



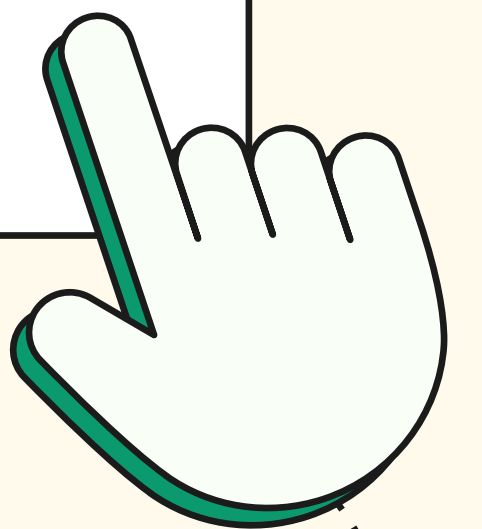
Brevo

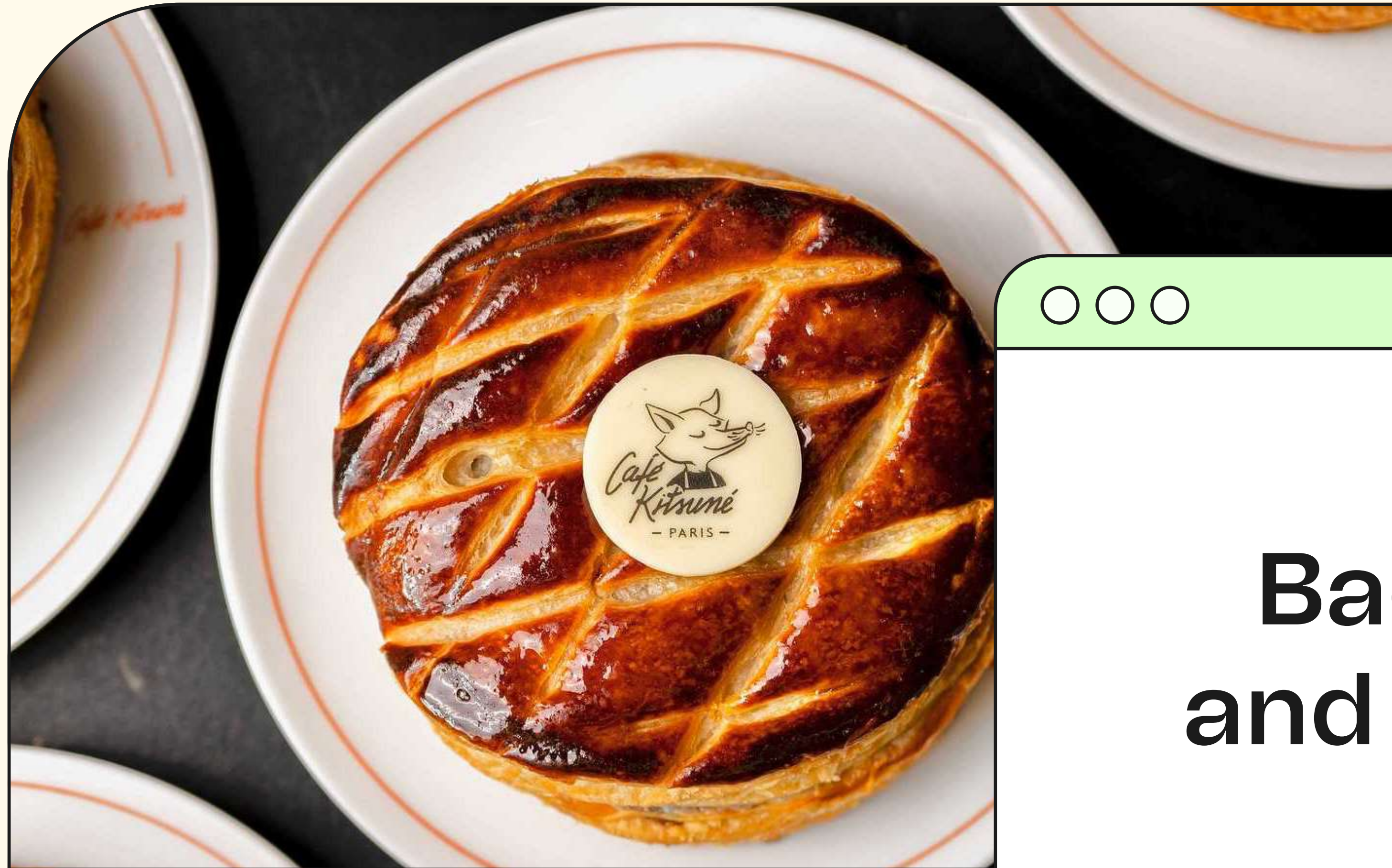
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Café Kitsuné

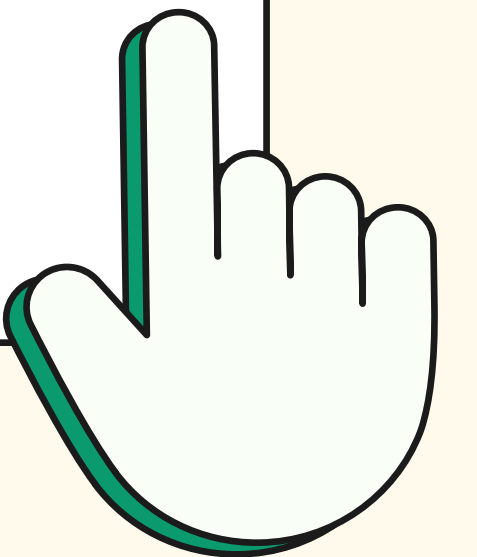
How Café Kitsuné turned its visitors into loyal customers

Mobile Wallet + Loyalty Platform: The winning formula





Background and Objectives



About Kitsuné Group



- ✓ Maison Kitsuné was founded in 2002
- ✓ "Kitsuné" means "fox" in Japanese: the ability to transform and adapt
- ✓ Maison Kitsuné offers a **lifestyle** that encompasses 3 main areas: **Fashion** (high-end ready-to-wear), **Music** (Kitsuné Musique label), and **Cafe** (Café Kitsuné)
- ✓ **€130M** annual revenue
- ✓ International presence: Over 400 retailers, 70 stores, and 35 cafes worldwide

About Café Kitsuné

- ✓ 2013: Opening of the first **Café Kitsuné** in Tokyo
- ✓ Unique concept **blending specialty coffee and French-Japanese lifestyle**
- ✓ 2025: **35 establishments** worldwide
- ✓ **International presence:** Paris, Tokyo, New York, Seoul, Beijing, Vancouver, Riyadh, Kuala Lumpur



Why Café Kitsuné chose Brevo and Captain Wallet ?



