

How has The Kooples boosted its revenue per customer by 89% through mobile wallet ?

**THE
KOOPLER**



About The Kooples

- Founded in **2008** by the creators of **Comptoir des Cotonniers**
- **340 stores** in France and around the world
- Slogan : **“A wardrobe made for two”**
- **An accessible premium** brand that dresses the “couple”



The Kooples' goals



Supplement the
**one-to-one
communication**
system with a new
mobile channel

**Personalize the
customer journey**
to create a unique
dialogue with each
customer

Why Wallet?

Wallet is a local channel that supplements The Kooples relational marketing channel. This channel is **simple to download** and boasts a **high retention rate**, unlike apps.

This channel facilitates:

Easy communication with customers

Targeting a young audience, like Gen Z, who rarely open newsletters

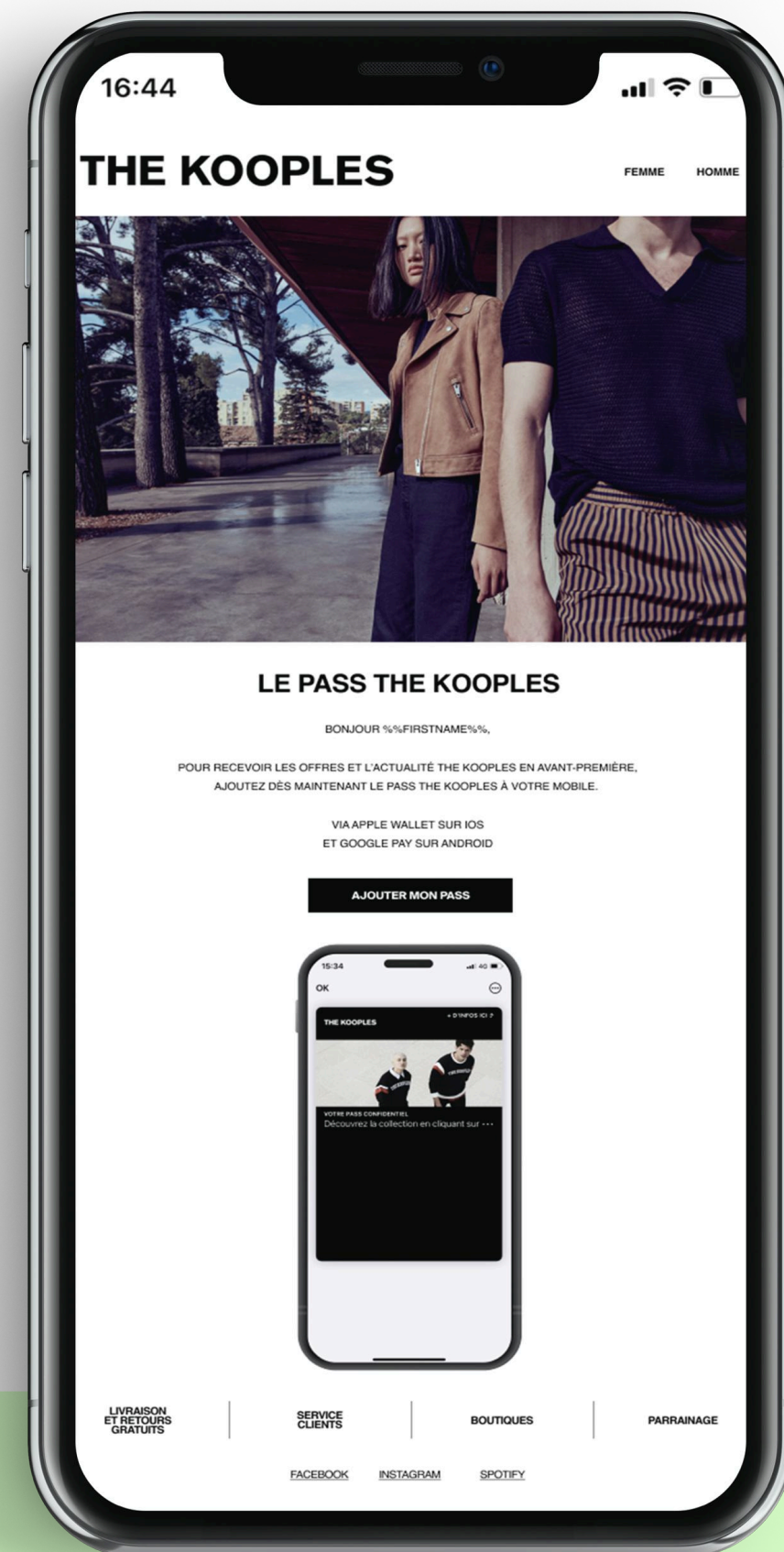
Adding means of commercial pressure in addition to newsletter and SMS



**How does
it work?**



How does it work?



