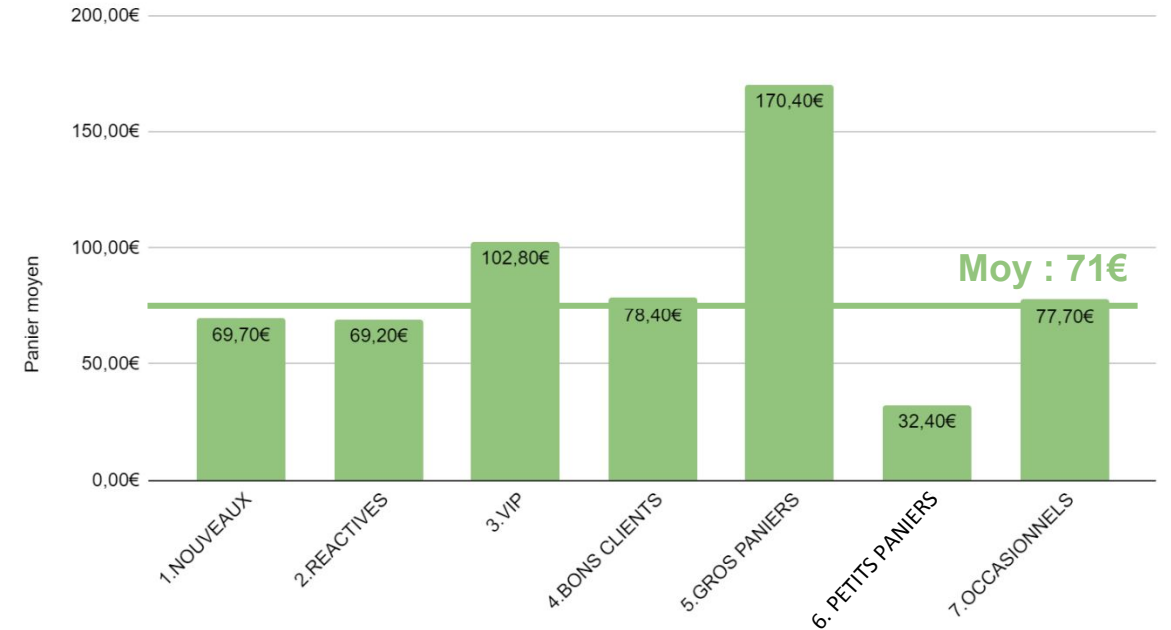
Segments overview

Description axes

SOCIO-DEMOGRAPHIC PROFILES

AGE

TYPES OF NEIGHBORHOODS

GENDER

CONTACTABILITY

(RECONCILIATION)

BUYING BEHAVIORS

PURCHASE CHANNEL

INTER-PURCHASE TIMES

PURCHASE PERIODS

PROMOTIONS

BASKET COMPOSITION

PURCHASED PRODUCTS CATEGORIES

VARIETY OF PRODUCTS PURCHASED

TYPE OF PRODUCTS PURCHASED

AGE GROUPS PURCHASED PRODUCTS

#1 Socio-demo: distribution by neighborhood type

Pie chart:
- non disponible 21,9%
- disponible 78,1%

Bar chart legend: répartition cœur de cible (gray), répartition clients (green)

	répartition cœur de cible	répartition clients
pavillonnaire rural	18,60%	13,30%
urbain aisé	12,20%	16,30%
urbain modeste	10,90%	3,90%
urbain étudiant	3,90%	6,20%
rural agricole	1,30%	0,50%
non habité	0,00%	0,00%
pavillonnaire aisé	22,80%	31,30%
hôtelier/touristique	0,80%	0,70%
retraité/résidenc...	11,70%	9,40%
urbain moyen	17,70%	18,40%

Dummy data

#2 Contactability: "direct" contact points

Moyenne : **48,8%** **53,4%** **76,4%** **87,2%**

■ Email ■ SMS ■ Appels ■ Courrier

1.NOUVEAUX
- 50%
- 62%
- 67%
- 70%

2.REACTIVES
- 45%
- 48%
- 69%
- 93%

3.VIP
- 68%
- 67%
- 95%
- 97%

4.BONS CLIENTS
- 60%
- 61%
- 89%
- 95%

5.GROS PANIERS
- 58%
- 54%
- 82%
- 89%

6.PETITS PANIERS
- 48%
- 58%
- 75%
- 86%

7.OCCASIONNELS
- 50%
- 56%
- 77%
- 87%

8.ENDORMIS
- 44%
- 48%
- 75%
- 85%

9.INACTIFS
- 45%
- 51%
- 72%
- 88%

0%　　25%　　50%　　75%　　100%

Dummy data
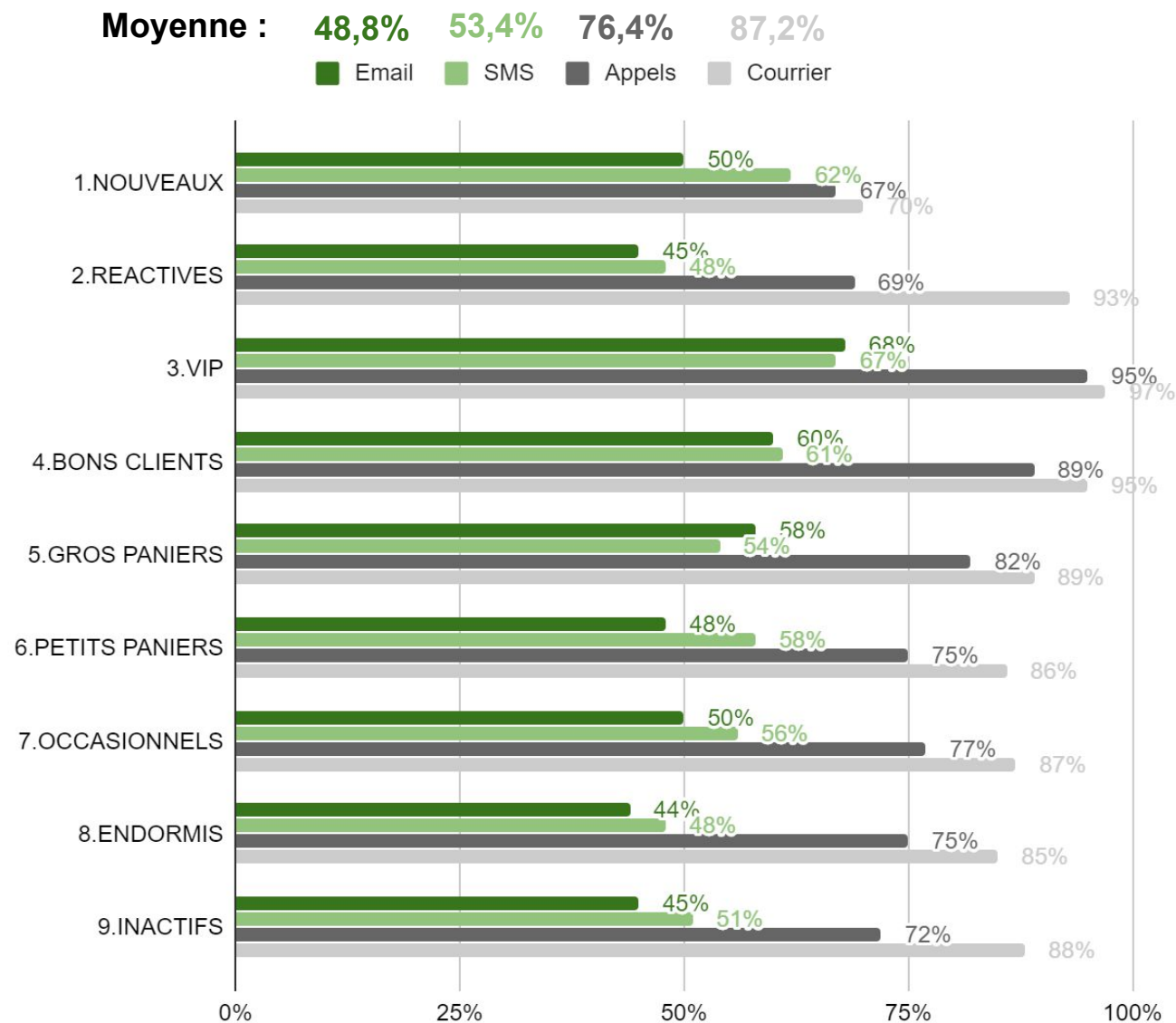
#3 Purchasing behavior: purchasing channels