The mobile wallet marketing expert



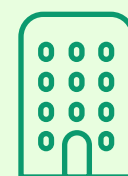
2013 Pioneer &
top French company



+300
Clients in France



30M
Loyalty cards



180+ countries of use

Brevo

The all-in-one email and CRM platform



8 marketing channels



+32% growth

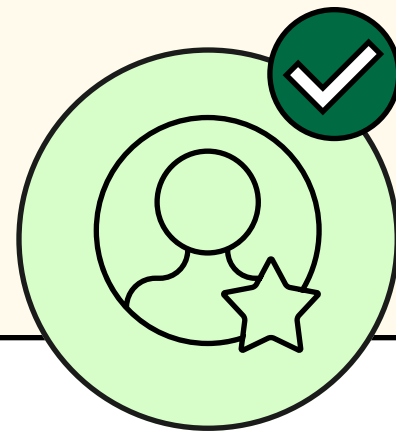


179€ ARR and profitable



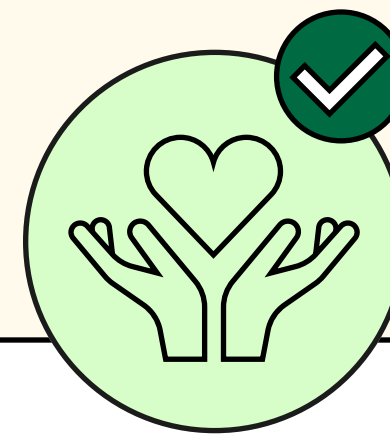
50M€ invested in AI

Objectives for Café Kitsuné's Parisian cafes



Build loyalty
among local Parisian
clientele VS passing
tourists

80% of customers are
tourists



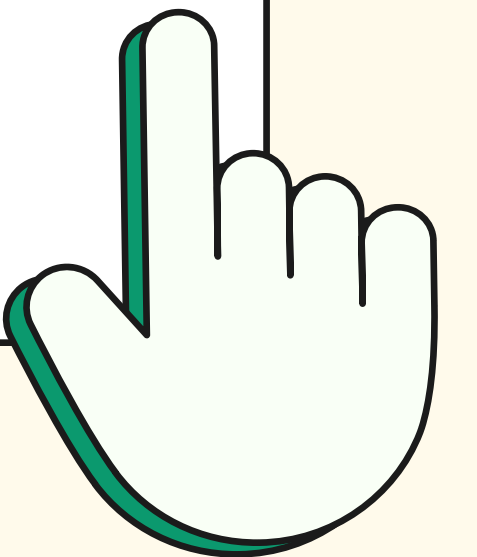
Support
cafe revenue in case of
declining foot traffic



Collect
qualified customer data
without relying solely on
the cash register system