Marketing communications include a CTA encouraging customers to add the card to their wallet.



The customer can download The Kooples card into their wallet with just two clicks.

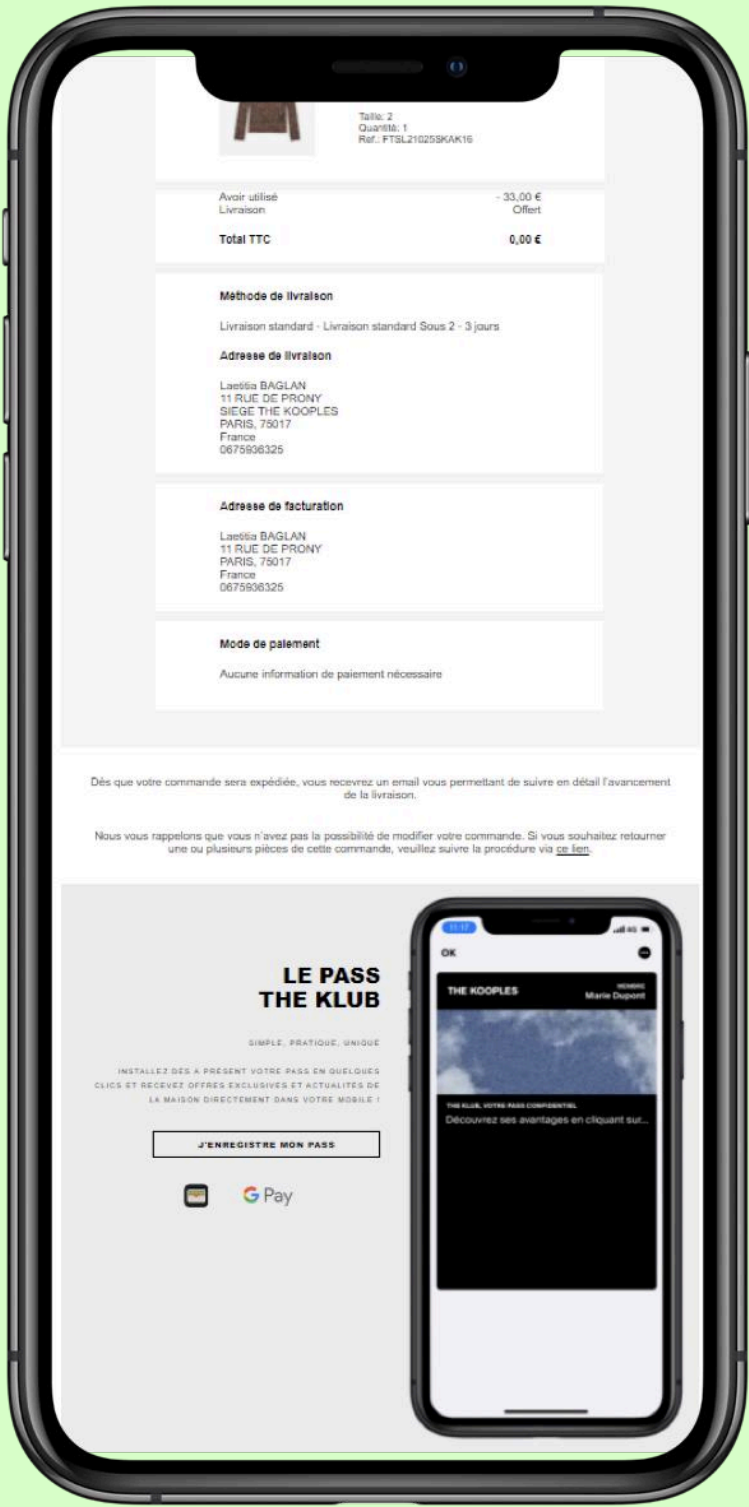


The customer then receives push notifications about new product launches, promotions, offers, etc.