MIXTE   WEB   MAGASIN

	1.NOUVEAUX	2.REACTIVES	3.VIP	4.BONS CLIENTS	5.GROS PANIERS	6.PETITS PANIERS	7.OCCASIONNELS	8.ENDORMIS	Average
MIXTE	2%	1%	48%	30%	14%	9%	8%	4%	11%
WEB	18%	12%	4%	9%	29%	13%	19%	16%	16%
MAGASIN	80%	87%	47%	61%	58%	78%	73%	80%	73%

Dummy data
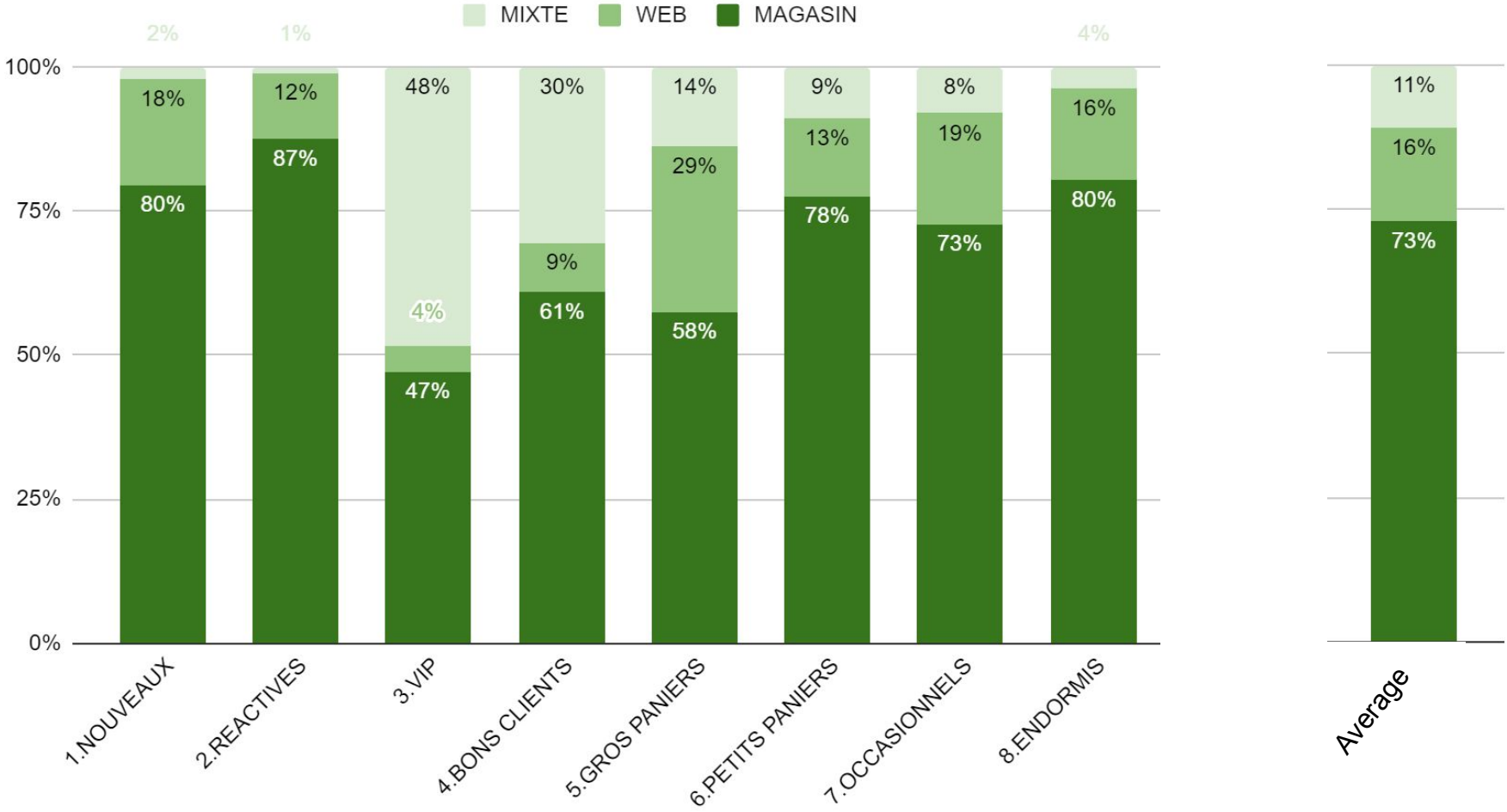
#3 Purchasing behavior: recency and inter-purchase times

Segment	Average Recency (days)	% Multi-buyers 24 months	Average time between purchases (days)
1.NEW	46	18%	16
2.REACTIVATED	45	11%	15
3.VIP	64	100%	49
4.GOOD CUSTOMERS	124	100%	111
5.LARGE BASKETS	169	67%	139
6.SMALL BASKETS	164	52%	115
7.OCCASIONAL	220	57%	169
8.DORMANT	540	28%	53
Average	**233**	**47%**	**108**