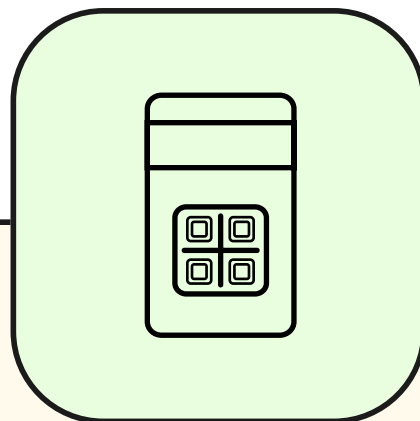
The customer journey at Café Kitsuné



How Café Kitsuné collects customer data with the wallet

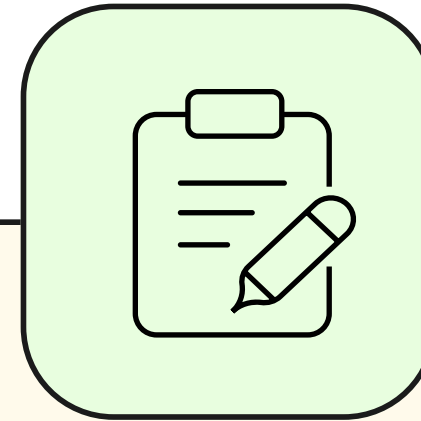
1

**Contact
point**



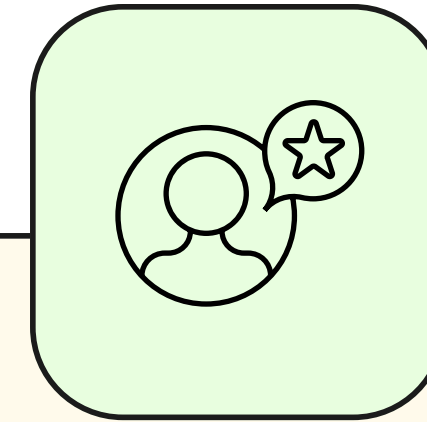
2

Form



3

Redemption

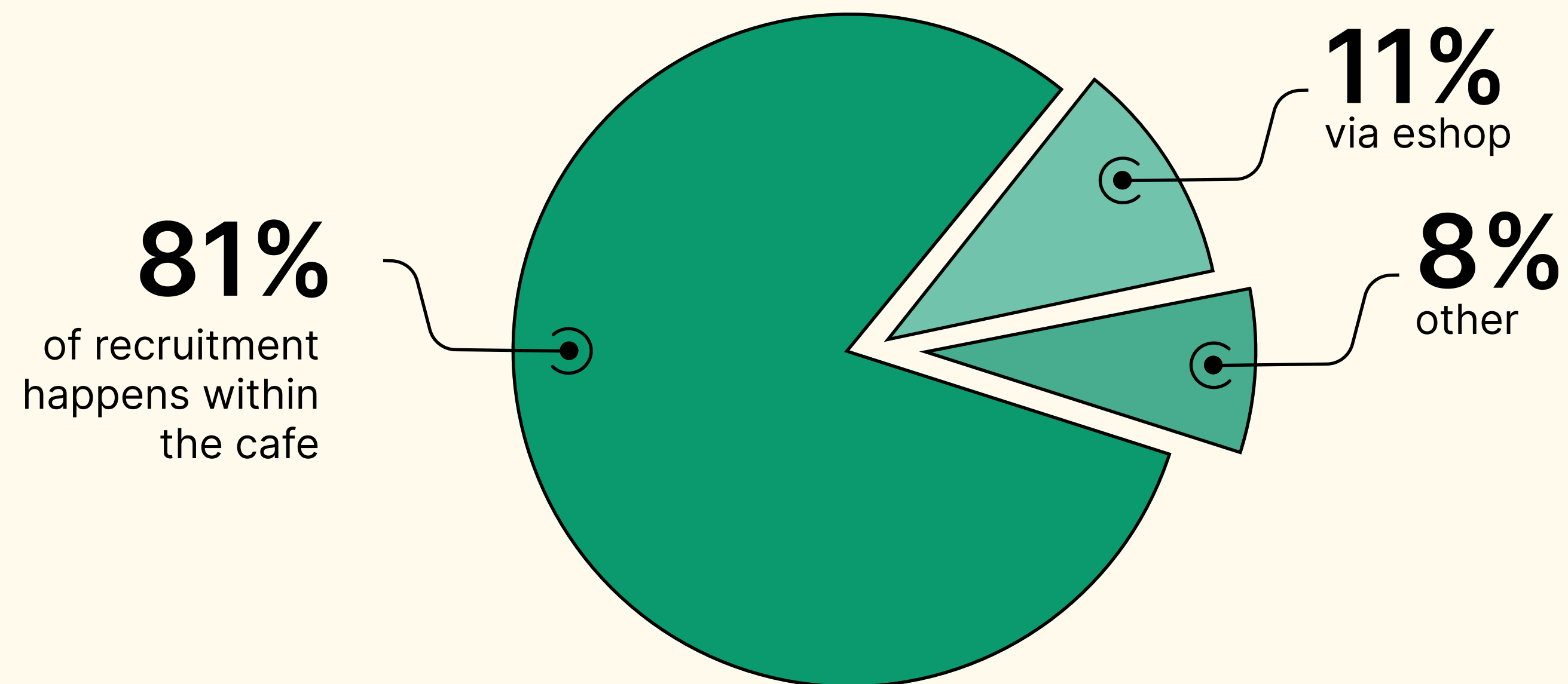


Step 1

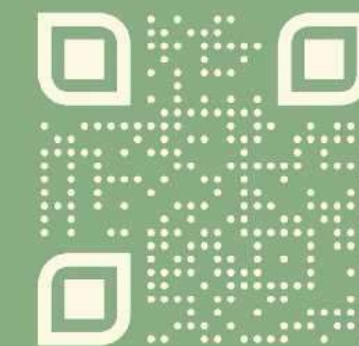


Contact point

The visitor scans a QR code inside the cafe to get their Café Kitsuné loyalty card. The QR code is present on multiple channels: In-store (POS materials, Window displays, Leaflets, Staff) and Online (Ecommerce, social media, CRM, Paid)



ADHÉREZ AU PROGRAMME
DE FIDÉLITÉ CAFÉ KITSUNÉ



1 VISITE = 1 POINT



Les avantages du programme de fidélité :

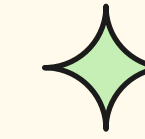
Recevez des cadeaux caféinés et offres personnalisées
Invitations à des événements exclusifs
Découvrez les nouveautés Café Kitsuné en avant-première

Café Kitsuné, 9 rue du Heider 75009 Paris
Programme disponible uniquement au sein des Café Kitsuné parisiens.
Ne pas jeter sur la voie publique.



Step 2

Form



The visitor fills out a form with their personal information

100% personalized registration page for Café Kitsuné that lets you collect **qualified data**: customer type (permanent resident or visitor), date of birth, gender, etc.

This avoids delays at checkout since the customer can register directly from their phone, especially during high traffic periods in the cafes.



98% Form completion rate

The registration form doesn't discourage customers! Almost all cafe visitors fill it out completely to join the loyalty program.

The loyalty card is created immediately!

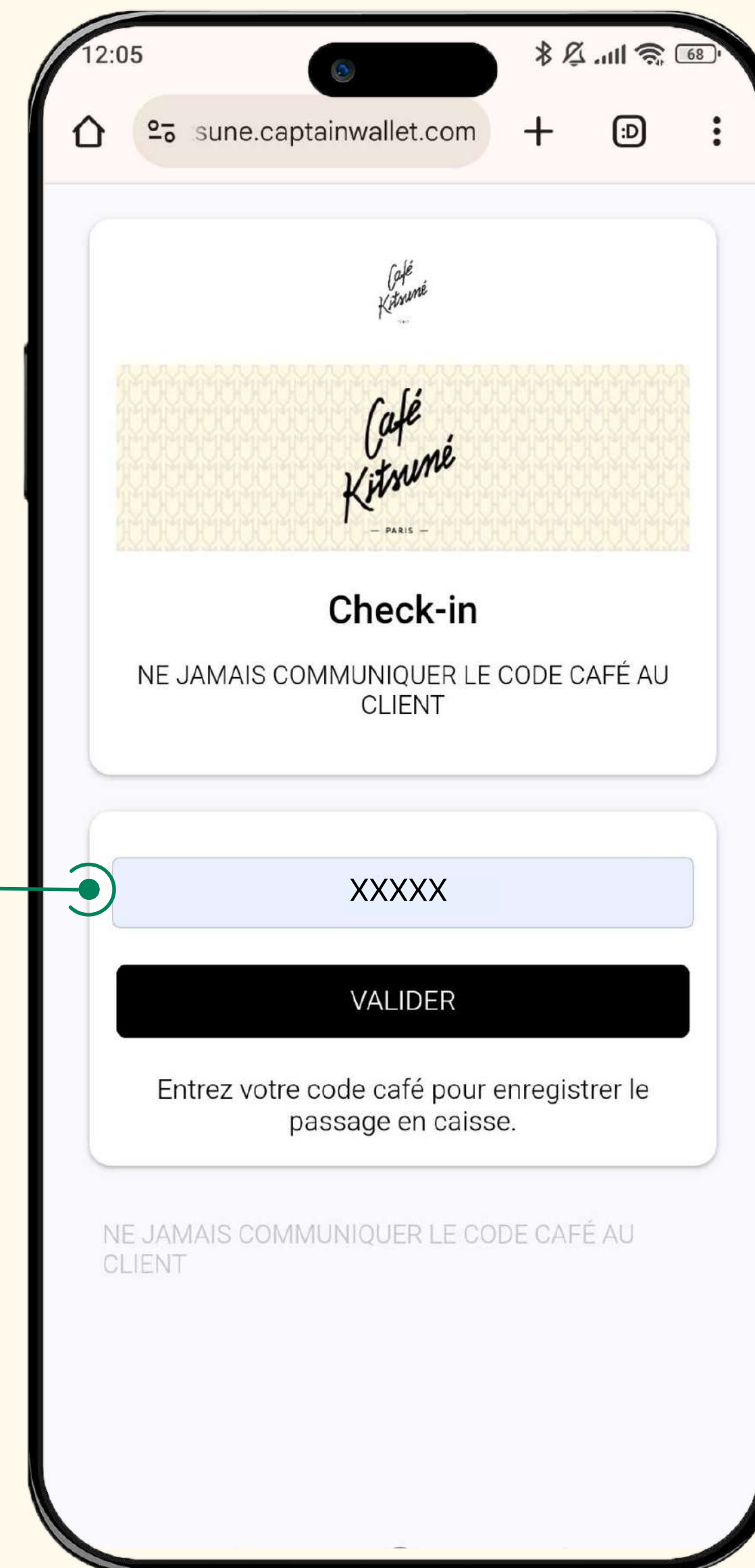
Step 3

Redeem

The barista enters a specific code corresponding to the visited cafe to record the customer's visit on their tablet.

This code depends on the offer presented by the customer and enables monitoring of all activities and checkout visits of loyal customers.

This allows complete independence from the cash register system, is very simple to use for both staff and customers, and is easy to integrate.

