pimkie

Pimkie created an automated multi channel solution to *drive 100,000 visitors to local in-store events* while also *saving 90 days* of manual work

The *Challenge*

Pimkie was looking to combine centralized marketing branding and strategy with local events. Across their network of stores, each location must run two local events each year. The intention of these events is to create a local presence, build loyalty with customers and provide a distinctive shopping experience.

They wanted to achieve these goals while also building a solution which would:

1. **Limit the impact on local teams.** The team was mindful that the extra workload involved in creating local campaigns could have a negative impact on the shop teams.

2. **Provide an automated system.** Standard campaigns for these local initiatives would usually involve multiple emails and text messages and require extensive manual effort.

3. **Assert their commitment to local presence.** Pimkie wanted to make sure the local retailer associations were aware they were committed to the local area.

4. **Provide a memorable customer experience.** The Pimkie team wanted to make sure they could use the events to share their passion for fashion and their commitment to the planet.

> "The strength of this process lies in the automation of the tasks involved in communicating with the customer."
>
> **Blandine Pepin,** CRM Events Manager, Pimkie
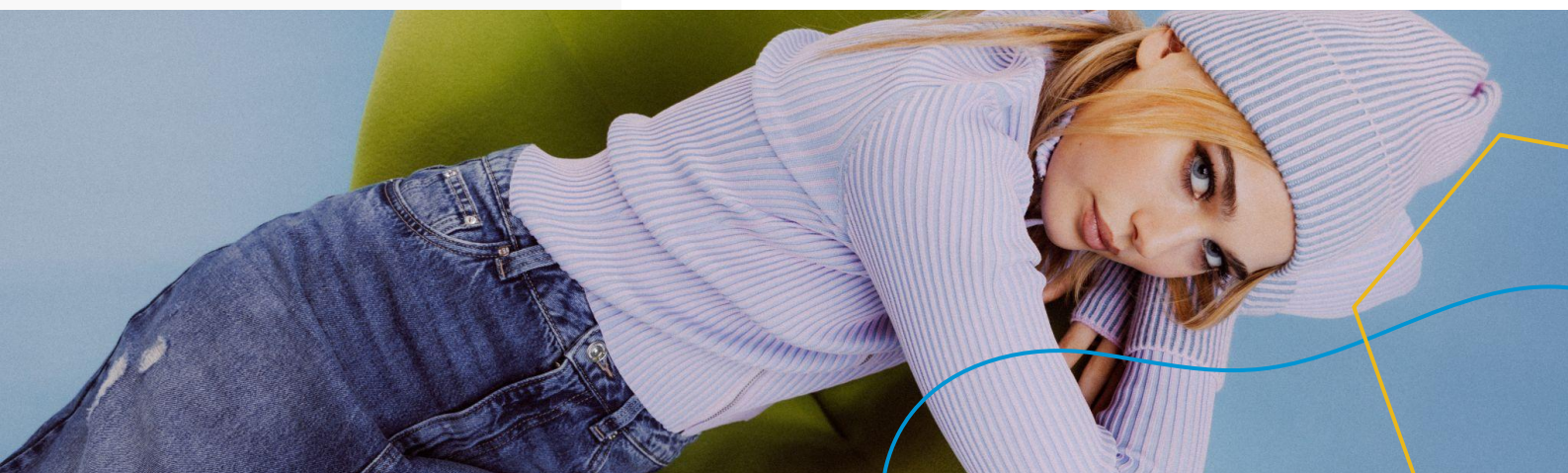
The *Ideal Combination*

Pimkie needed a fully integrated solution that would serve the needs of three different business divisions - their shop network, their operational marketing team and their CRM team.

Their solution was created with these key elements:

Structured Data

When a shop wants to participate in a local event, they make a request to operational marketing to create a structured data sheet.

The data sheet contains information about the event such as what date and event will occur and what offers will be available.

Data Integration

The data sheet is then used to populate a dedicated table within Marigold Engage.

The table is linked to that specific store, allowing the marketing team to use that data for any contacts who have selected that location as their home shop.

Templated Personalization

The team created templates for SMS and email, with placeholders for where personalization from the structured data can be added.

This allows the team to rapidly roll out new campaigns with minimal effort and time, empowering the team to respond quickly and easily.

Multi Channel Journeys

In order to automate the process of sending messages, the team created multi channel journeys for both email and SMS.

Each individual will receive the marketing message in the best way that suits their channel, content and location preferences.
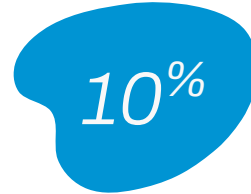
The *Results*

Marigold Engage enabled Pimkie to design and implement a fluid, simple and automated process, bringing together different teams to achieve a single goal.

User-friendly campaigns increase efficiency and improve the quality of messaging:
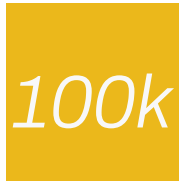
100k	10%	90
Customers reached by local events	Increase in Open Rate for Emails	Days worth of manual work saved

ABOUT MARIGOLD

Marigold is a global martech leader focused on delivering relationship marketing solutions that support the entire customer lifecycle and make it easy for brands to create long-term relationships, build loyalty and grow their business.

Today, Marigold is helping over 40,000 brands and organizations worldwide to find their customers, get to know them, and ultimately turn them into superfans by delivering relevant, ultra personalized customer experiences at scale.

With offices in the United States and across Europe, and a network of global partners, Marigold serves more than 50 countries with local, personalized service.

Find out more at **meetmarigold.com**

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