Dummy data

#3 Shopping behavior: discount purchases

Proportion of tickets with discount

Category	Value
1.NOUVEAUX	86%
2.REACTIVES	86%
3.VIP	90%
4.BONS CLIENTS	88%
5.GROS PANIERS	84%
6.PETITS PANIERS	81%
7.OCCASIONNELS	82%
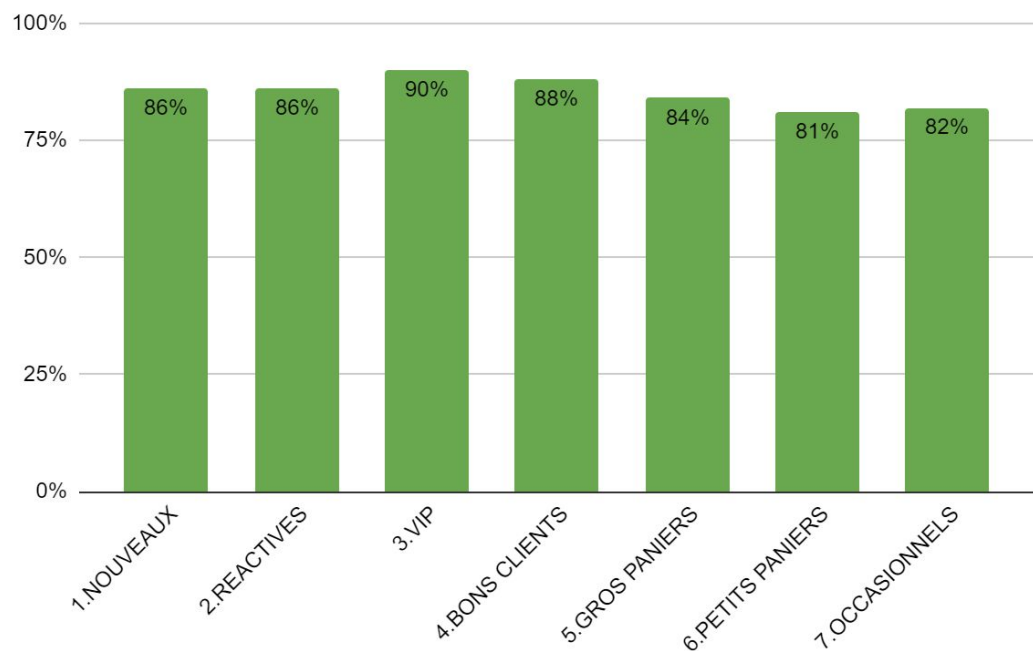
Proportion of sales tickets with promotion

Category	Value
1.NOUVEAUX	89%
2.REACTIVES	89%
3.VIP	93%
4.BONS CLIENTS	93%
5.GROS PANIERS	88%
6.PETITS PANIERS	95%
7.OCCASIONNELS	91%

Dummy data
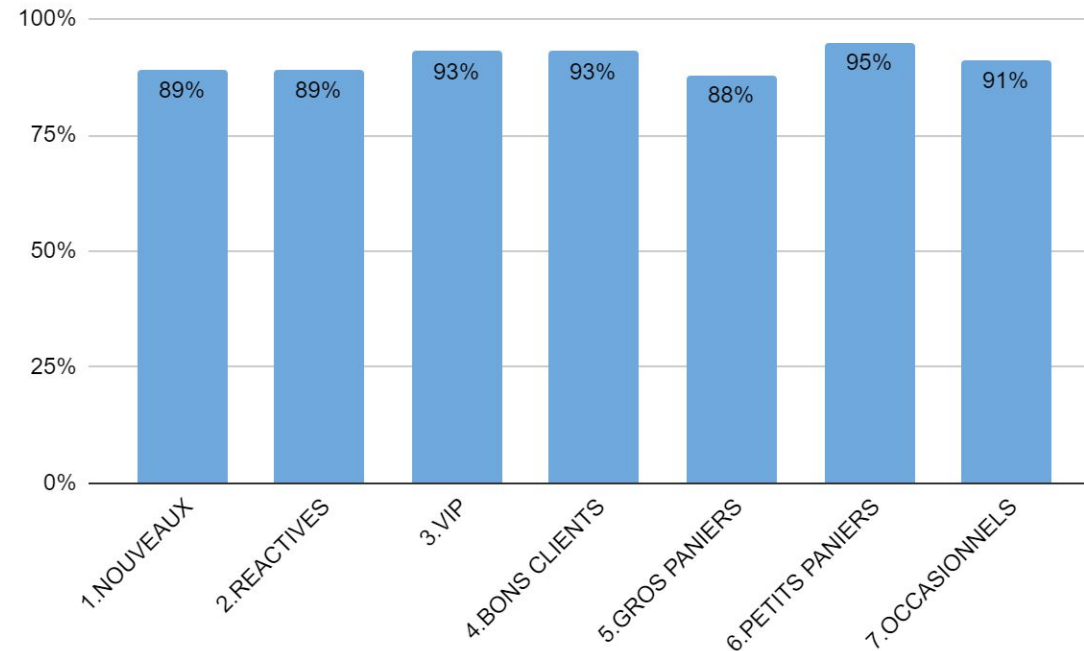
#3 Buying behavior : seasonal purchase periods

Breakdown of purchases per month
(last 12 months)

