



How Jacadi boosts customers purchase frequency by 39% via mobile wallets

About Jacadi Paris



1976: Jacadi is founded, named after a well-known French game



Jacadi Paris is built on **the heritage of traditional French children's fashion**



Part of the **IDkids Group since 2005**



Present in **39 countries**



270 franchises worldwide

- 150 international locations
- 9 ecommerce sites



About Jacadi Paris



Our promise

Jacadi Paris is a contemporary premium brand: elegant, refined, and dedicated to family values, with a focus on the tenderness and charm of childhood.



Jacadi Paris' mission

To inspire and pass down the authentic, timeless heritage of traditional French children's fashion to the next generation, making it accessible all over the world.



Jacadi Paris' loyalty program



A paid loyalty program - For just €5/year, members enjoy exclusive benefits all year round:



Loyalty vouchers



A €10 gift voucher for birthdays or when a baby is born



Exclusive benefits (private sales, previews...)



Premium services (alterations, concierge service, shoe recycling, extended exchanges or refunds...)



The starting point

In 2016, we had the desire to find new channels to differentiate ourselves and be innovative in how we addressed our customers.

The mobile wallet seemed ideal for this. It allows us to boost customer value while offering a personalized experience to our customers, which is one of our major challenges today.

Déborah Mazzucato

Déborah Mazzucato, Customer Marketing & Communication
Director at Jacadi



Strategic objectives



Drive customer lifetime value: increase purchase frequency, average order value, and store traffic.



Complement Jacadi's communication strategy with a high-impact channel that stands out from traditional methods.



Offer an experiential loyalty program and build more personalized customer relationships.



About Jacadi Paris

When Jacadi launched its loyalty programme in 2016, the brand chose to go paperless and forgo physical loyalty cards.

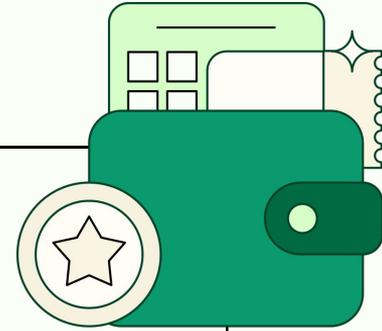
To simplify the customer experience while effectively promoting program benefits, Jacadi turned to the mobile wallet.

Mobile wallet cards allow customers to access all their loyalty information at a glance.

This channel allows the brand to:

- ✔ Offer an experiential and personalized experience to its customers
- ✔ Expand reach by using a channel that stands out from traditional methods
- ✔ Promote loyalty offers and services to both members and non-members