The Kooples walletizes its customers from different points of contact

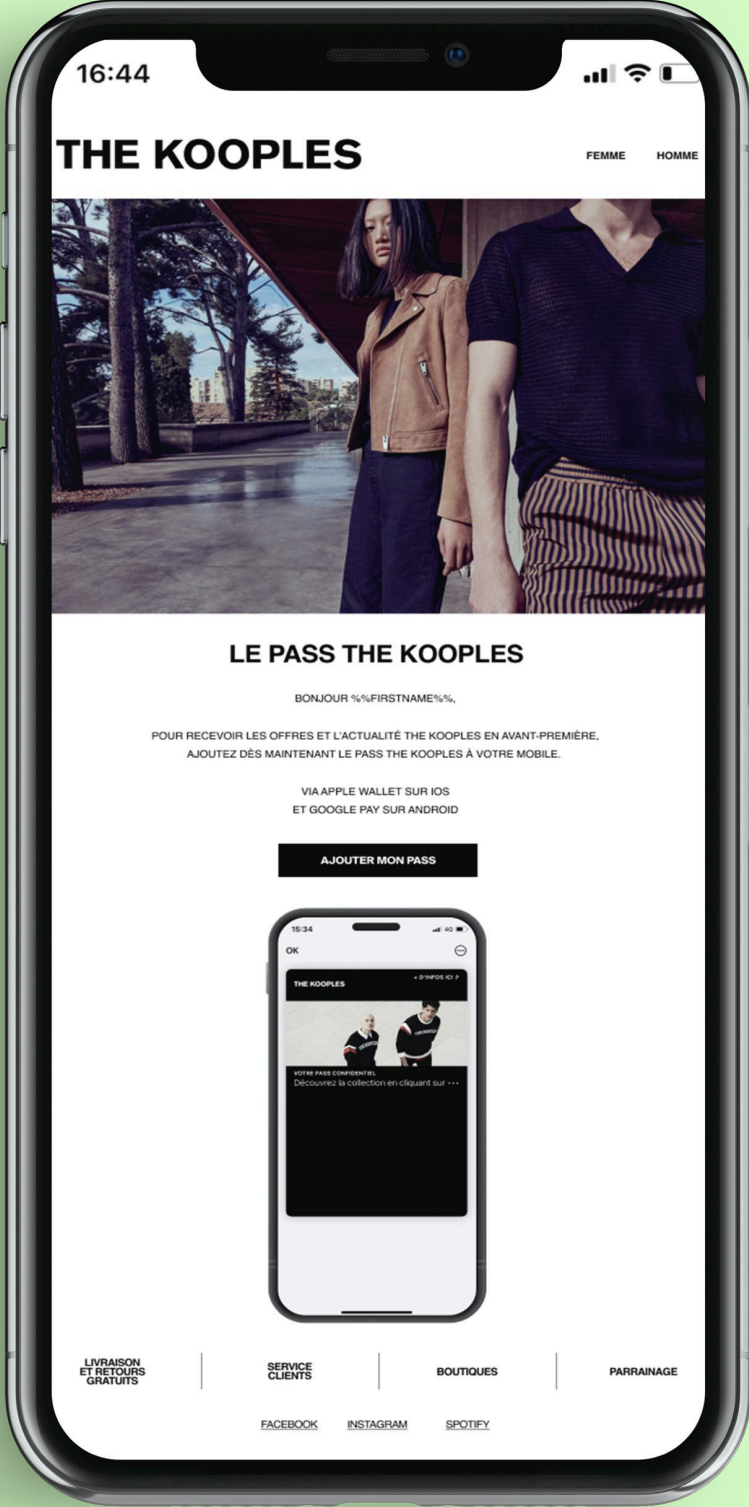
Recruitment is a hugely important step on which The Kooples has worked closely with the Captain Wallet team