Legend: 3.VIP — 4.BONS CLIENTS — 5.GROS PANIERS — 6.PETITS PANIERS — 7.OCCASIONNELS

Dummy data
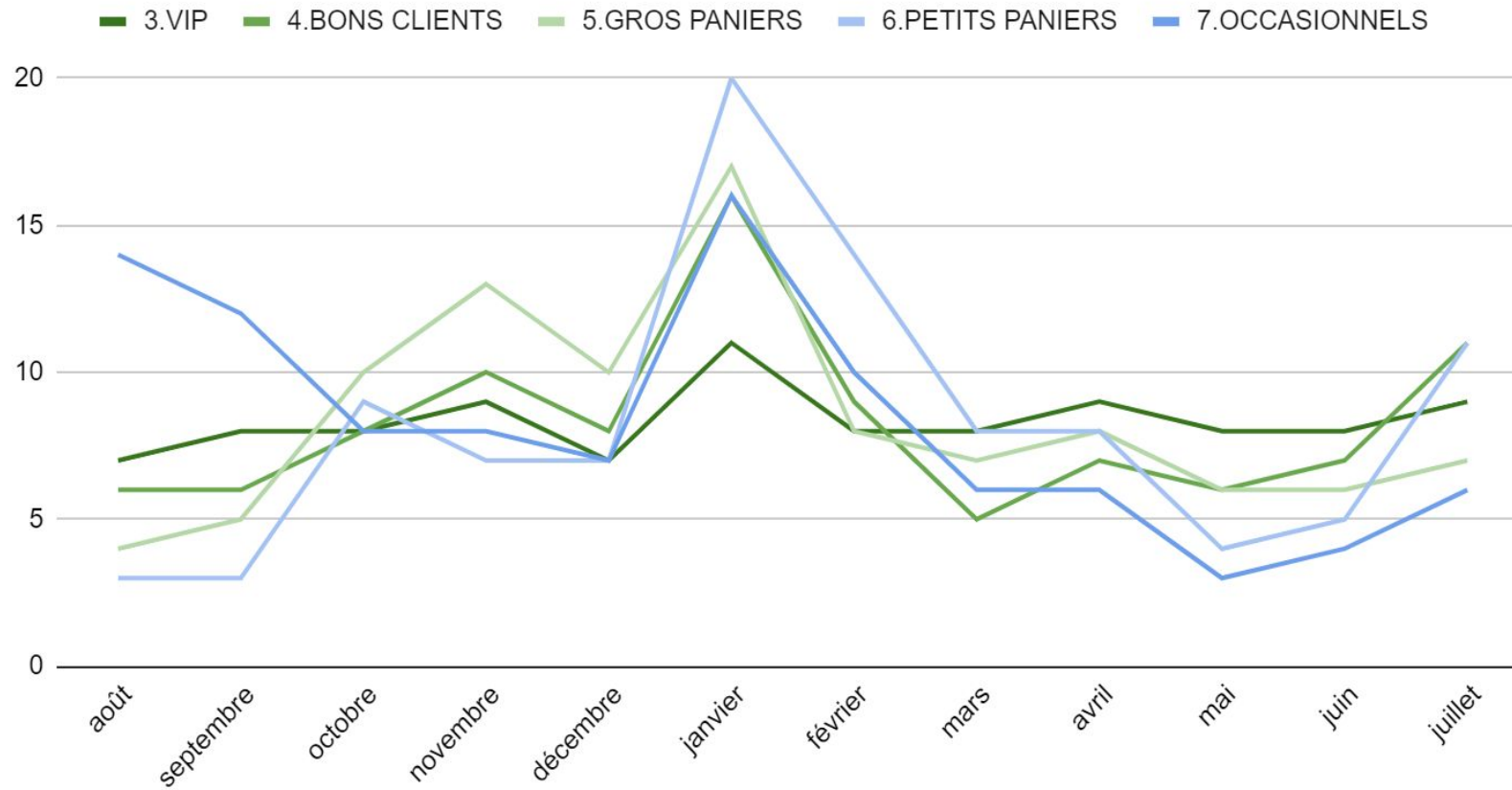
#4 Basket composition: most popular categories

Breakdown of products purchased by category
(last 12 months)

Legend:
- **Sous Vêtement**
- **Puériculture**
- **Nuit**
- **Chaussure**
- **Grosses Pièces**
- **Accessoires**
- **Ensemble ou complet**
- **Bas**
- **Haut**

Dummy data
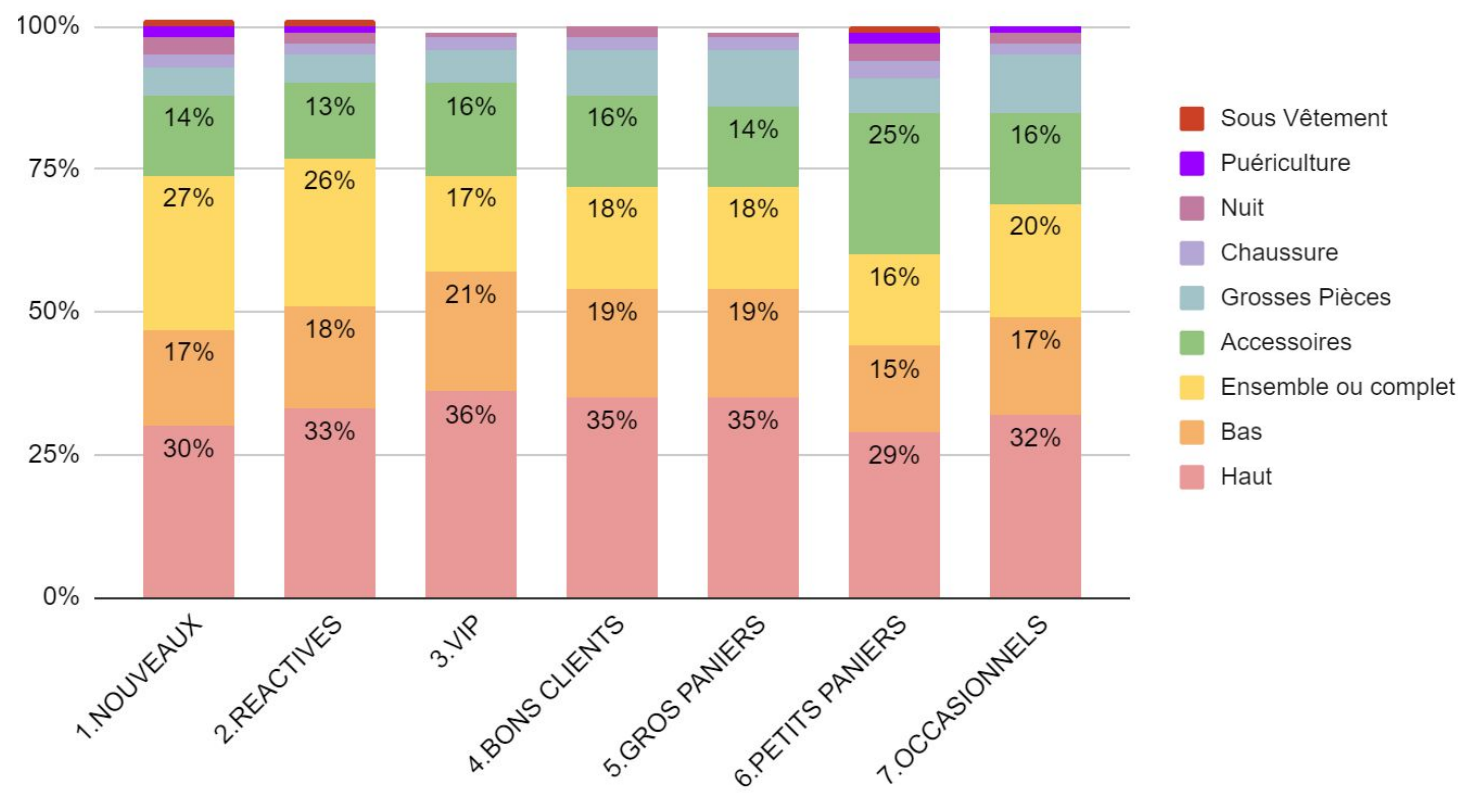
CRM database evolution and turnover projections

