vertbaudet

*French family products retailer*
*Vertbaudet nurtures loyalty with*
*cross-channel welcome campaign*

## COMPANY INFO

**Vertbaudet** is Europe's leading children and family product retailer, with eight websites, more than 100 million visits, and 20 million products sold per year. With stores throughout France, Germany, Spain, Portugal, Belgium, Switzerland, and the United Kingdom, the company serves 3.5 million customers per year in Europe and reports turnover to the tune of €325 million

**COMPANY**
Vertbaudet

**WEBSITE**
vertbaudet.com

**INDUSTRY**
Retail

**GEOGRAPHY**
France

**MARIGOLD PRODUCTS**
Marigold Engage SMS

# The *Challenge*

Vertbaudet noticed that customers who purchased **more than once** were more likely to become loyal clients. With this in mind, they wanted to create a customer journey specifically for new clients who had recently shopped with the company for the first time.

They needed to find a solution which could:

*1.* **Automatically generate unique coupons** which can be assigned to individuals, to be redeemed both via online and retail stores

*2.* **Coordinate campaigns across multiple channels** so that the marketing team can reach out to customers through the most appropriate channel.

*3.* **Control the number of messages that each customer would receive** so that automated messages will not annoy customers with too much information at once

*4.* **Empower the marketing team** to update the content in automated templates without needing assistance from the technical teams
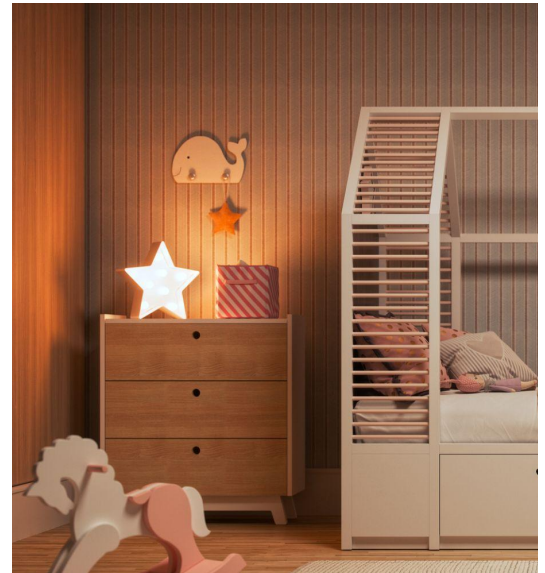
"The Marigold team was there every step of the way to ensure that everything was working fine. They always knew what kind of solution to install for our campaign"

**Cédric Packowski,**
Head of Customer Intelligence,
**Vertbaudet**

# The Steps to *Success*

Working with Marigold, Vertbaudet designed an email and SMS journey with several touch points, aimed at customers who had made their first purchase in the last three months.

**The standout features of the Welcome campaign included:**

## Dynamic Content

Self service library of templates for the marketing team to build their messages.

Using a combination of ten core layouts, each with four variants, the team were able to rapidly roll out 40 different email and SMS messages across their entire automated welcome campaign.

## Voucher Code System

By integrating Marigold Engage with their enterprise resource platform, the team were able to generate and assign coupon codes and discounts to each individual customer.

They could then use simple data fields to insert these coupon codes dynamically into messages.

## Customer Centric Cadence

With Marigold Engage's cadence management, Vertbaudet control how many messages everyone received, and which would take priority in the case of a clash.

This ensured the customer always received the most important and urgent messages.

## Universal Content Updates

Vertbaudet created a data table in Marigold Engage to centralize all email header and footer contents.

This meant the marketing team could then make changes in a single place, and have all of their templates update in real time.
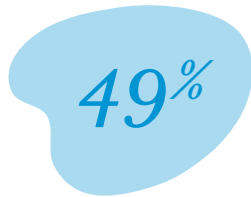
# Results

With the power of Marigold, Vertbaudet were able to create a data-driven welcome journey, driving second purchases through the use of timely and relevant coupons
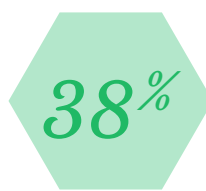
**The Welcome Campaign achieved excellent conversion rates:**
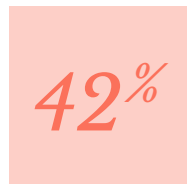
**42%**
Average Conversion Rate

**49%**
In Store Conversion Rate

**38%**
Online Conversion Rate

## 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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