

CASE STUDY

Consum Cuts Campaign Costs by 60% with Algonomy's Active Content



SEGMENT

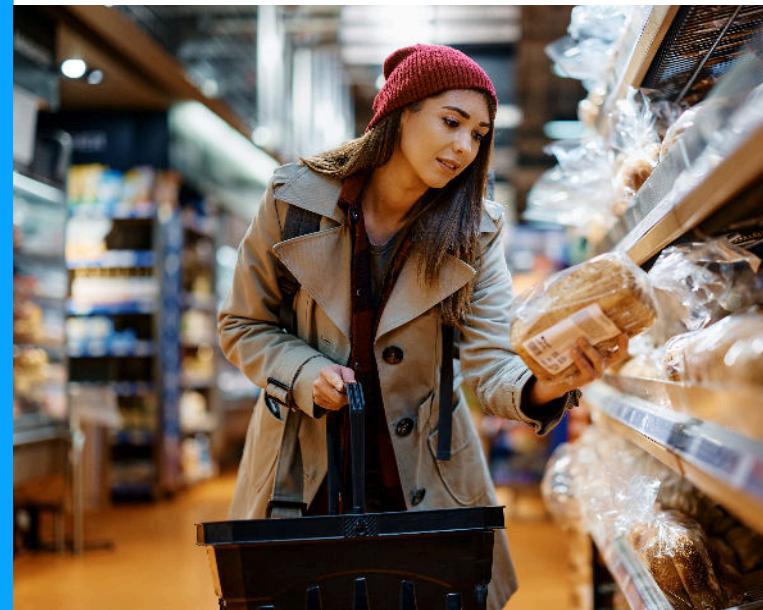
Supermarket

OBJECTIVE

Internalize campaign execution and scale personalized communications efficiently across channels and languages.

PRODUCT

Active Content



RESULTS

60% ↑

Marketing service provider cost savings for the loyalty team

40% ↓

Reduction in time to prepare a campaign

35% ↓

Reduced turnaround time in additional communications

Client Overview



Consum is Spain's cooperative with the largest number of members and a leading regional supermarket chain, headquartered in Silla, Valencia. Founded in 1975, Consum has grown into a trusted brand for over 5 million customers, operating a network of 1,000+ supermarkets across six autonomous communities (Comunidad Valenciana, Cataluña, Murcia, Castilla-La Mancha, Andalucía y Aragón). Consum operates a robust benefits program called Mundo Consum, which offers exclusive benefits to its member-customers, including a monthly cashback check and personalized product offers.

**06**

Autonomous communities

**1,000+**

Supermarkets

**506+**

Company-owned stores

**500+**

Franchise Stores

**5 million+**

Member-customers

**22,500+**

Employees

Challenge

With millions of members actively engaging across app and email channels and communications delivered in Spanish and Valencian, Consum sought to elevate its strategy with real-time personalization while simplifying content creation and execution.



Internalization of Campaign Execution

Consum wanted to reduce its reliance on external vendors for managing communications related to its loyalty program. This shift aimed to reduce costs and increase agility for its most critical campaigns, including the monthly cashback check and new personalized offers.



Scalability & Personalization Complexity

Consum needed a way to scale hyper-personalization across multiple languages (Spanish and Valencian), regions, and product offers, without increasing IT dependency or slowing down campaign velocity. The complexity was compounded by the need to manage dynamic content that changed frequently, often based on supplier-driven segmentation.