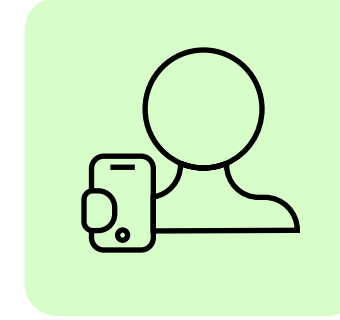


Advantages of this data collection process



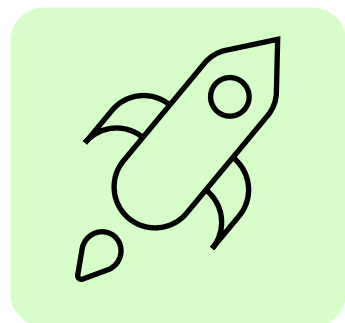
Simplicity

Just a few seconds needed to register



Autonomy

No staff intervention needed for registration



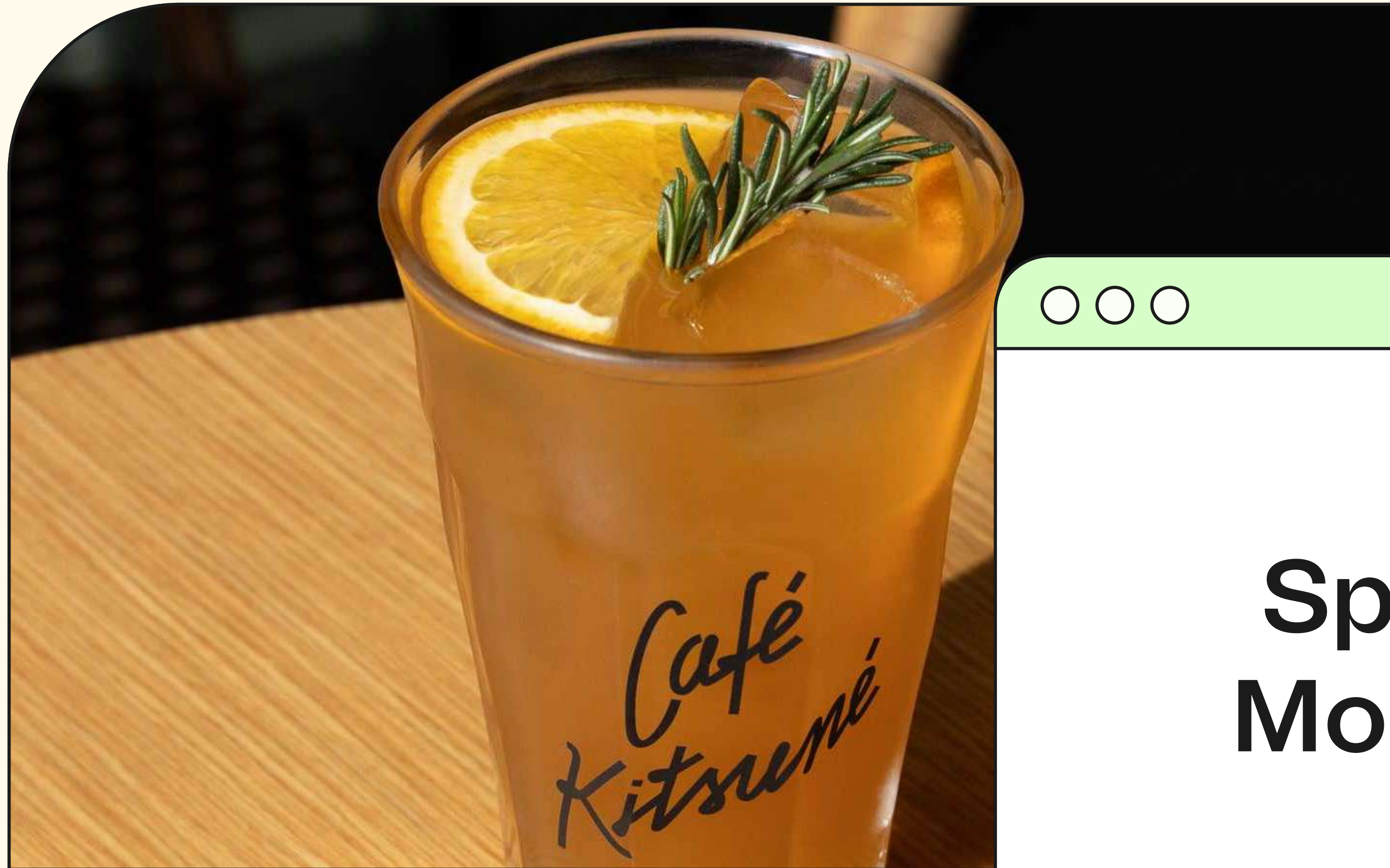
Immediacy

The loyalty card is created instantly

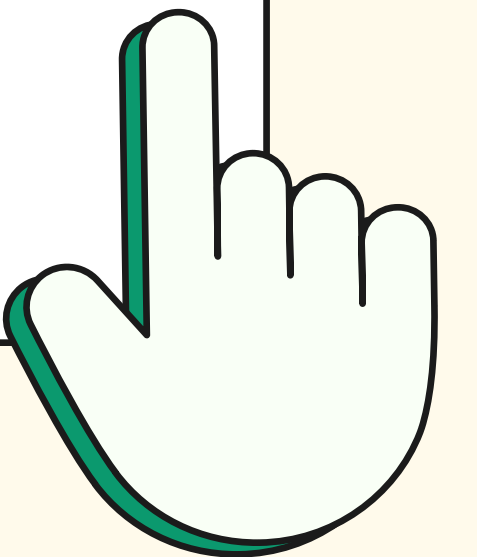


GDPR Compliance

Explicit consent is collected during registration



Spotlight on Mobile Wallet



The Kitsuné loyalty card in wallet format



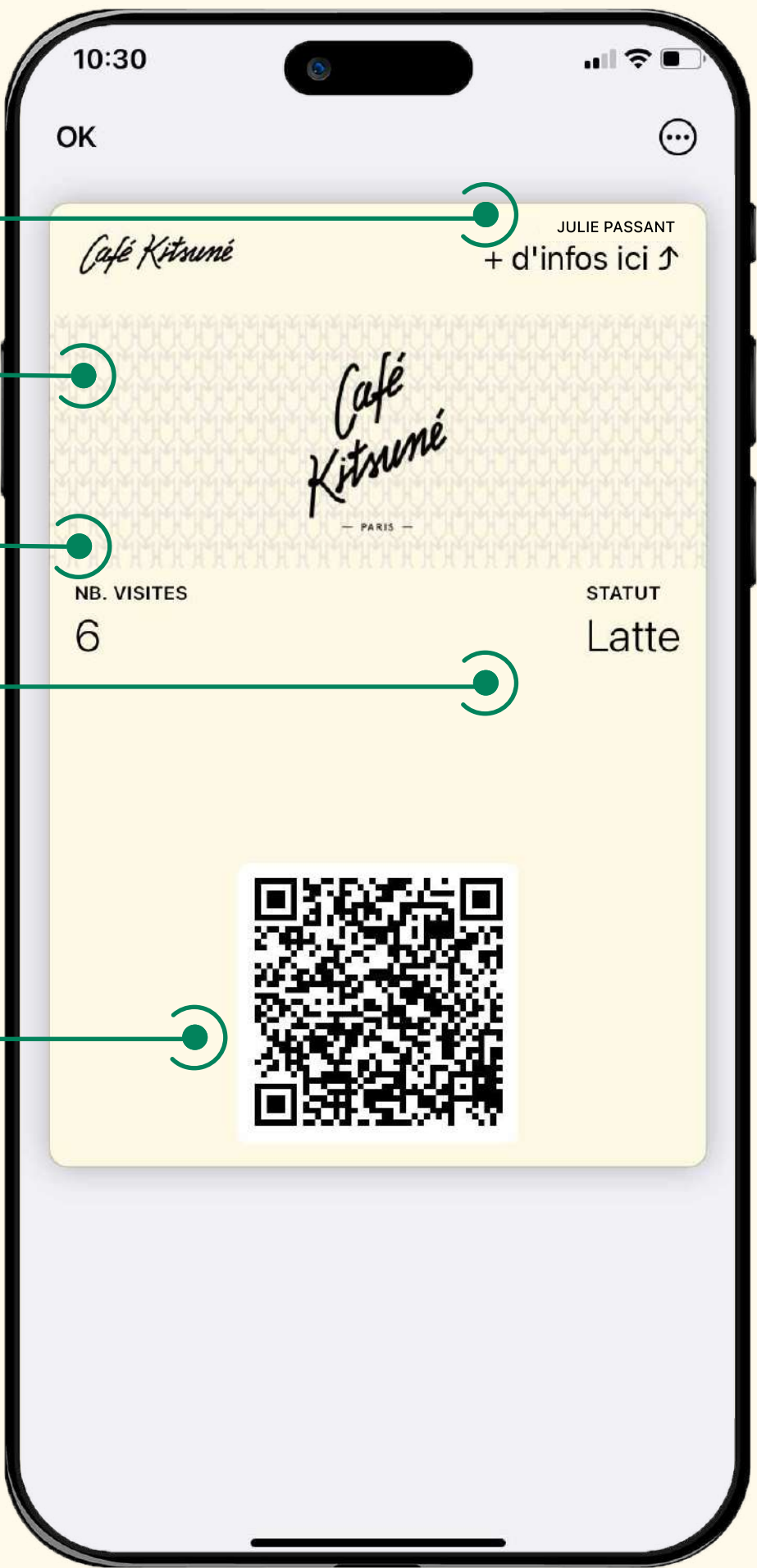
Cardholder's first and last name

Customizable banner

Number of visits

Customer status

QR code



Front

10:22

Ma carte Café Kitsuné

MA CARTE CAFÉ KITSUNÉ

Café, vous faites désormais partie des ami.e.s Café Kitsuné ! 🐱☕

Vous recevrez par notifications des contenus exclusifs et personnalisés ainsi que toute l'actualité de votre café préféré.

Vous avez cumulé 0 visite(s).
A très vite pour augmenter vos points et recevoir un cadeau caféiné ! 🙏❤️

Votre email: Cafekitsunetestx@gmail.com

🐱 MES AVANTAGES

Vous avez cumulé 0 visite(s), bénéficiez d'une boisson offerte dès votre 11e visite dans votre Café Kitsuné préféré ! ☕✨

Vous ne disposez pas de cadeau pour le moment.

📍 TROUVER UN CAFÉ

👉 [Trouver mon café le plus proche](#)

👉 PARRAINAGE

Parrainez vos ami(e)s afin de recevoir une surprise lors de leur premier passage dans un de nos cafés parisiens.