#1 Customers by segment and changes over 18 months

RFM Segment	as of January 31, 2018	as of July 31, 2018	as of January 31 2019	as of July 31, 2019
1.NEW	116 921	115 009	114 430	113 976
2.REACTIVATED	17 881	17 044	17 062	16 754
3.VIP	118 054	117 552	117 123	116 169
4. GOOD CUSTOMERS	120 560	120 969	120 175	119 914
5.LARGE BASKETS	119 975	121 562	120 579	121 509
6.SMALL BASKETS	125 169	125 352	123 946	121 532
7.OCCASIONAL	157 858	160 946	161 040	158 109
TOTAL	**1 166 418**	**1 168 434**	**1 164 355**	**1 157 963**
8.DORMANT	185 160	186 802	192 515	1 96 016
9.INACTIVE	117 181	153 689	171 906	173 705
TOTAL PASSIFS	**1 102 341**	**1 140 491**	**1 164 421**	**1 169 721**

Dummy data

#2 Passage matrices: renewal rate

At 31/07/2018

At 31/07/2019

ACTIVE 12M
1.7M

49%

51%

RECRUITED
200 k

MAINTAINED
ACTIVE
600 k

RE-ENGAGED
400 k

1.2M ACTIVE 12M

12%

INACTIVE 12M
700 k

88%

DEACTIVATED
700 k

STILL
INACTIVE
500 k

1.1M INACTIVE 12M

DELETED
200 k

RECRUITED
200 k

RE-ENGAGED
400 k
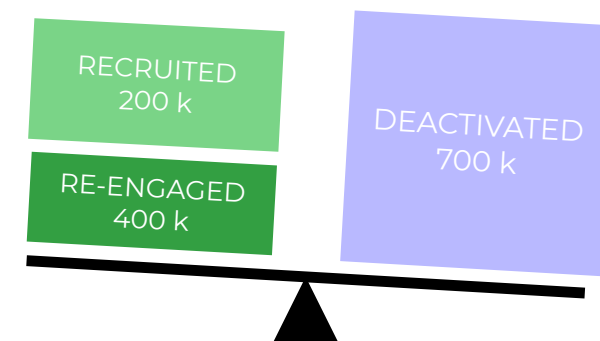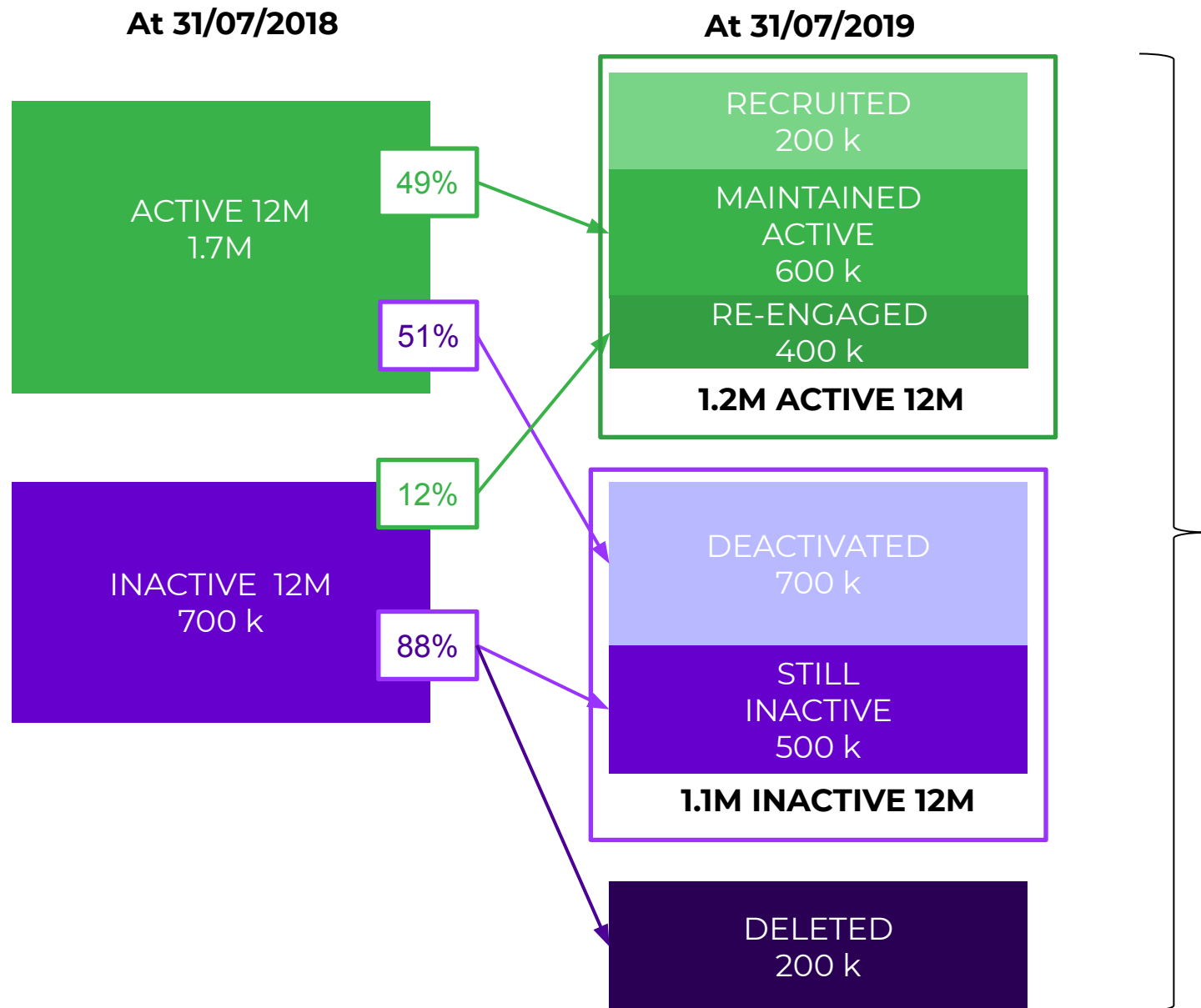
DEACTIVATED
700 k

Customer renewal rate =
(recruited + re-engaged -
deactivated) / total customers

-3%
over one year

Dummy data

#2 Passage Matrices : definition

Passage matrices make it possible to analyse your customers' movements over time from one segment to another and to grasp your main points of interest.

