

E-mail marketing for friends

CASE STUDY:



Celio Key Figures:

- 400 stores around the world
- 200 000 opt in email addresses
- 100 000 mailing addresses
- 60 000 mobile numbers
- One campaign every 15 days
- Five Internet websites (French, English, Spanish, Italian, Flemish)

One blog:

www.vousleshommes.com

Celio, the French menswear brand and retailer, first started to use e-mail campaigns for the promotion of the Journée des Amis (Friends' Day), which was organised twice a year in its sales outlets.

In 2004, Celio implemented a new Internet marketing strategy, based on three principles: develop the www.celio.com website, grow the online customer list, and leverage the e-mail marketing channel in order to increase retail sales cost effectively.

The choice of a flexible Campaign Management solution

In order to directly manage its own email marketing campaigns, Celio looked around the market for a campaign management application to meet its particular requirements. An ASP solution was one of their main criteria, because of the high level of flexibility it affords (no software license, no installation costs and no infrastructure management).

The final choice of Emailvision's Campaign Commander™ was made for three main reasons: it offers the most flexible campaign-building solution for non-technical staff, its Customer Intelligence module provides the most in-depth campaign response reports and it offers the ability to send SMS campaigns. In addition, the unique campaign automation functions and the split testing tools which will be used by Celio at a later date were major factors in opting for Campaign Commander™.

Growing the online customer List

In order to collect the e-mail addresses and SMS numbers of its customers, Celio began by conducting a number of acquisition campaigns, including a wide-ranging campaign carried out with Ubisoft, when it launched its SplinterCell game.

The new Celio Internet site became a constant source of customer contacts. The retail outlets also play a role, with customers providing their details by filling out coupons at the checkout.

In just a few months, the e-mail address database increased fourfold, and the SMS base by a factor of 10.

Building a dialogue with customers

Having achieved this initial success, Celio then called upon the services of its interactive agency to create a catalogue of e-mail creative templates that would represent the brand. These templates were then integrated into the CMS (Content Management System) module of Campaign Commander™ for easy use by the Celio teams.

These loyalty campaigns were personalised and sent out every two weeks to the entire list, with two objectives: to generate traffic to the Celio network of shops and to further the relationship between Celio and its customers. Thanks to the Campaign Commander™ personalisation and segmentation functions, Celio is able to create a direct and personalised dialogue with male customers, who come to identify themselves with the brand, and is able to send a different message to its female purchase influencers, who make almost half of the purchases.



Example of Celio e-mail campaign to generate in-store traffic.

Retail network support

E-mail campaigns are a fantastic means of informing customers and supporting sales promotions that are on display in the retail outlets, by using the same illustrations and point of sale visuals in the e-mail campaigns as are visible in the shops.

Celio intends to use e-mail as a means of reinforcing its brand values which have made it so successful among young male customers.

The success of the "Journée des Amis" Campaigns

Initially reserved for employees and their friends, the "Friends' Day" has become an unmissable national event for Celio, and one which generates a large sales turnover.

The invitation to the most recent Journée des Amis was sent out simultaneously by post and by e-mail, in the form of two campaigns and a follow-up. The event, based on the concept of conviviality and "word-of-mouth", via viral e-mail marketing, was hugely successful. The e-mail campaigns offered the possibility to send the invitation on to a friend. The Journées des Amis were a great success, and beat the previous sales turnover record.

The advantages of e-mail marketing

The flexibility of Campaign Commander™ enables Celio to be extremely reactive™, integrating a new offer at the last minute, for example. Compared to paper mail shots, e-mail is extremely economical and is ideal for coping with a significant increase in the customer base while at the same time keeping a lid on marketing costs.

The key performance indicators supplied by the Campaign Commander™ dashboards provide hard evidence of the success of the Celio e-mail marketing strategy since the start of the year. The dashboards provide Celio management with key performance indicators including growth in the data base, increasing delivery rates, increasing response rates etc.

A multi-channel strategy

Because it integrates with the other marketing channels (mail shots, SMS, point-of-sale advertising), e-mail marketing has been hugely efficient over 2005, with message open rates, click-through rates and shop traffic conversion rates higher than industry averages. The learning phase which has been under way since the start of the year will give way to a number of new initiatives in 2006, which should further strengthen the special relationship that exists between Celio and its customers. Celio will benefit from the advanced Campaign Commander™ functions, such as automatic campaign dispatches, based on predefined scenarios or split testing.



Exemple of Celio e-mail campaign to generate in-store traffic.