



1200%

growth of email efficiency
thanks to dynamic messages
(compared to the bulk
product communication)

200%

Birthday communication
efficacy 200% higher
than standard mass
email campaigns

Thanks to CRM module, which is a part of the SALESmanago system, Yves Rocher was able to get to know customers behaviour on the website and better understand their needs. Implemented automation of processes not only increases customer engagement, but also allows to reactivate passive customers in the right moment. Functionalities related to the monitoring in the real time help to create better segments and thus monetize traffic in the online shop. Taking under consideration above, SALESmanago contributes to the growth of the market flow in the online channel.

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About

Yves Rocher is a leading European producer of natural cosmetics. The company enhances the quality of its products: they are tested on a regular basis and upgraded constantly. Yves Rocher performs over 6000 tests yearly. The brand sells its cosmetics in Poland since 1991, and their popularity grows year after year. Since then, 104 new brick-and-mortar stores were opened. Yves Rocher products can be bought via 3 channels: online store, brick-and-mortar store, and by telephone (mail order after telephone consultation).



Challenges

By implementing Marketing Automation, Yves Rocher wanted to boost online sales, to streamline the acquisition of new customers from website visitors and to differentiate offers, regarding customers' transactional history.

The following goals were set:

Increasing new leads
acquisition and website traffic

Email offer personalization

Lead segmentation based
on items they viewed
and performed transactions

Building brand awareness
and long-term relationships
with customers

Website offer customization



Solutions

Yves Rocher focused on personalized email 1-to-1 communication and website recommendation frames. SALESmanago solutions used:

Database segmentation

SALESmanago system allows contact segmentation by adding tags, so Yves Rocher's customers are divided to proper categories, like "new contact," "newsletter subscriber," "buyer," etc. The more detailed segmentation is made inside those groups. Such practice helps to decide which offer should be sent to the particular client

Lead Nurturing

The automatic welcome email cycle gives new leads brand tutorial by delivering them educational content about the company, its philosophy and natural cosmetics the company makes. This cycle is informational and onboarding

Contact forms and integration with CMS

Thanks to website contact forms integrated with SALESmanago, the company gets not only leads' email addresses, but also their date of birth and other data that can be used to personalize communication (personal information, gender, location)

Dynamic 1-to-1 emails and abandoned carts recovering

A person who visited the website but didn't purchase anything receives an email with a customized discount coupon and the offer for products of interest. Moreover, a customer with items in a shopping cart, who never made it to payment, receives an email reminding of the abandoned cart content

Birthday emails

Yves Rocher sends birthday messages to people who celebrate their birthday on a daily basis, regarding recipients' gender - customers receive not only wishes but also discount coupons for male/female products

Website recommendation frames

Frames present sets of products, like shampoo + conditioner, with the information about combined purchase discount. Offering cosmetics sets increases shopping cart value

Dynamic pop-up

Pop-up content depends on users' engagement level (i.e. how many times user visited website before) and offered products are picked from the frequently viewed (by this person)





Results

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50%

Average OR for dynamic email grew by 50% and CTR - by 15%

30%

30% of new users buys the suggested products set displayed on dynamic banners when making the first purchase



Development opportunities

Facebook integration
(Custom Audiences) – lead
acquisition via social media

Transferring proven and effective
practices to foreign offices
(Czech Republic, Hungary,
Slovakia, Romania)

NextGen module implementation



SALES  **manago**