Period 1   Period 2   Period 3

New Customers → Good Customers → VIP

Good Customers → Large Baskets → Good Customers

New Customers → Large Baskets

New Customers → Small Baskets → Large Baskets

Dummy data
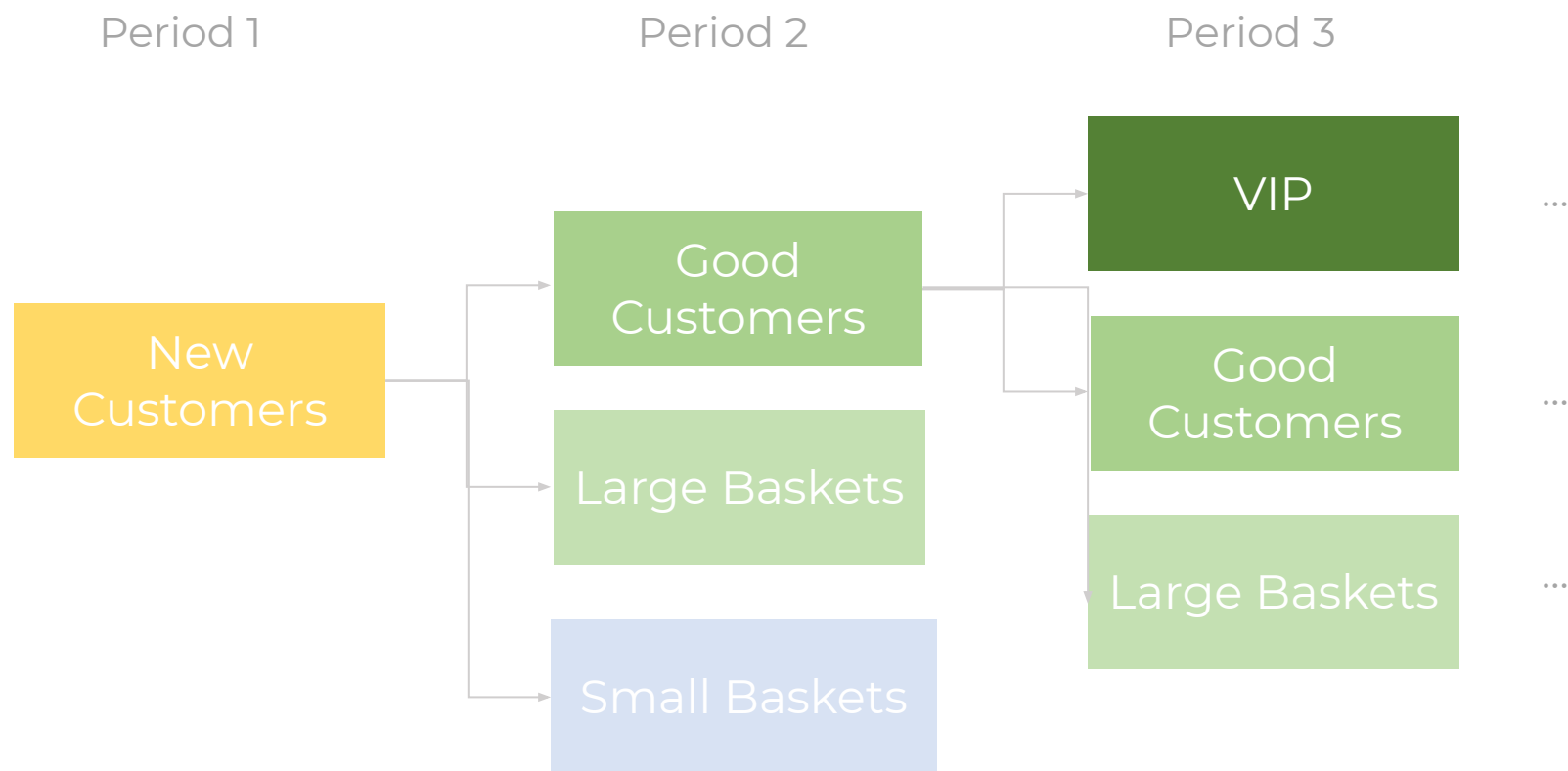
#2 Passage Matrices : from one year to the next

07/31/2018	07/31/2019									
	Outbound	New	Reactivated	VIP	Good customers	Large Baskets	Small Baskets	Occasional	Dormant	Inactive
Inbound		26,0%		0,4%	2,3%	12,2%	16,6%	42,6%		
New				1,3%	4,6%	3,2%	4,6%	13,2%	73,1%	
Reactivated				0,8%	4,4%	4,0%	4,7%	15,2%	70,9%	
VIP				61,2%	16,3%	6,6%	2,1%	3,9%	10,0%	
Good customers				12,5%	31,7%	5,6%	3,2%	13,0%	34,0%	
Large Baskets				5,5%	6,2%	25,6%	0,1%	9,7%	52,8%	
Small Baskets				1,9%	4,9%	0,2%	15,3%	8,5%	69,2%	
Occasional				0,9%	7,6%	3,2%	2,4%	16,7%	69,3%	
Dormant			2,3%	0,1%	0,6%	2,4%	2,5%	7,2%		84,9%
Inactive	92,0%		1,8%	0,0%	0,2%	1,1%	1,3%	3,6%		

Dummy data

#2 Passage Matrices : financial forecasting

Method :

