

CASE STUDY

SALESmanago Marketing Automation Case Study: E-commerce

The Bioderma brand streamlines the communication process thanks to the automation in the customer loyalty program. In the cycle of subscriptions and gratuities of loyal customers, they achieve over 470% higher OR in automated emails and almost 800% higher CTR.

BIODERMA
LABORATOIRE DERMATOLOGIQUE

NAOS is a French company that develops its activities in the area of basic human needs: health, beauty and well-being. It is the 60th cosmetics company in the world - one of the most important independent companies recognized by the vision and values it represents. Thanks to cooperation with prominent scientists and pioneers in their field, NAOS has developed an approach that breaks the existing rules prevailing in the industry by creating products that work where they are needed. Ecobiology has become the guiding principle. Bioderma, Institut Esthederm and Etat Pur were born from this idea, making NAOS an important international figure in the field of skin care products. Bioderma is a French brand that is a leader on the dermocosmetics market. Each of the company's products is subjected to clinical tests, carried out under the supervision of dermatologists, allergologists and toxicologists. Their results are published regularly in scientific magazines. The brand cooperates with doctors, pharmacies and dermatological offices.

BIOsfera – a loyalty system for Bioderma Club members, thanks to which the customer has access to knowledge about the skin and how to solve its problems. The program consists in collecting points for which the client receives gratuities.

Challenges:

- ▶ Support for the communication process with a loyal customer - the **BIOsfera Bioderma club**
- ▶ Strengthening brand awareness and knowledge about body care

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- ▶ **Orientation on generating Customer activity -**
the goal of the activities is not to sell to users, but to stimulate their activity, encourage interaction and active participation in the life on the website
- ▶ **Generating new registrations and building a contact database, finding a way to convince anonymous**
website users to leave their data and join the community
- ▶ **Customer base segmentation due to activity and skin type**
- ▶ **Product promotion in online and stationary stores**

Solutions:

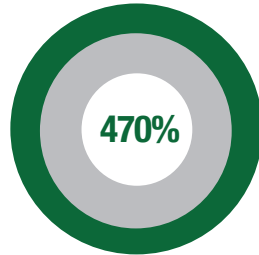
- ✔ **Using information about offline purchases in the loyalty program**
The participant of the loyalty program after the offline purchase may enter their details and the receipt number on the website, as a result receives a welcome message with a rebate code for the next purchase.
- ✔ **Construction of user profiles**
The customer has the option of supplementing information about his club profile with various data. Depending on the amount of data completed in the profile, he receives automatic messages entitling him to further discounts on purchases.
- ✔ **Contact segmentation based on the source of acquisition**
On the site, the source of contact acquisition is always connected to the campaign for customers with a specific type of skin - there are separate campaigns for acquiring clients with different skin characteristics. After acquiring the data, the communication is matched to the type of customer.
- ✔ **Personalized lead nurturing**
For people leaving data in the forms, automatic educational cycles are prepared with further advice on the diagnosis of skin type and methods of care.
- ✔ **Birthday campaign**
In order to build customer loyalty, after obtaining data about his date of birth, the client receives a special promotional offer.

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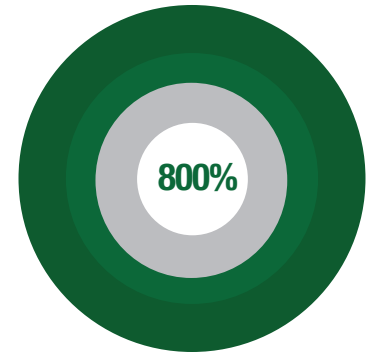
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Results:

470% increase OR of personalized emails with rules in relation to mass mailing



800% increase in CTR in automatic messages compared to mass mailing



Options of further development:

- ▶ **Application of the product recommendation system in mailings - SALESmanago Copernicus**
- ▶ **Dynamic product recommendations available to Club members after logging in to the account, matched to the history of previous purchases**
- ▶ **Using Facebook integration to communicate with the client also on social media through integration with Custom Audiences**

Opinion:

“SALESmanago allows you to automatically ensure constant contact with the brand’s customers. The application of the system allowed to achieve large increases in conversion rates and opened many new opportunities for the development of further CRM activities. Innovations are the domain of the BIODERMA brand, and the SALESmanago system is a collection of innovative solutions in the field of marketing automation.”



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