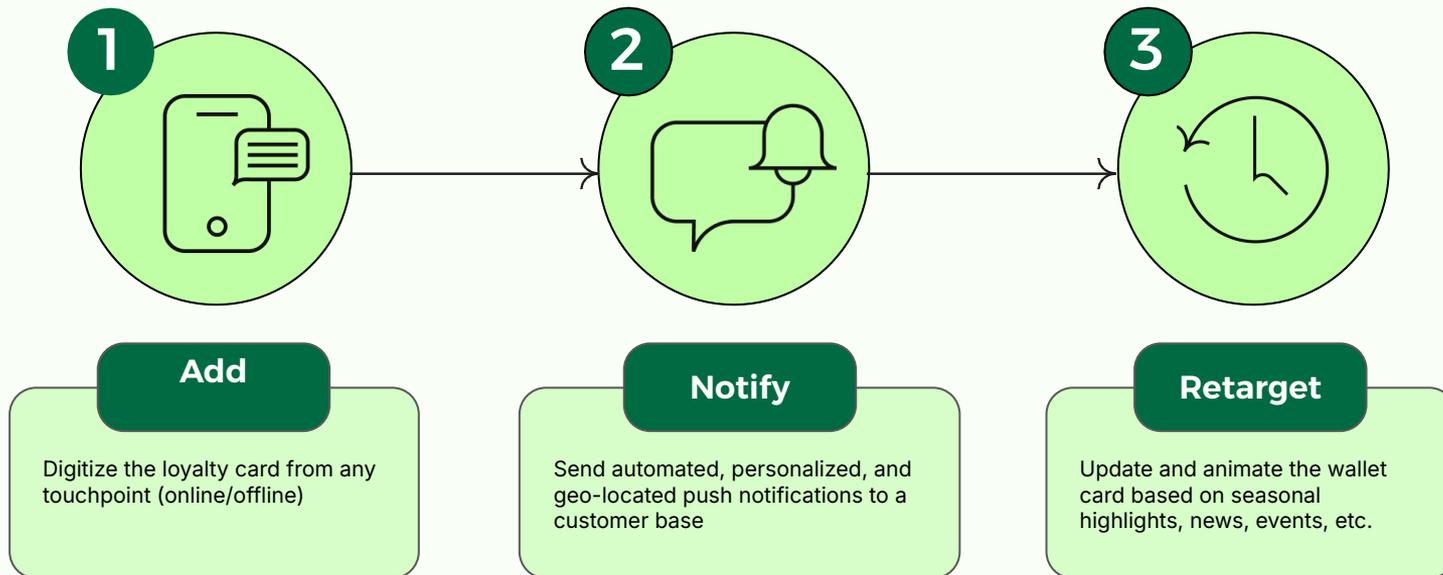




**How Jacadi uses mobile
wallet marketing**



Mobile wallet marketing in 3 steps



1

Jacadi leverages various touchpoints to "walletize" its customers

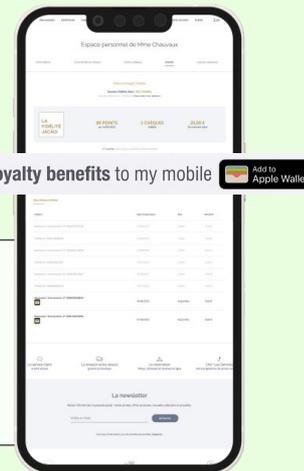
**This phase is crucial.
It's the 'onboarding' stage
For mobile wallet customers.**

Brevo collaborates monthly with the Jacadi team to identify the most relevant communications and prioritize the mobile wallet channel.



Newsletter

Digitize the loyalty card from any touchpoint (online/offline)



Save my loyalty benefits to my mobile



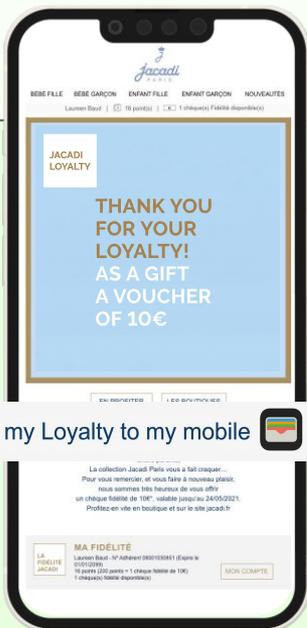
Login Area

A CTA is integrated on the Jacadi website, in the customer portal, where customers can find all their e-commerce purchases.

1

Jacadi leverages various touchpoints to 'walletize' its customers

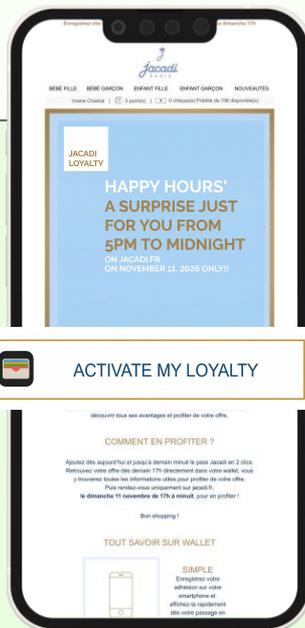
It's important to create multiple opportunities to acquire new customers and encourage them to add the Jacadi card to their wallet.



Add my Loyalty to my mobile

**Email trigger :
enrollment in the
loyalty program**

The email is automatically
triggered upon enrollment,
featuring a prominent CTA
to add the card to their
wallet.



**Dedicated email:
Special offer following the wallet
pass digitization**

Jacadi launched "Happy Hours": an
initiative encouraging customers to
access their card from their wallet within
a given timeframe for a special surprise.



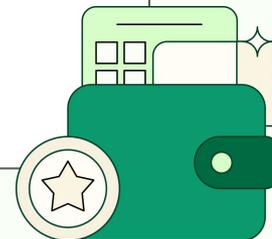


Deborah Mazzucato

Déborah Mazzucato, Customer Marketing & Communications Director at Jacadi



The mobile wallet is clearly a complementary lever for activating our customers, beyond offering them a personalized experience.

