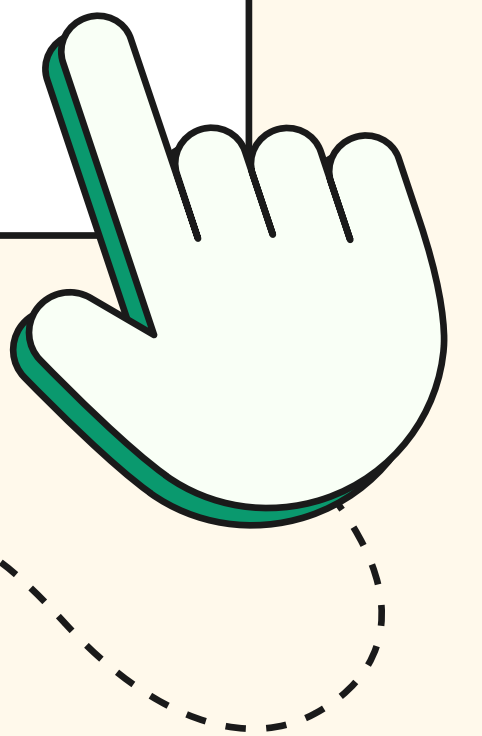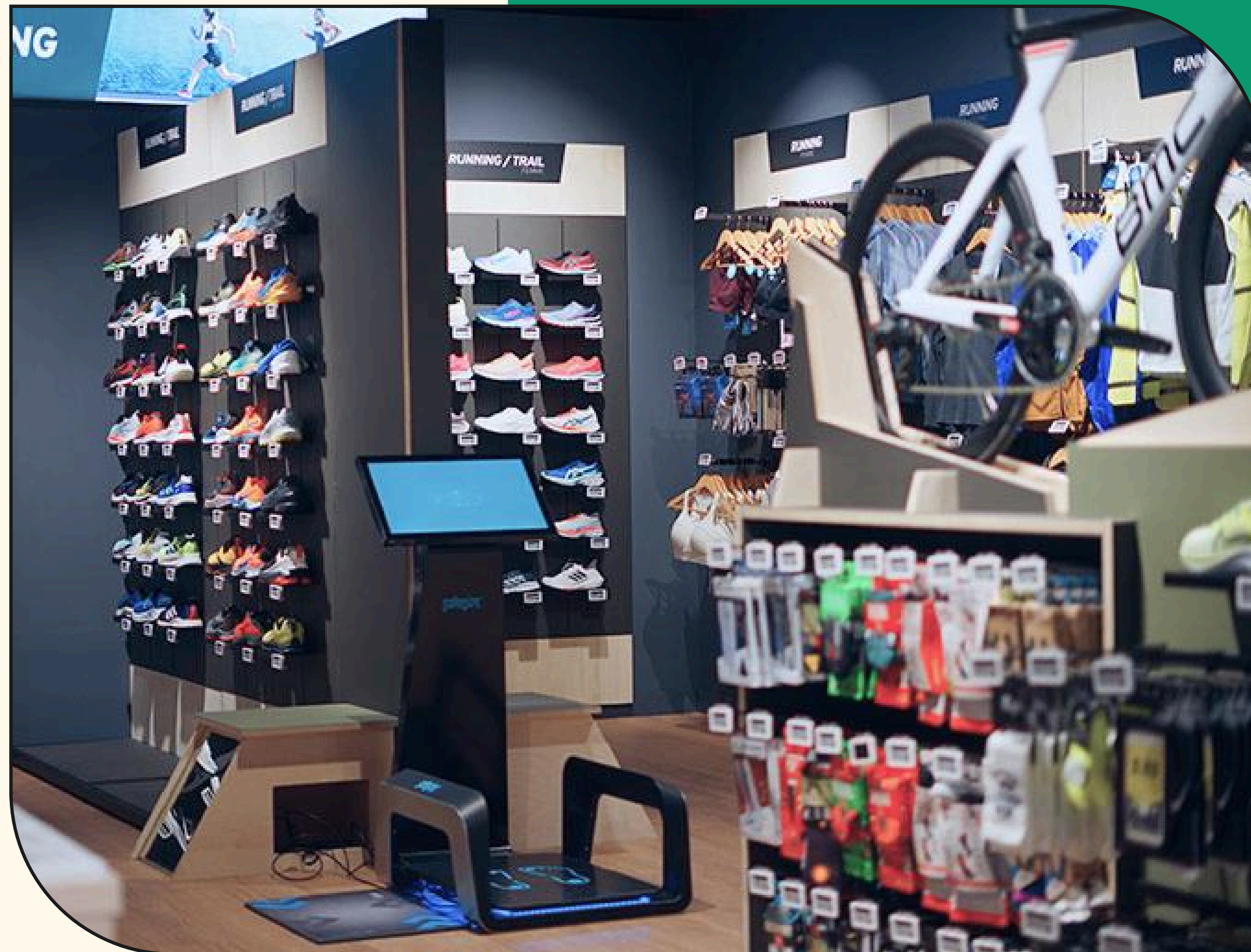Brevo