Projected turnover in the future if all of the following elements remained fixed from one year to the next:
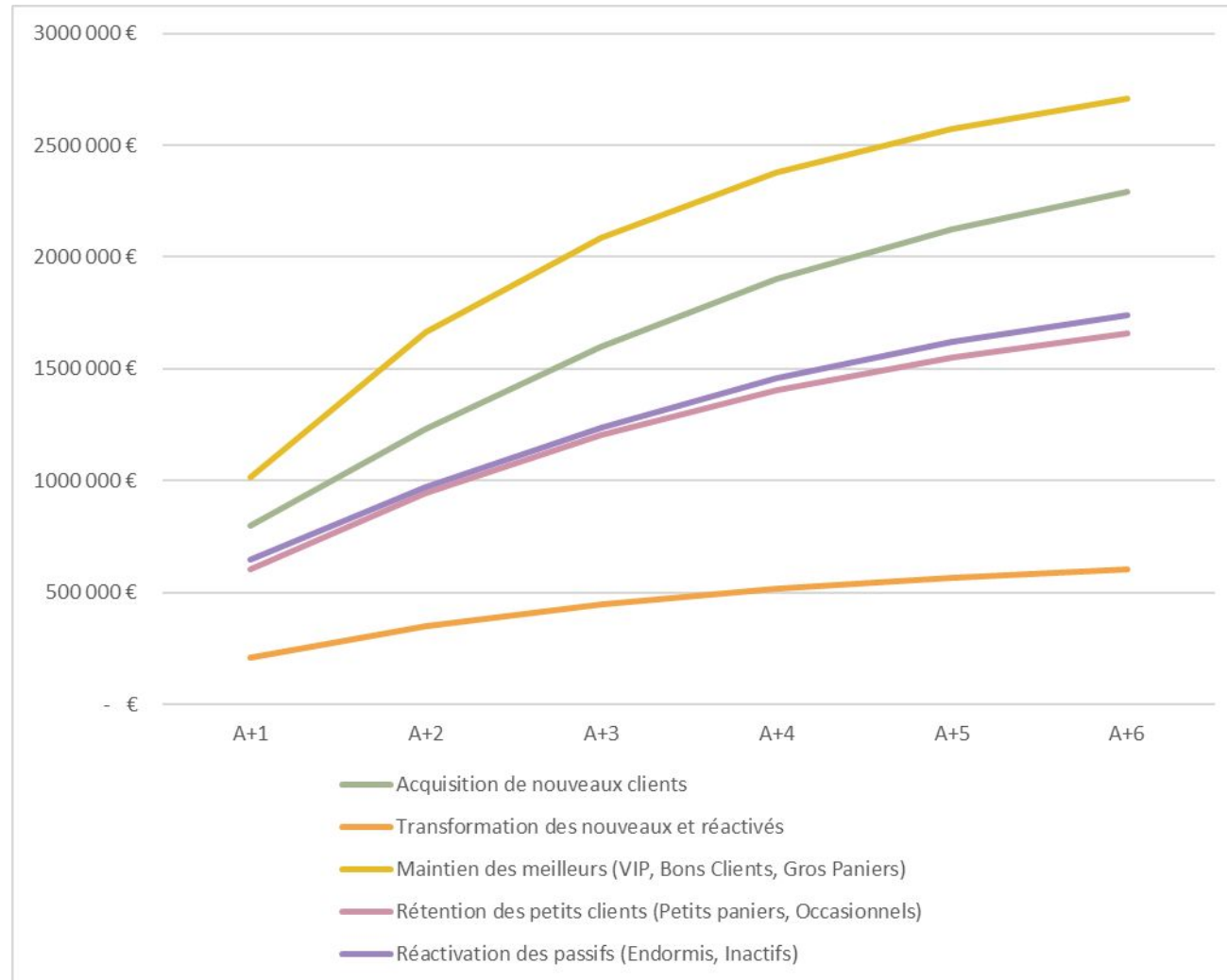- Recruitment level (volume of recruits per year)
- Passage Matrice(% switching from one segment to another)
- Revenue indicators by segment over 12 months (12-month sales / individual)
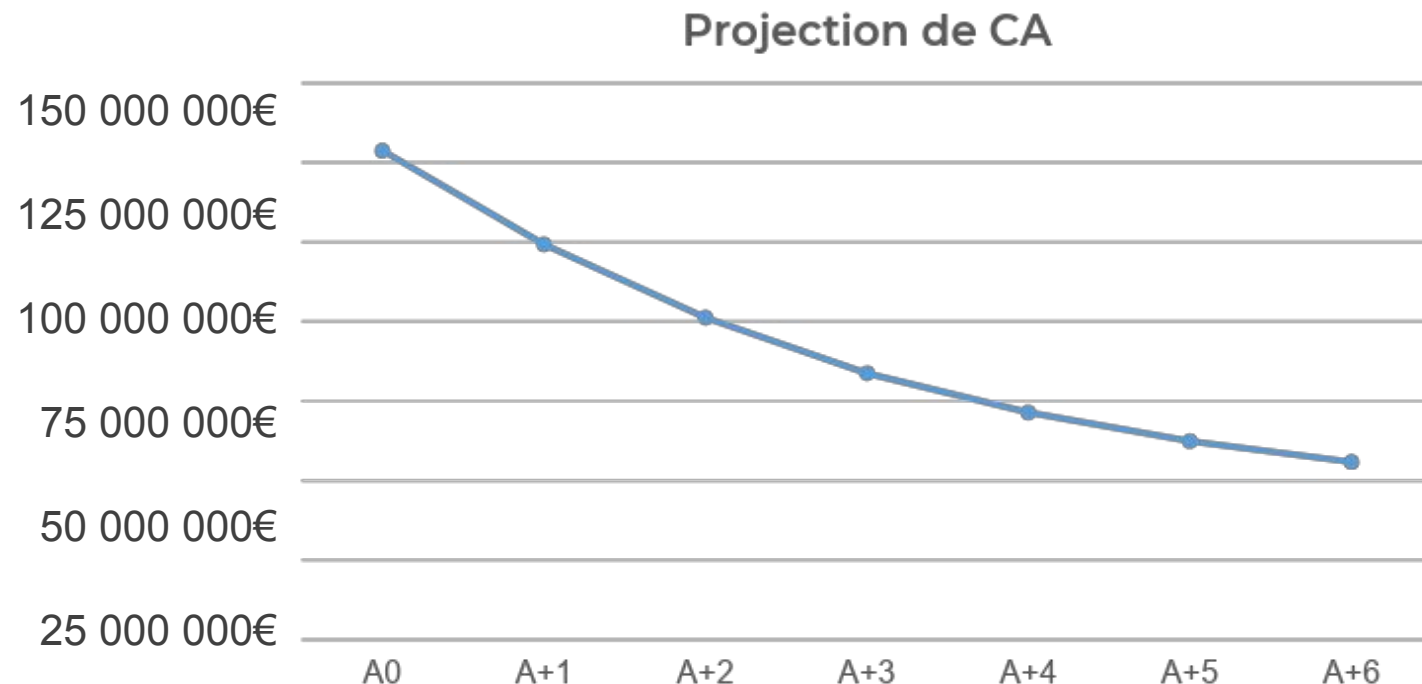
Projection de CA

» -7% of turnover in 6 years

The projection announces a 7% **drop in revenue** (turnover linked to customers recognised in the database) within 6 years.

Dummy data

#2 Your targets are prioritized on the basis of turnover projections.