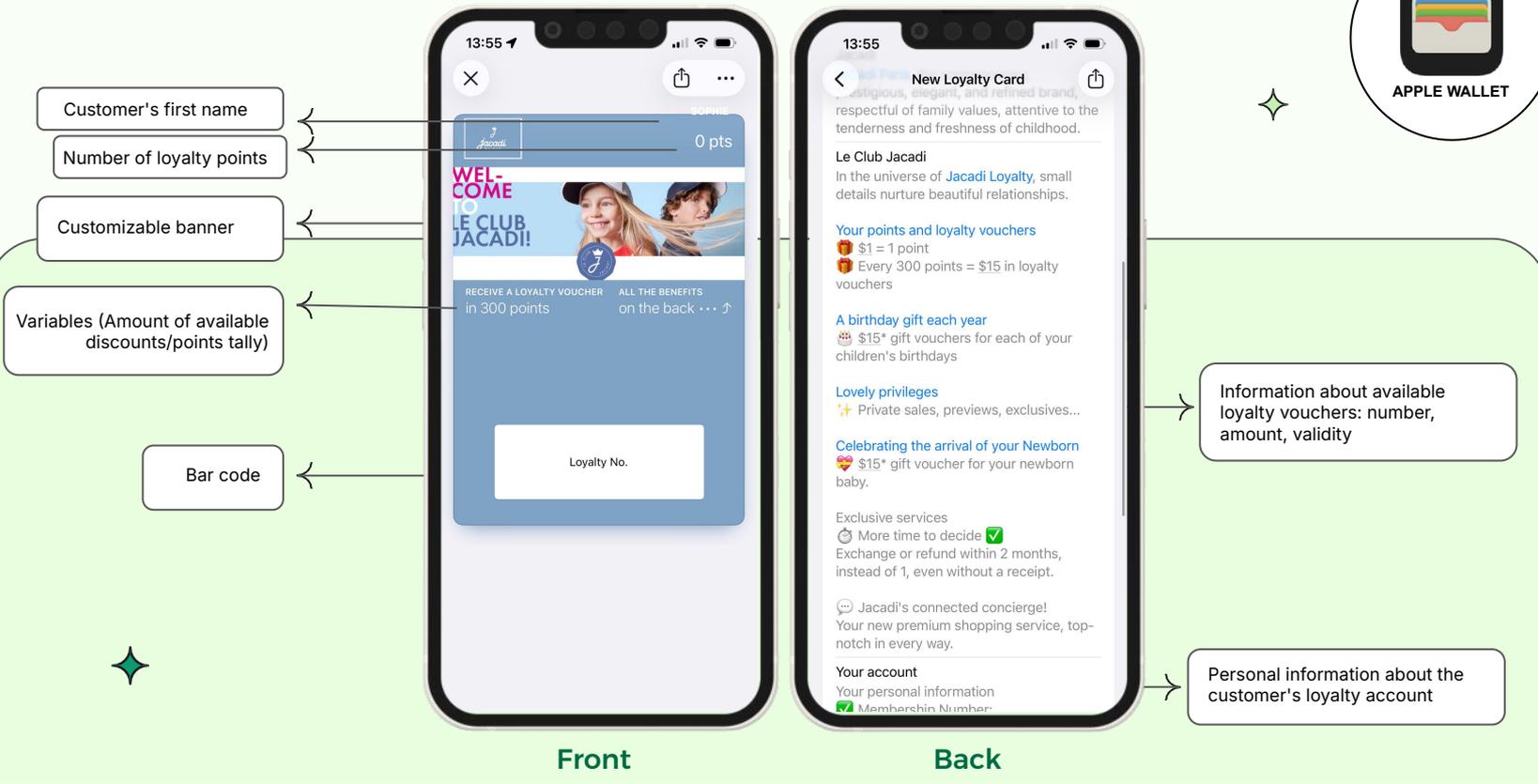


2

Customer downloads loyalty card to their mobile wallet.