X

Alltricks

Discover how Alltricks uses Brevo to boost growth and improve customer experience

About Alltricks

- ✓ 350 employees
- ✓ Over 600 brands distributed
- ✓ 160,000 SKUs
- ✓ 9 physical stores
- ✓ €228 million volume of sales in 2023

Alltricks is a **French brand and e-commerce** website established in 2008, specializing in items for **cycling, running,** and **outdoor sports.**

The brand, which has been part of the Decathlon group since 2019, is aimed at sports enthusiasts seeking technical expertise. It offers new and refurbished products, including its brands, both in stock and on marketplaces.
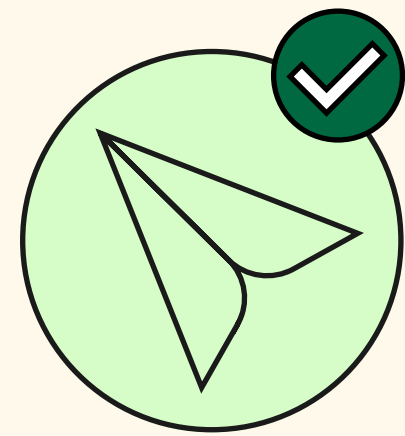
About Brevo

- ✅ Founded in 2012 by Armand Thiberge
- ✅ 500K customers worldwide
- ✅ More than 180 countries served
- ✅ 900 employees
- ✅ $200 million raised in 2 rounds
- ✅ More than 200 million emails and SMS sent per day
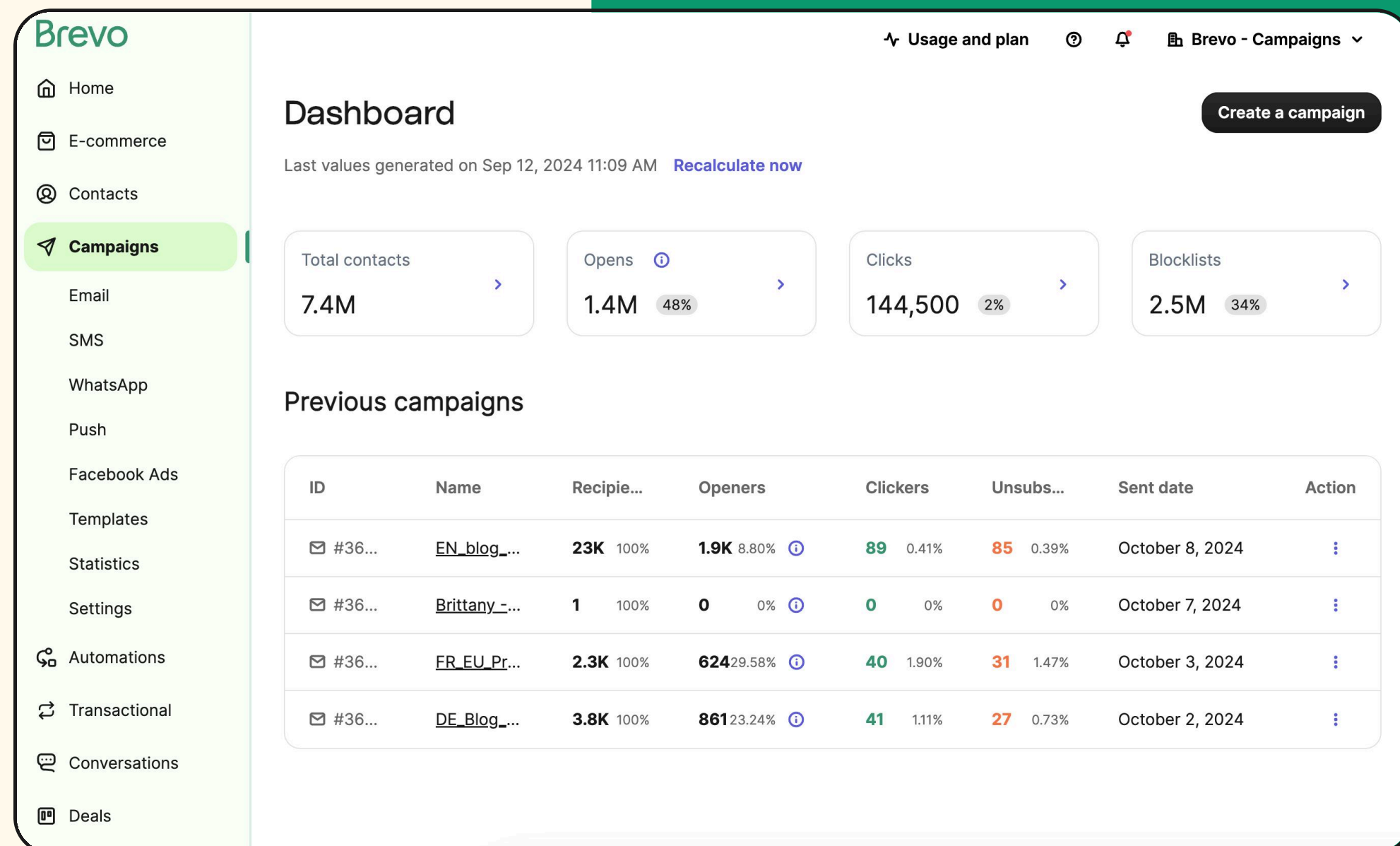
Brevo is the most intuitive customer relationship management **(CRM)** suite on the market. It enables companies and non-profit organizations to **grow sustainably** by centralizing their marketing and sales efforts. With email, SMS, WhatsApp campaigns, and more, Brevo fosters more human relationships, reduces costs and boosts sales via one **single, powerful platform.**