From an order confirmation



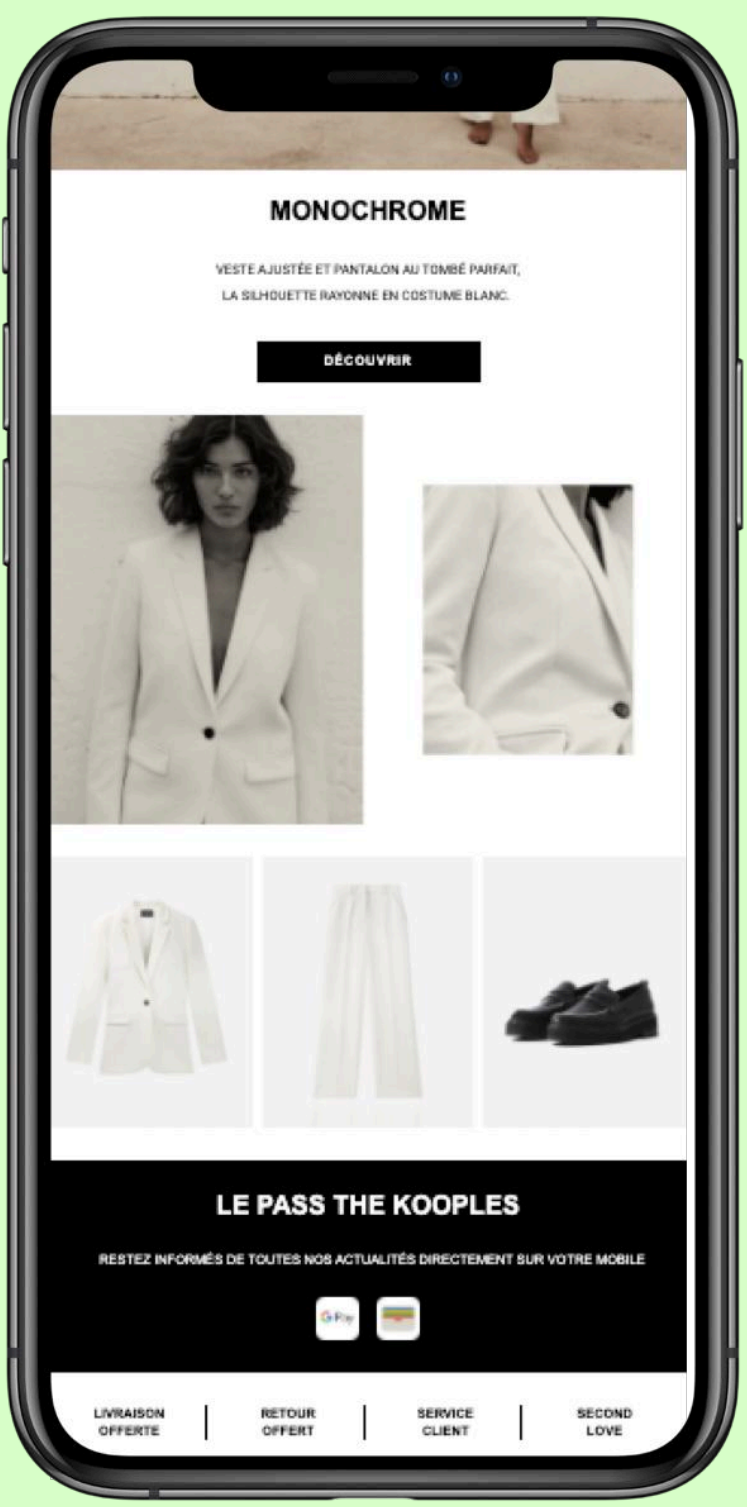
Redesign of transactional emails to include wallet at different touch points.

From a specific email



The brand has a high membership rate and uses these specific emails to “tease” key messages.