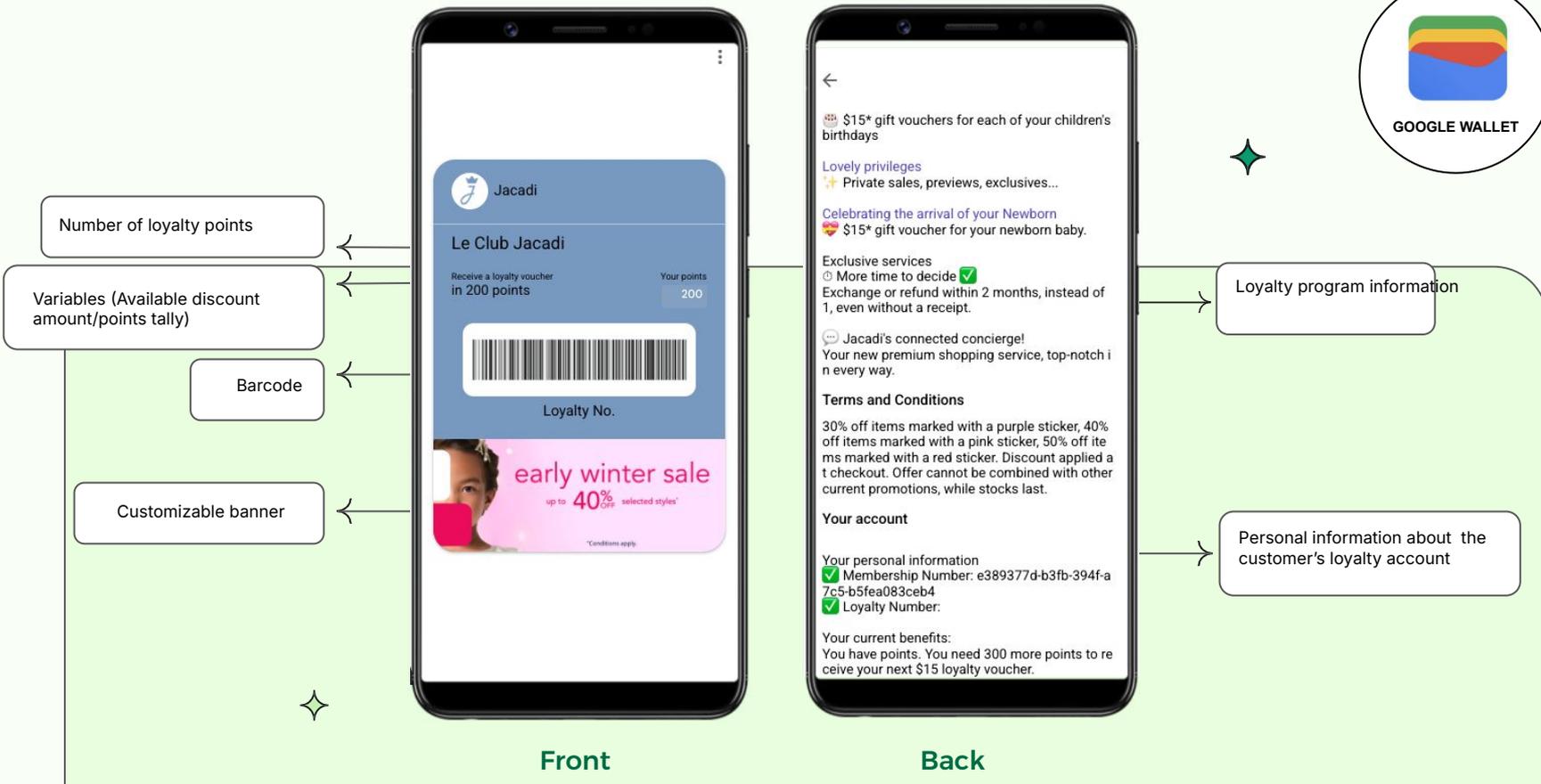


APPLE WALLET



2

Customer downloads loyalty card to their mobile wallet.



