

CAMAÏEU

Boosting campaign revenue and message relevancy with campaign intelligence



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Camaïeu

"With Tinyclues, we can now send relevant campaigns for any product in our catalog. Not only did we more than double our campaign revenue, we also now offer a more personalized experience to our clients while decreasing unsubscribes by 62%"

+216%
Campaign revenue

COMPANY: CAMAÏEU

INDUSTRY: Fashion Retail

CAMPAIGN STRATEGY

- Campaign productivity
- From email to store
- Niche products
- Lower unsubscribes
- New product launch

DESCRIPTION

Camaïeu is a European leader in ready-to-wear fashion selling 70 million products every year and operating 650 stores across 15 countries. They have over 10 million clients in their database and an annual revenue of €610 million.

Context and Challenges

- Camaïeu's operational CRM strategy results were reaching a plateau.
- Needed to increase online and offline campaign revenue all while making sure to offer a personalized experience to their customers.
- Wanted to improve the visibility of their broad product range and the impression of constantly renewed collections.
- Sought to break the habit of over-promoting products.
- Has a small marketing team and limited resources.

Solutions and Use Cases

- Selected Tinyclues' campaign intelligence solution to extend the reach of their existing campaigns and add targeted AI-driven campaigns to their campaign plan.
- Can now create brand new highly relevant campaigns to promote new offers (their first lingerie collection), overstocked items, niche items, and strategic products (such as cashmere sweaters).
- Improved traffic both online and in store.
- Found they were reactivating their inactive clients (inactive clients account for +35% of their database).
- Implemented Tinyclues in weeks with no IT intervention.

Results

- With deep learning, Camaïeu is now able to run highly relevant campaigns, leading to a +216% increase in campaign revenue and a 96% increase in conversion rate as measured by A/B testing vs Camaïeu's own targeting techniques.
- Delivered a positive customer experience through personalized and relevant messages with email open rates up by 44%, click rates up by 104% and a 62% decrease in unsubscribes.
- Increased traffic to the website by 24%.
- Campaigns are created and targeted in 5 minutes and team productivity is up.