Brevo

Home
E-commerce
Contacts
Campaigns
- Email
- SMS
- WhatsApp
- Push
- Facebook Ads
- Templates
- Statistics
- Settings
Automations
Transactional
Conversations
Deals

Usage and plan   Brevo - Campaigns

Dashboard

Last values generated on Sep 12, 2024 11:09 AM   Recalculate now

Create a campaign

Total contacts	Opens	Clicks	Blocklists
7.4M	1.4M 48%	144,500 2%	2.5M 34%

Previous campaigns

| ID	Name	Recipie...	Openers	Clickers	Unsubs...	Sent date	Action
#36...	EN_blog_...	23K 100%	1.9K 8.80%	89 0.41%	85 0.39%	October 8, 2024	⋮
#36...	Brittany - ...	1 100%	0 0%	0 0%	0 0%	October 7, 2024	⋮
#36...	FR_EU_Pr...	2.3K 100%	624 29.58%	40 1.90%	31 1.47%	October 3, 2024	⋮
#36...	DE_Blog_...	3.8K 100%	861 23.24%	41 1.11%	27 0.73%	October 2, 2024	⋮

Alltricks marketing goals

Boost growth through its main communication channel: email marketing
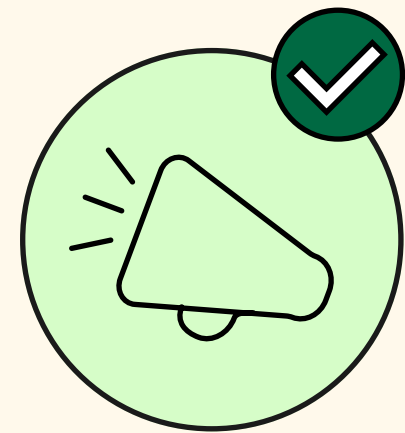
Improve targeting by moving from mass mailing to more personalized communications

Increase customer engagement to boost opt-in rates
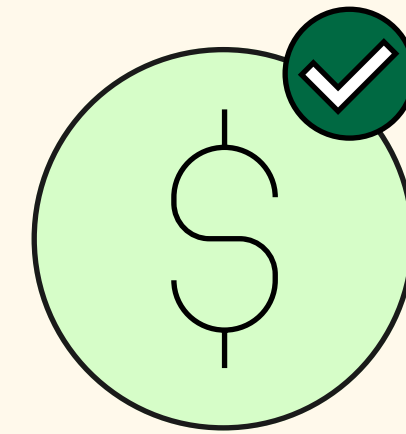
Increase customer retention and reduce acquisition costs

