

# Conforama

## Improving relevancy and maximizing **online & in-store** revenue



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"We are in an essential phase of digital transformation and we want to excel in personalizing our customer communications to increase campaign impact, that's why we chose Tinyclues."

**+104%**  
**Revenue per message**

COMPANY: CONFORAMA

INDUSTRY: Retail

CAMPAIGN STRATEGY:

- Campaign performance
- From email to store
- Campaign productivity
- Reactivate inactives

DESCRIPTION:

Founded in 1967, Conforama is a European leader in home equipment with over 300 stores across 8 countries. They offer an omnichannel experience with an annual revenue of 3.5 billion euros. The company's mission is simple: offer comfort and great taste at the best price.

### Context and Challenges

- Needed to drive an essential phase of digital transformation that included excelling at communication relevancy by moving away from mostly generic campaigns.
- From scented candles to sofas and TVs, Conforama needed to promote a large catalog and accelerate their campaign strategy without over-soliciting clients.
- In a highly competitive market, they needed to maximize customer experience and campaign revenue.
- Needed to inspire their customers to renew and redecorate their interior and increase repeat purchases across a broad product range.

### Solutions and Use Cases

- Fast implementation of the solution, able to run their first campaigns in 4 weeks, just in time for a major sporting event.
- Started a new campaign strategy by adding 4 follow-up campaigns to promote the star products of their weekly newsletters and increase the impact of their campaigns.
- Increased efficiency of partner marketing campaigns by replacing campaigns targeted by their data scientists with Tinyclues AI-powered targeting.
- Using Tinyclues' unique deep learning capabilities, they were able to send just the right messages to bring back into the fold inactive customers and increase repurchase rates.

### Results

- Highly targeted follow-up campaigns are leading to an increase in revenue per message of 104%, compared to their previous campaigns.
- Improved customer experience and engagement: open rates are higher by 23% and click rates increased by 46%, while the unsubscribe rate dropped by 25% — proof that messages are personalized and relevant.
- Increased revenue per message by 43%, open rate by 50% and click rate by 350% with unsubscribe rates down by 33% for partner marketing campaigns compared to their own data-scientists' targeting.
- Reactivation campaigns brought back thousands of inactive customers with a revenue per message close to that of active customers.
- Increased the number of campaigns with no negative impact on deliverability or unsubscribes.