3000 000 €
2500 000 €
2000 000 €
1500 000 €
1000 000 €
500 000 €
- €

A+1   A+2   A+3   A+4   A+5   A+6

— Acquisition de nouveaux clients
— Transformation des nouveaux et réactivés
— Maintien des meilleurs (VIP, Bons Clients, Gros Paniers)
— Rétention des petits clients (Petits paniers, Occasionnels)
— Réactivation des passifs (Endormis, Inactifs)

» With an **approximate average assumption** on each lever :

1 KEEPING THE BEST

2 NEW CUSTOMER ACQUISITION

3 REACTIVATE PASSIVE // RETENTION OF SMALL CUSTOMERS

DEVELOP THE VALUE OF EACH CUSTOMER THROUGH INDIVIDUALIZED CRM COMMUNICATIONS

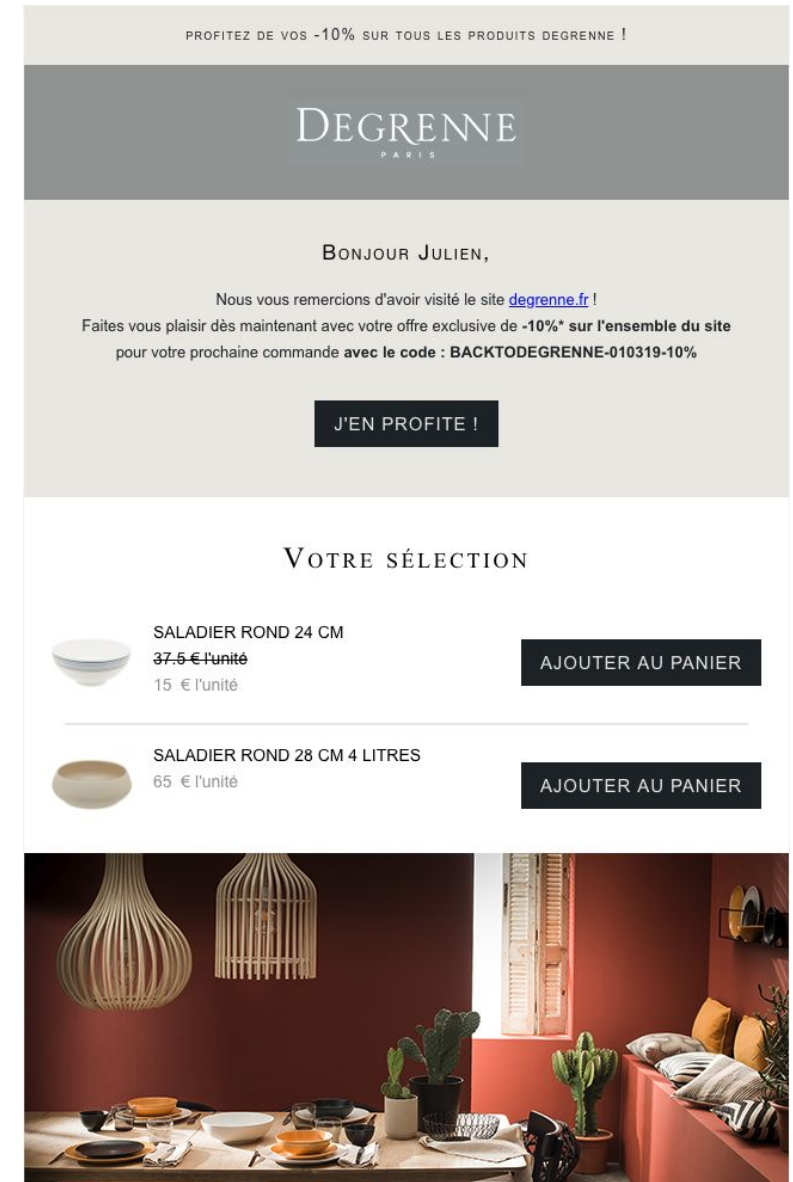# DEGRENNE GUIDES ITS CUSTOMERS' PURCHASING INTENTIONS

Site Visitors
No shop and e-commerce buyers

Product Recommendations on the basis of the last seen products or similar to the consulted products (cross-interest models)

+7% incremental sales

PROFITEZ DE VOS **-10%** SUR TOUS LES PRODUITS DEGRENNE !

DEGRENNE
PARIS

BONJOUR JULIEN,

Nous vous remercions d'avoir visité le site degrenne.fr !
Faites vous plaisir dès maintenant avec votre offre exclusive de **-10%*** sur l'ensemble du site
pour votre prochaine commande **avec le code : BACKTODEGRENNE-010319-10%**

J'EN PROFITE !

VOTRE SÉLECTION

SALADIER ROND 24 CM
37.5 € l'unité
15 € l'unité

AJOUTER AU PANIER

SALADIER ROND 28 CM 4 LITRES
65 € l'unité

AJOUTER AU PANIER

UN JOUR AILLEURS
CAPITALIZES ON TIME OF PURCHASE

UJA
PARIS

advalo

Customers who made a **purchase 7 days ago**

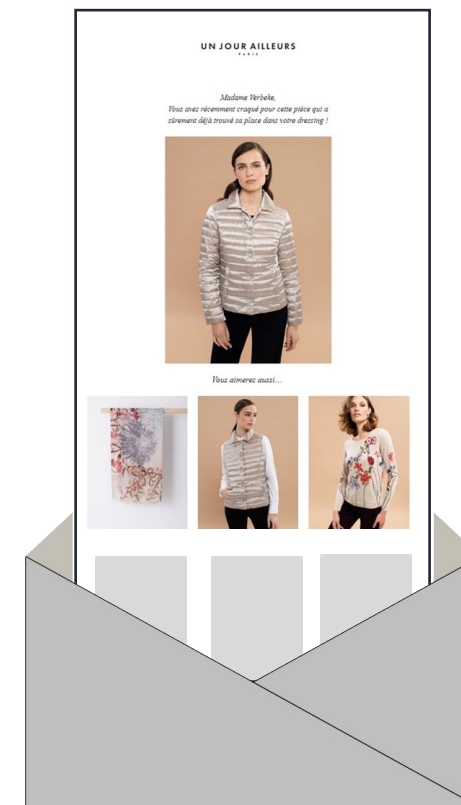Recommendation of the products most likely to interest the customer with regard to their last purchase.

Use of the **"cross transaction"** model, which identifies the products also purchased by the individuals who bought the reference product

+91% opening rate
+44% responsiveness rate
on personalised vs. non-personalised emails

ERAM TARGETS & PERSONALIZES
ITS THEMATIC NEWSLETTERS

Customers most likely to convert on a specific theme

Use of the "Ideal Product" model

Dynamic personalisation of the p**roducts most likely to interest each individual** with regard to their purchase and browsing history

+10% incremental conversion
targeting becomes industrialized

ERAM PROMOTES ITS RELATIONAL PLAN ON SOCIAL NETWORKS

Relaying Birthday offers, Welcome, Purchase Reactivation ... on Facebook and Instagram

Printing in substitution for email, or overpressure for a better impact

+ 24% incremental conversion
Minimum perceived pressure

Thanks for your attention

Discover our offer and our customer cases on

advalo.com

Contact

Nouhad Filal
Leader Sales

✉ nfilal@advalo.com

📞 +336 58 23 70 38