Parlez-en autour de vous et faites profiter

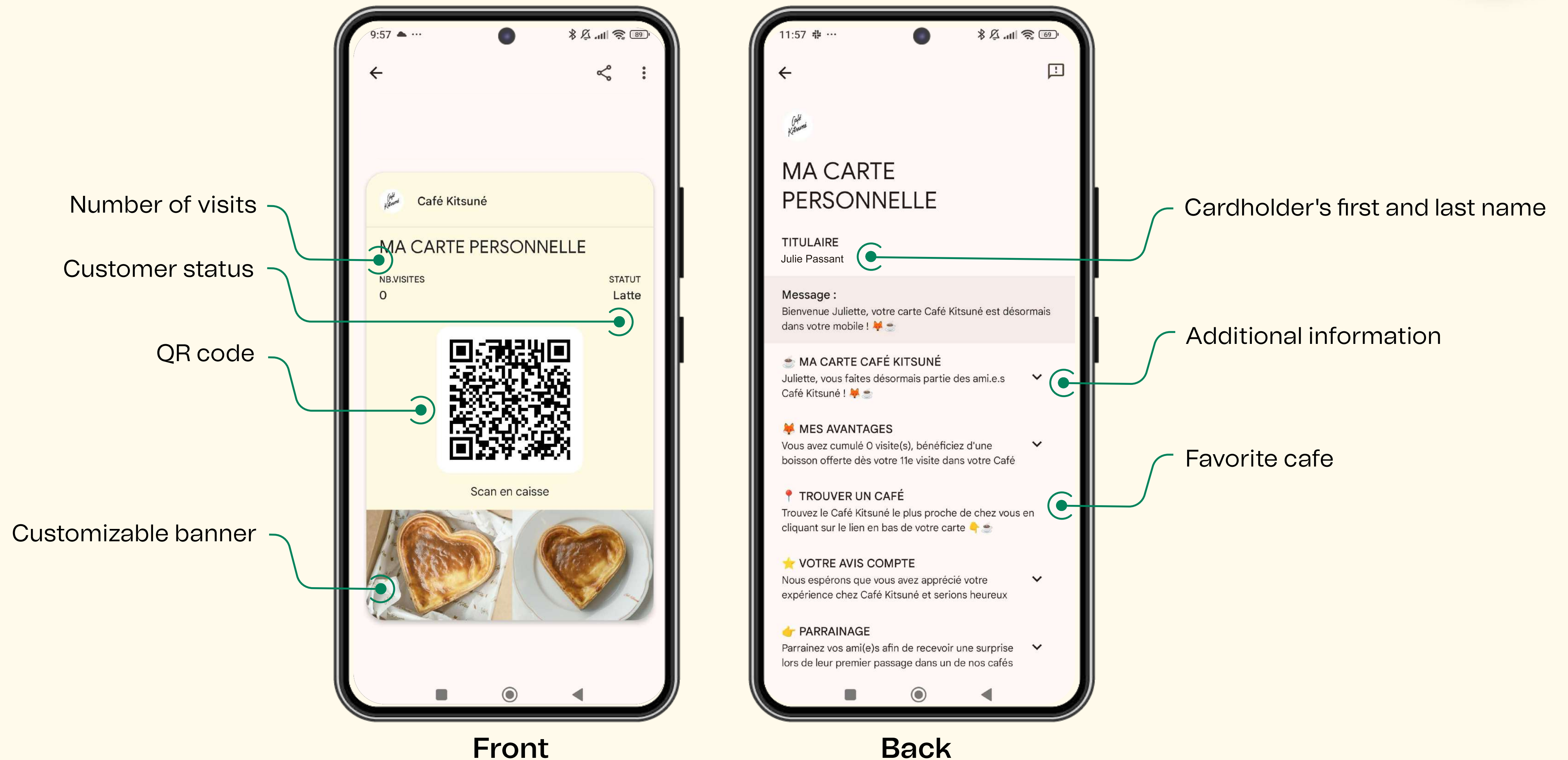
Additional information

Personalized benefits

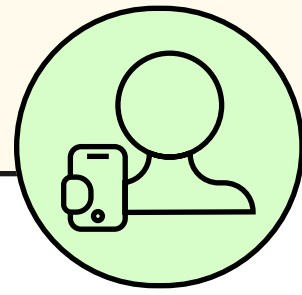
Favorite cafe

Back

The Kitsuné loyalty card in wallet format

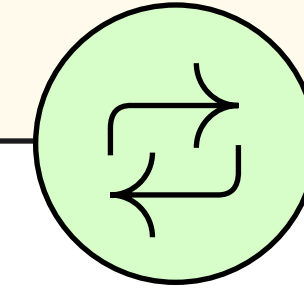


Wallet card advantages for the customer



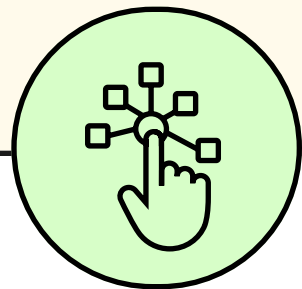
Always accessible

stored in the smartphone, so no risk of forgetting it



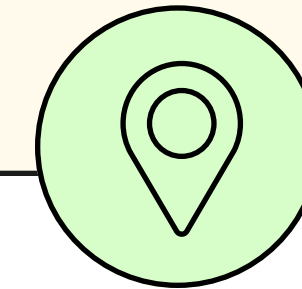
Automatic updates

points, status, and benefits are updated in real time



Interactive

engages you with personalized notifications

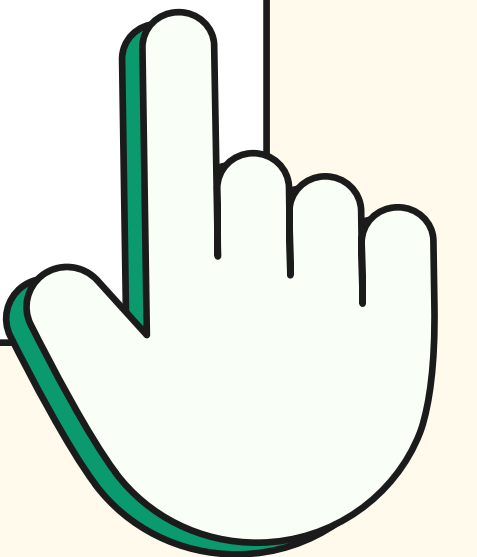


Geolocated

appears automatically when near a Café Kitsuné



**How Café Kitsuné
built customer loyalty
with our loyalty
solution**



Status configuration



✓ Tiers group name

2 Tiers definition

3 Calculation rules

Tiers definition

Create tiers and define access conditions and perks

Latte

Tier name *

Matcha

6/128

×

Access conditions *

Visite

Is at least

10

Points

⬆️⬆️

×

Our loyalty engine, the **Loyalty Platform**, allows Café Kitsuné to manage its program with freedom and precision:

Tier configuration (Latte, Matcha, and Dark Coffee) based on the number of cafe visits.

After 10 visits, the customer moves to the next tier!