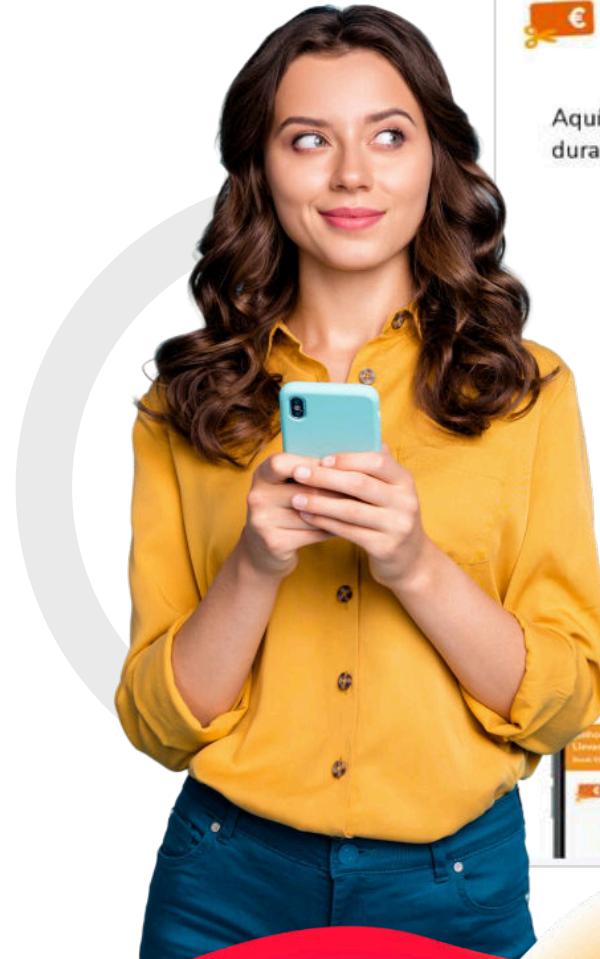
Solution

To meet these goals, Consum turned to Algonomy's Active Content. The implementation replaced static email templates and fragmented workflows with a single, centralized system capable of dynamically assembling personalized content for each user.

Three monthly communications were redesigned using Active Content:

Monthly Gift Check Email:

Delivered on the 15th of each month, this email displayed the exact cashback amount for each customer, immediately after it became available in the app. This message drives the highest engagement in the app and is the cornerstone of the loyalty program.





Descompte exclusiu per a tu.

Jordi, aici tens este descompte exclusiu amb el qual podrás estalviar este mes de febrer. Aprofita i bescanvia'l en la teua proxima compra.

LA FAGEDA (1 UNITAT)

Descompte -50 %

27379

Bescanvia'l des de l'app

DESCARREGA'T L'APP I BESCANVIA ELS TEUS DESCOMPTES DES DEL MÒBIL

mundoconsum

Has rebut este correu electrònic com a soci client de Món Consum. Podràs exercir en qualsevol moment els teus drets de accés, rectificació, supressió, oposició, limitació al tractament, oposició a l'adopció de decisions automatitzades (inclosa l'elaboració de perfil), portabilitat i revocació del consentiment, dirigint-te a delpoderdordereconsum@mundocconsum.es o a

Exclusive Discount Offers

At the start of each month, Consum sent personalized emails based on supplier partnerships, featuring aggressive discounts or free products. Each promotion had its own targeting logic, and Active Content ensured that only the relevant offer appeared for the appropriate customer segment.

¡ASÍ SE AHORRA EN CONSUM!

Hola Jesus, aquí tienes tu nueva oferta personalizada y los productos en oferta de este mes. ¡Disfrútalo ahorrando!

Mis Favoritos

Aromata +10 %	Aromata +15 %
Banana +20 %	Higos 7 Cítricos y Serrín +15 %

Más descuentos en la App

ANETO Caldo Líquido Pescado Brik 1 L 4,50€ 3,15€

CHOVI Salsa Alioli Tarro 190 ML 1,99€ 1,49€

GREFUSA Salsas Gublim Sabor Barbacoa 135 Gr 1,69€ 1,40€

GALLO Fideos Paquete 450 Gr 1,41€ 1,15€

Consulta el folleto de tu tienda

ANSELMA Caldo Cárabe de Pavo 0,95 L Aromata +0,35 €

SIMBO Raviolis Sin Cereales 450 Gr Aromata +0,40 €

ELPOZO ENSAL. Lengua Imperial 250 Gr Aromata +0,30 €

GARIBOLDI Arroz 7 Líquido Efecto Natural 500 Gr Aromata +0,60 €

Más descuentos en la App

Jesus, has recibido este correo electrónico como Socio cliente de Mundo Consum. Podrás ejercer en cualquier momento tus derechos de: acceso, rectificación, supresión,

Monthly Personalized Newsletter

This richly personalized email included four “My Favorites” products (based on past purchases), four “Cheque Crece” offers, and four products curated for the customer’s regional preferences. It also linked to a dynamically selected brochure, tailored by store format, geography, and language, automatically pulled from a library of over 15 versions.

With Active Content’s no-code interface, multi-source data stitching, and language-specific asset management, Consum was able to manage all this complexity through a single template. Content was assembled on the fly at the moment of opening, ensuring maximum relevance with minimal manual effort.

Impact

Internalization of preparation and shipment from the Consum team (previously sent by an external supplier)

60%

Marketing service provider cost savings for the Loyalty team

40%

Reduction in time to prepare a campaign

35%

Reduced turnaround time in additional communications



Increased BAU capabilities



With Algonomy's Active Content, we were able to take full control of our campaign execution. It's given us the speed, flexibility, and personalization scale we needed to elevate how we connect with millions of members every month.

Santiago Mozas Hernando

Jefe de área Digital de Fidelización

Departamento Socio-cliente y Marketing, Consum



Looking to hyper-personalize your marketing everywhere, every time?

Request a personalized demo:

hello@algonomy.com

ALGONOMY

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