From all newsletters

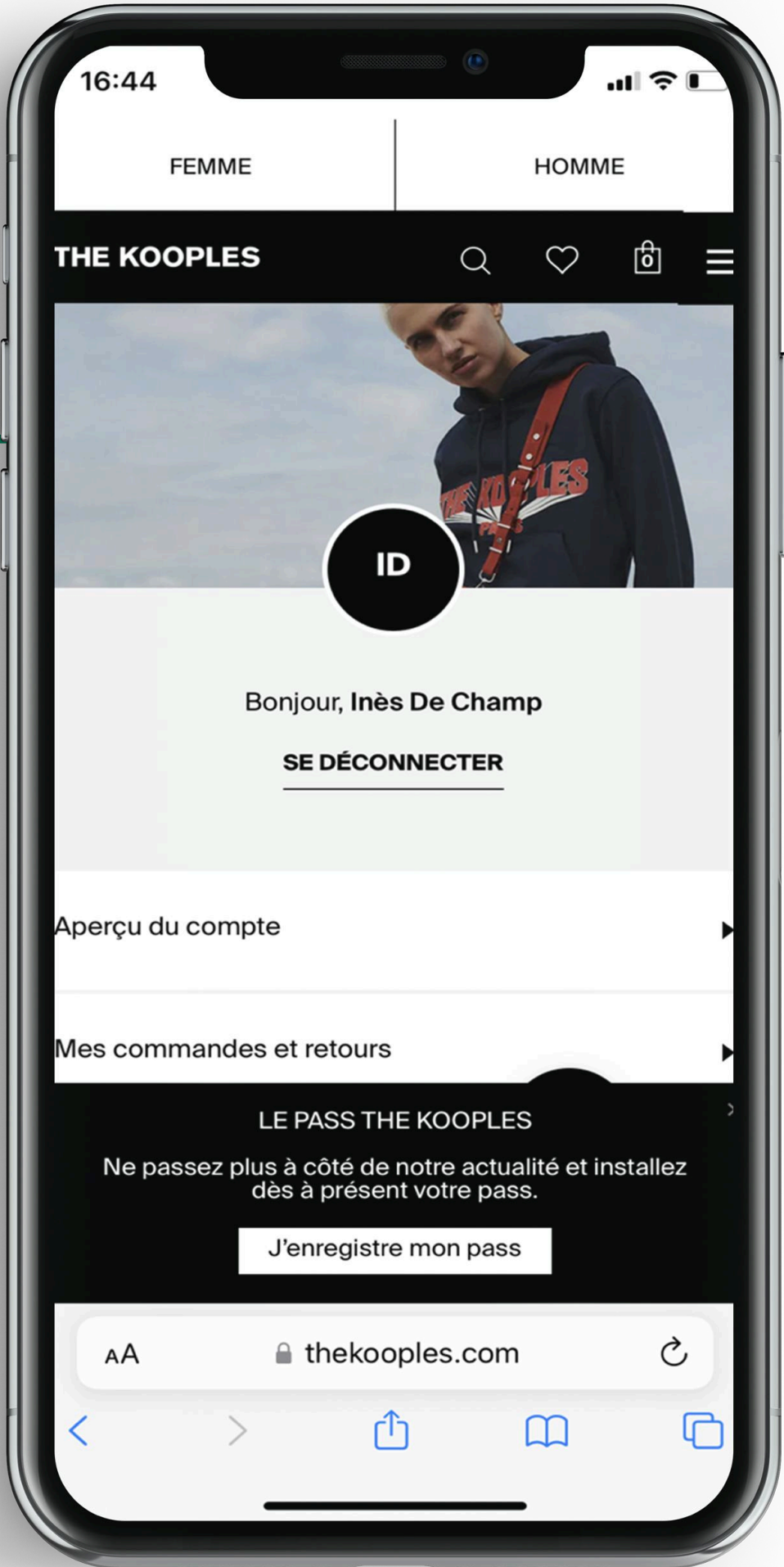


A content block is included in all newsletters. This allows The Kooples to connect with customers who register their card.

The Kooples walletizes its customers from different points of contact

On the website

A content block that works very well at The Kooples, available on mobile and desktop.



Save time for sales teams:
no need to create a customer file



REJOIGNEZ THE KLUB

VOTRE PASS CONFIDENTIEL

Invitations personnelles et offres exclusives à portée de main, directement dans votre mobile. Votre pass, notre complicité.

SCANNEZ & DÉCOUVREZ:



Compatible Apple Wallet sur iOS et Google Pay sur Android.