Café Kitsuné's loyalty program is based on relationships and experiences rather than just promotions.

Creating rewards



Creating personalized rewards based on member status: complimentary drinks, exclusive products, event invitations... all to encourage visitors to return.

Configuration can be done in real time or scheduled!

Rewards

All Active Pending Disabled Expired

Une boisson achetée = un produit de la collection merch CK offert

● active

Une boisson achetée = 1 cookie offert

● active

Anniversaire

● active

Café offert parrain

● active

Café offert filleul

● active

Offre Matcha

Points management

1 Balance information

2 Rules

3 Balance Options

Create Balance

How do you want to reward your customer loyalty

Balance type *

 **Points**
Customers earn points based on purchases or other behaviors.

 **Cash**
Customers earn cash discounts or store credit based on purchases or other behaviors.

Balance name *

Visite

6/128

Balance logo (optional)



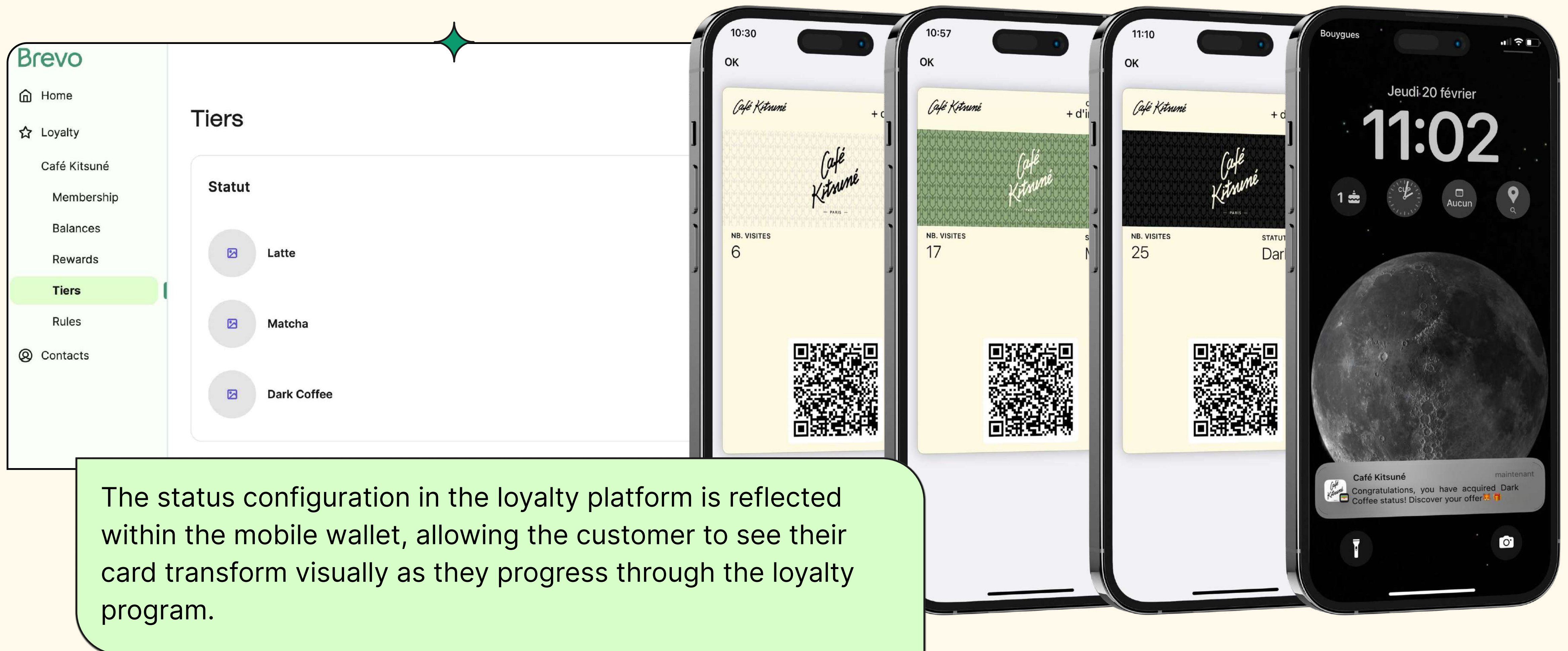
Select an image or drop a file here
Supported formats : png, jpg, webp



Definition of calculation rules and point allocation for each visit.

For example, Café Kitsuné can customize behavioral rules to move a customer to the next tier if they attended a cafe event (e.g. DJ set).

