



promod

Online campaign  
performance:

**X4**

Offline sales  
via email:  
**+30%**

Profitability of  
display advertising  
campaigns:

**X5**

## BREAKING DOWN BARRIERS TO IMPROVE CUSTOMER EXPERIENCE AND ONLINE & IN-STORE SALES

### BACKGROUND AND PROBLEM

Promod is a French womenswear brand that runs 11 e-commerce sites in Europe, in addition to a worldwide network of stores, including 350 in France. While Promod looks to optimise its online/in-store customer intelligence to refine marketing pressure, many online views conclude with in-store purchases, which continue to represent 90% of sales.

### CHALLENGE

How to link online and in-store data to adjust marketing pressure, reattribute marketing budgets and offer customers the best possible experience?

### SOLUTION

Implement a DMP to optimise customer communication through data



If a DMP solution costs 5% of your marketing budget, adopt it immediately!



**Yohan SMAL**  
Head of Acquisition at Promod

#### Higher conversion rates

The DMP increases the relevance and volume of abandoned cart reminders.

#### Smother customer experience

The link between online views and identified in-store purchases is automatically provided and is 4 times more successful than online campaigns alone.

#### 30% increase in offline sales

Analysing several scheduling scenarios helped optimise CRM messages and the final model had 30% more impact on offline sales. This was made possible by the continuous exchange of data between the CRM and Commanders Act.

#### A powerful display advertising CRM

Cross-channel display advertising campaigns using the DMP and onboarded CRM are up to 5 times more profitable than classic campaigns. The metric is obtained by comparing performance to a control group.

#### Cost minimisation

Significant savings were achieved through real-time deduplication, the mapping of deployed solutions and the optimisation of the Adtech solutions portfolio. Supplying partners with extra data lead to improved performance.

#### Optimisation of omni-channel media budgets

Media investments are evaluated on their omni-channel performance, incorporating both online and offline sales, leading to better efficiency and a budget adjustment for certain levers.



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## RESULTS

3 examples of projects made possible by the DMP:

### TABLETS IN STORE

#### Voluntary entry of customer data to link in-store with online

- Customers identify themselves by providing their email, loyalty card or, in the future, by smartphone.
- Sales advisors can better help customers through a deeper knowledge of the customer journey.

### WEB RETARGETING

#### Hard to track in-store sales following an abandoned cart

- Buying behaviour is analysed to facilitate up-selling and cross-selling through display advertising.
- The retargeting budget is redistributed to other campaigns that are more relevant for Promod's objectives.
- The transfer of extra data to partners via the DMP is used to adjust and optimise bidding.
- Investments are optimised by looking at the impact of campaigns on offline revenues.

### REVERSED RETARGETING

#### In-store identification of customer using loyalty card

- After an in-store purchase, onboarded customers can be served retargeted display adverts.
- With better customer tracking, marketing activities see much higher conversion rates.

### FUTURE PLANS BETWEEN PROMOD AND COMMANDERS ACT

- Increase website personalisation.
- Improve targeting across all channels.
- Reduce expensive retargeting by identifying discriminating variables that do/don't affect buying, and triggering an ad-hoc reaction in real time.

“ It is essential for us to have a DMP with a Tag Management System, because it is the primary collector of data for us and our partners.

“ The solution, the return on investment and the customer support is amazing – we are extremely happy with Commanders Act.

**Yohan SMAL**

Head of Acquisition at Promod

promod

#### ABOUT PROMOD

Founded in 1975 by Francis Charles Pollet, Promod entered the European market in 1990, before expanding to the Middle East. In 1999, Promod launched its first e-commerce website, then established itself in Asia in 2006, followed by USA and UK in 2013. An affordable, fresh and natural fashion brand, it represents the values of French style in over 50 countries.

More info: [www.promod.com](http://www.promod.com)



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