



pimkie

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

## COMPANY INFO

**Pimkie** is a committed, French omnichannel brand, close to its customers, offering young women aged 18 to 25 a fashionable wardrobe at great value for money.



COMPANY  
**Pimkie**



WEBSITE  
**pimkie.fr**



INDUSTRY  
**Retail**



GEOGRAPHY  
**France**



MARIGOLD PRODUCTS  
**Marigold Engage  
SMS**

## The Challenge

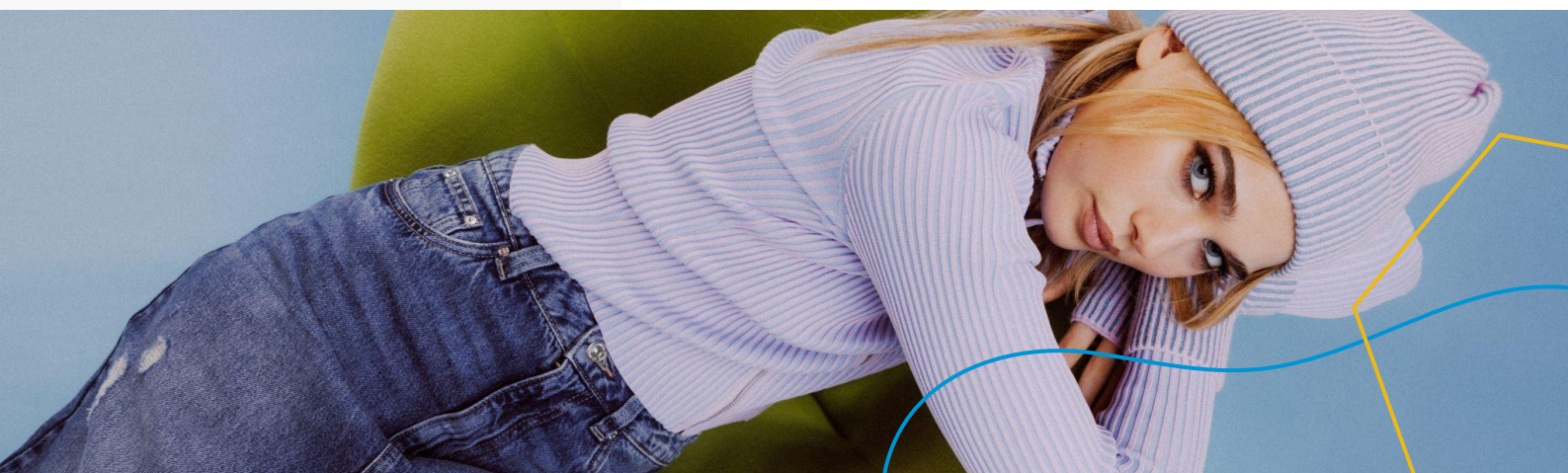
Pimkie were looking to combine centralised marketing branding and strategy with local events. Across their network of stores, each location must run two local events each year. The intention of these events is to create a local presence, building loyalty with customers and provide a distinctive shopping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

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

- 1. Limit the impact on local teams.** The team were 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 Personalisation

The team created templates for SMS and email, with placeholders for where personalisation 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

Customers reached by local events

10%

Increase in Open Rate for Emails

90

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 organisations worldwide to find their customers, get to know them, and ultimately turn them into superfans by delivering relevant, ultra personalised 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, personalised service.

Find out more at [meetmarigold.com](https://meetmarigold.com)



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