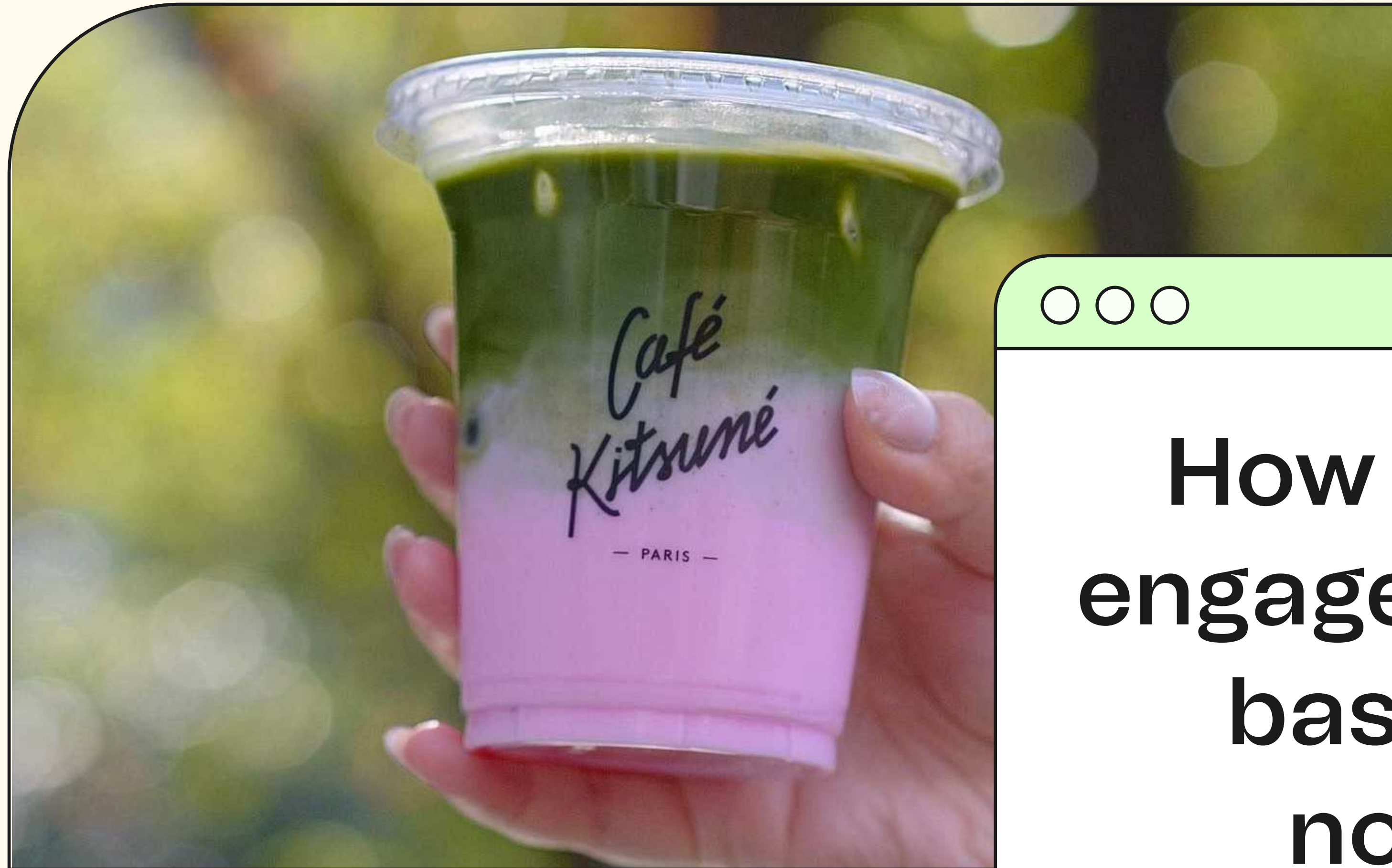
From loyalty engine to wallet: a winning combo for Café Kitsuné



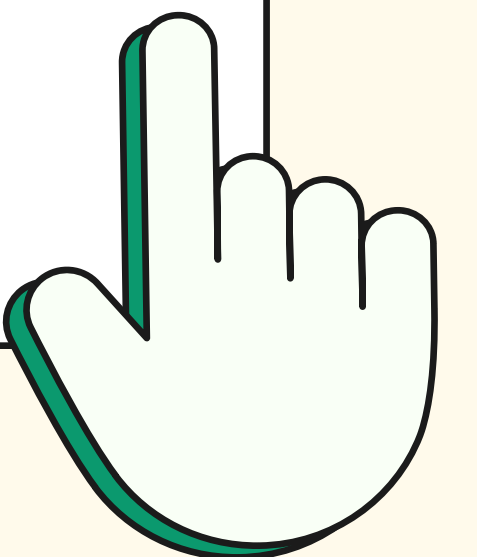
Advantages of combining the Loyalty Platform with the Wallet



- ✓ The two solutions are interconnected and native, offering complete integration
- ✓ Agility in loyalty rules management
- ✓ The business team has control over launching offers, without relying on technical teams
- ✓ Ability to push news about new menus, collaborations, or special projects
- ✓ Significant reduction in "time to market" for new offers
Direct and immediate deployment of offers on customers' phones
- ✓ Dedicated support



How Café Kitsuné engages its customer base with push notifications



How Café Kitsuné engages its customer base



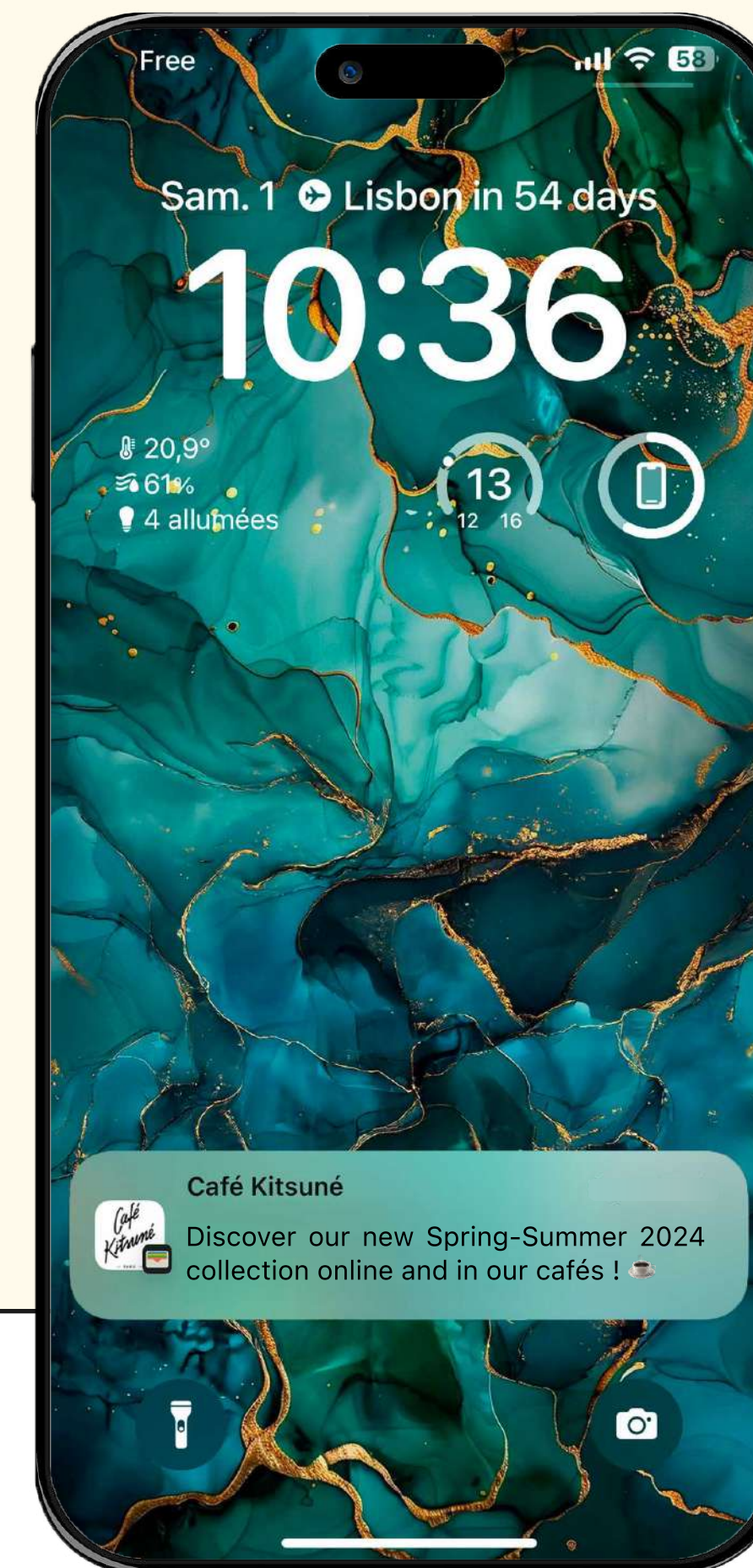
Café Kitsuné uses **Push Notifications** to announce marketing highlights, engage, different statuses, and **boost cafe attendance**.