In stores at the POS

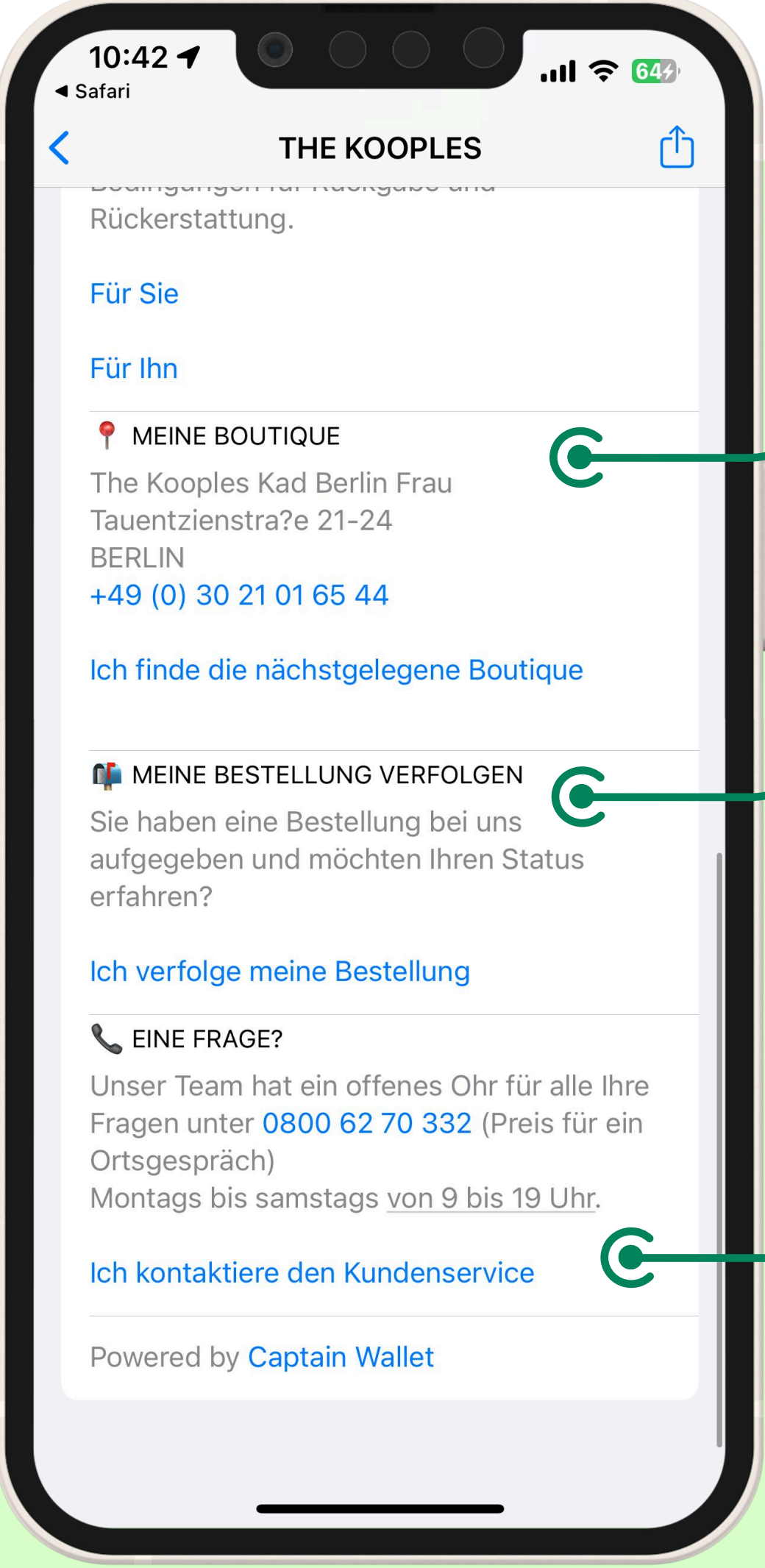
The Kooples encourages customers to download the card in-store via a QR code, which can be accessed on POS displays at checkouts or on the sales teams' mobile phones.

The Kooples card is downloaded to the customer's mobile device in just two clicks



APPLE WALLET

Thanks to the barcode, the customer is authenticated directly when scanning the card.



The customer locates their specific store.

The brand uses wallet as an additional touch point to redirect users to its website.

The customer can track their order from their wallet and contact customer service.

The Kooples retargets and sends push notifications to their customers through wallet

The Kooples uses wallet to publicize the highlights of its business activity schedule.



The wallet card is then updated automatically. The brand sends push notifications that are specific to its target customers.

The Kooples wallet in figures

+89%

evenue/walletized
customer

52%

of walletized customers
are omnichannel
(vs. 16% of non-walletized
customers)

+90%

repeat purchases/
walletized customer

98%

retention rate of
cards in wallet



The Kooples Feedback

The mobile wallet allows us to reach our customers efficiently and complements our one-to-one communication system. Our communications are more personalized thanks to push notifications, allowing us to reach customers who are difficult to target using traditional channels.

Inès de Champroux
Head of Acquisition and Customer Experience





[Get a demo!](#)

More than 250 clients trust us