2

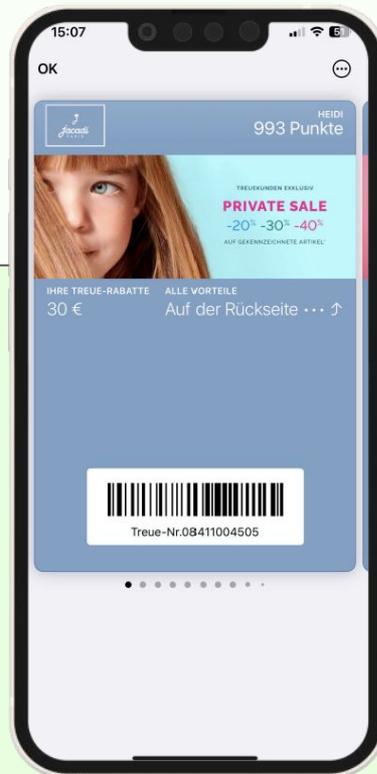


The mobile wallet, an international solution for Jacadi

Italy



Germany
& Austria

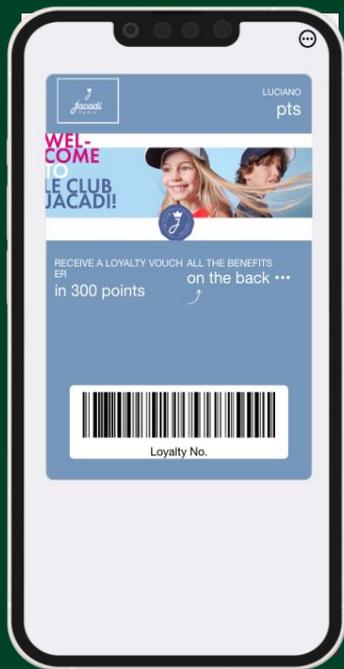


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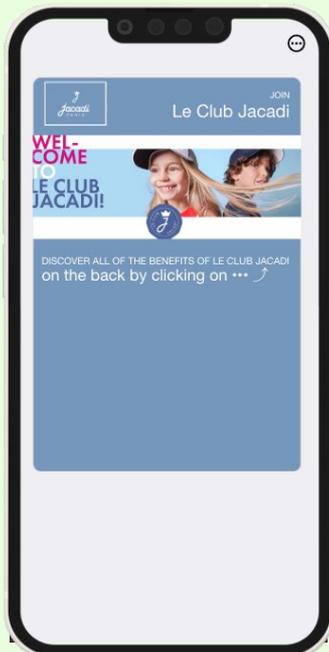


2 types of wallet cards: one for members, one for non-members

Member card



Non-member card



The wallet also allows Jacadi to reach customers who are not yet members of the loyalty program but who may be receptive to the brand's communications.

Good to know

You can push your offers and services onto your customers' mobile phones via the wallet, even if you don't have a loyalty program in place!

3



Inform the customer in real-time following any loyalty data updates



Accumulation of points



Loyalty voucher available



3



Send program expiration alerts and renewal reminders

Loyalty expiration notification

As membership is only valid for 1 year, the brand makes sure to send a reminder to enrolled members.



Loyalty Renewal

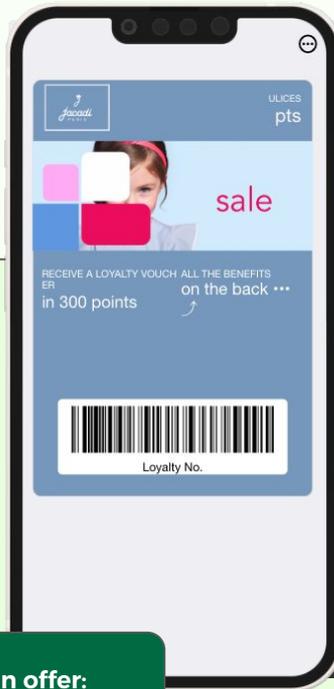
... and to confirm their program renewal.



3

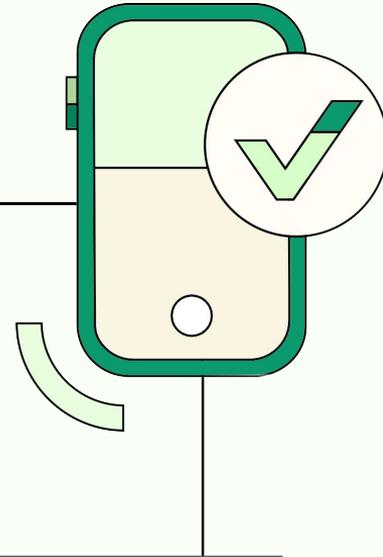


Reach customers during key moments



 **Jacadi** maintenant
⌚ Last Chance ! ✨ Everything 50% off, plus an extra 15% off when you buy 3 or more sale items.

**Highlight an offer:
private sales**



Jacadi's mobile
wallet results

The results for "walletized" customers VS. "non-walletized" customers



Jacadi customers like mobile wallet loyalty cards!

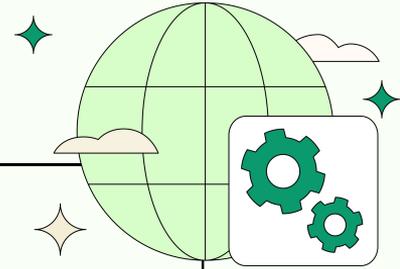
97%

retention rate of the wallet card on customers' mobile phones



22.6%

of the customer base registered in France



What's next?

Future developments

Implementation of a **connector to automate** card updates

Deployment of **new touchpoints** (triggers and website) in additional countries

Ongoing recruitment (especially at the point of sale)



jacadi
PARIS

Brevo



More connections, more conversions

Ready to unlock your the full potential of
your customer base through direct mobile
engagement?

[Contact us](#)