This is an effective way to maintain close **relationships and encourage customers** to return to the cafe! Push notifications make the loyalty program **all the more visible**.

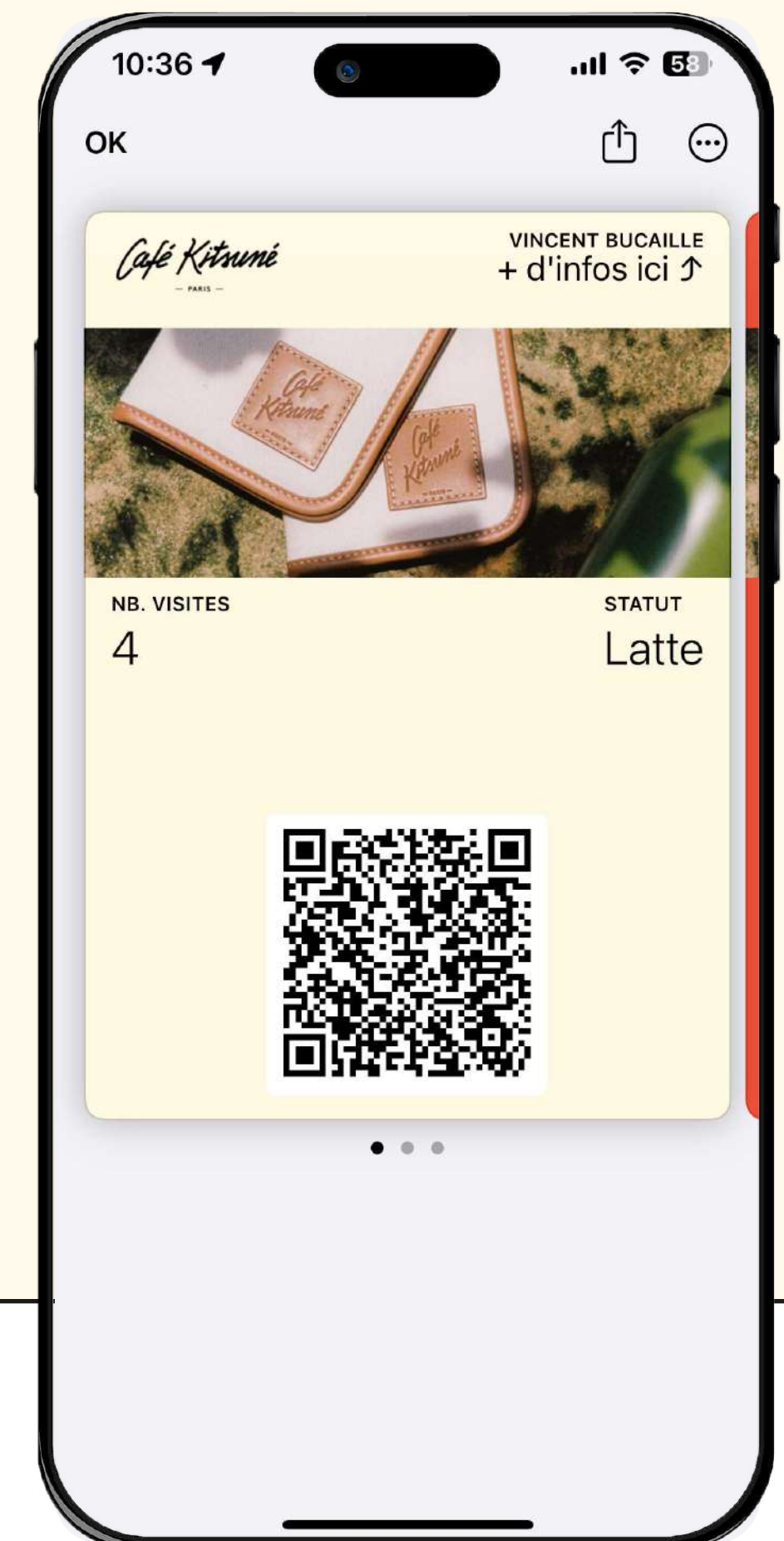
Targeted communication for enriched customer relationships



Reward



New collection



Results at Café Kitsuné

96%

of members remain loyal to the
Café Kitsuné program

Very strong engagement and excellent
retention once customers are enrolled

+20%

visits and transactions
for enrolled customers

+40%

traffic following announcements
of 24h flash offers or cafe
openings

93%

retention rate¹ of the card within
the wallet

94%

installation rate² of the card
within the wallet

1. Share of active wallet cards out of all installed cards

2. Proportion of people who completed the wallet card installation process

Upcoming projects: expanding loyalty



Internationalization

International deployment of the Café Kitsuné loyalty program which currently exists only in France, starting with Japan.

Loyalty program

Project to launch the Maison Kitsuné loyalty program for ready-to-wear: the challenge of creating synergy between the two brands.

Final word



"Our Café Kitsuné loyalty program perfectly embodies our brand identity: a personalized card in Café Kitsuné colors, an evolving status system that rewards loyalty, and that 'playful' tone that characterizes us. Bilingual and fully integrated into the wallet, this solution offers much more than a simple card — it's a genuine customer experience that connects our visitors to the Café Kitsuné universe while guiding them to their favorite cafe."

Inès Haddad

Head of Digital Performance at Café Kistuné



Brevo

JULES

pimkie®

maison 123
PARIS

jacadi
PARIS

Galeries
Lafayette

C
COURIR®

LACOSTE

celio*



More connections, more conversions

Choose mobile wallet to stay close
to your customers and boost their
engagement.

[Contact us](#)