Take legal requirements into account
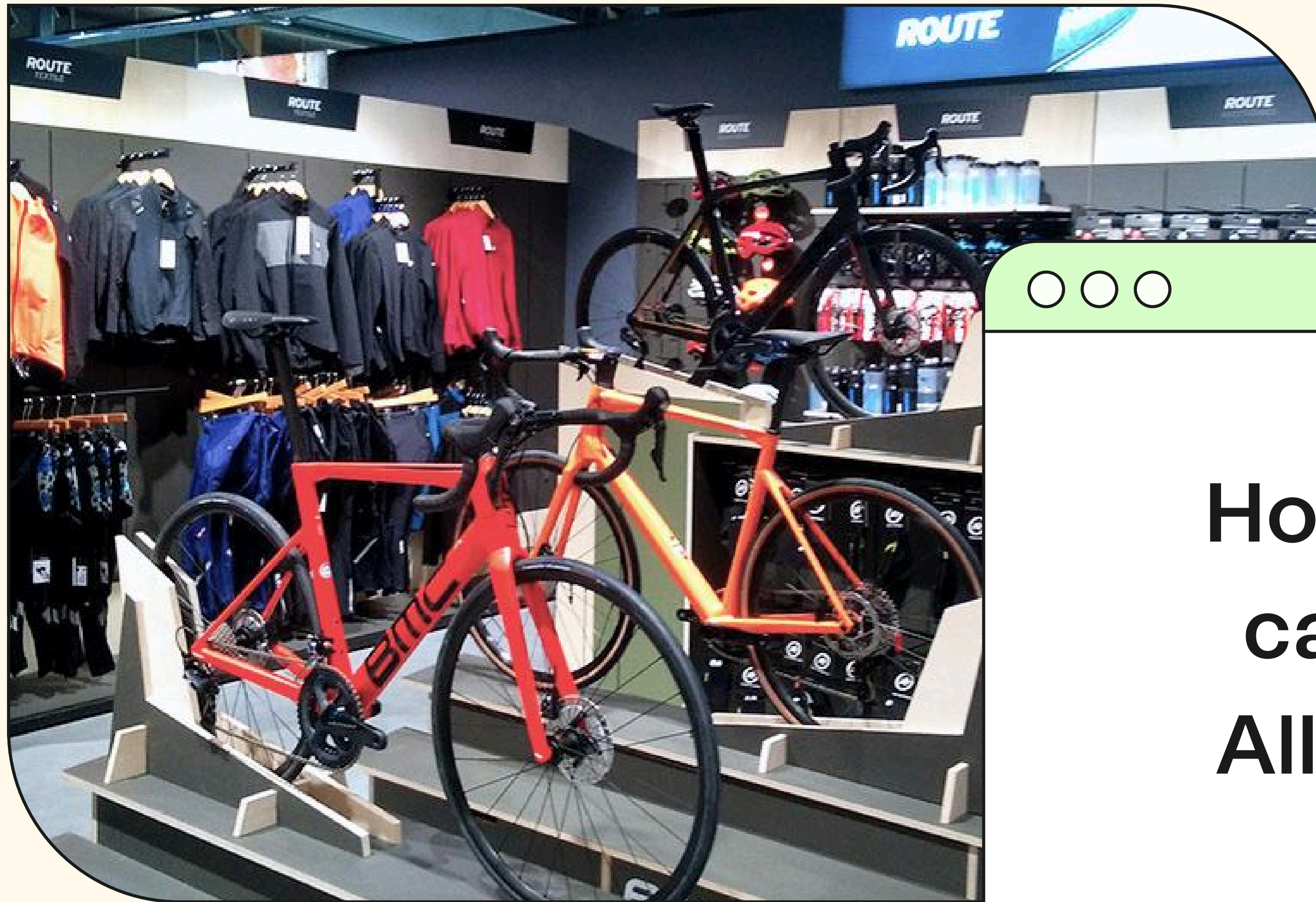
Why did Alltricks choose Brevo?

- A simple, user-friendly solution tailored to needs

- Personalized support

- Autonomous management of CRM

- Quick and easy integration

- A flexible and responsive solution

★★★★★

"We put our trust in Brevo and we're not disappointed! The teams listen to us and support us effectively. We also participate in the evolution of the platform, which allows us to shape it to our needs."
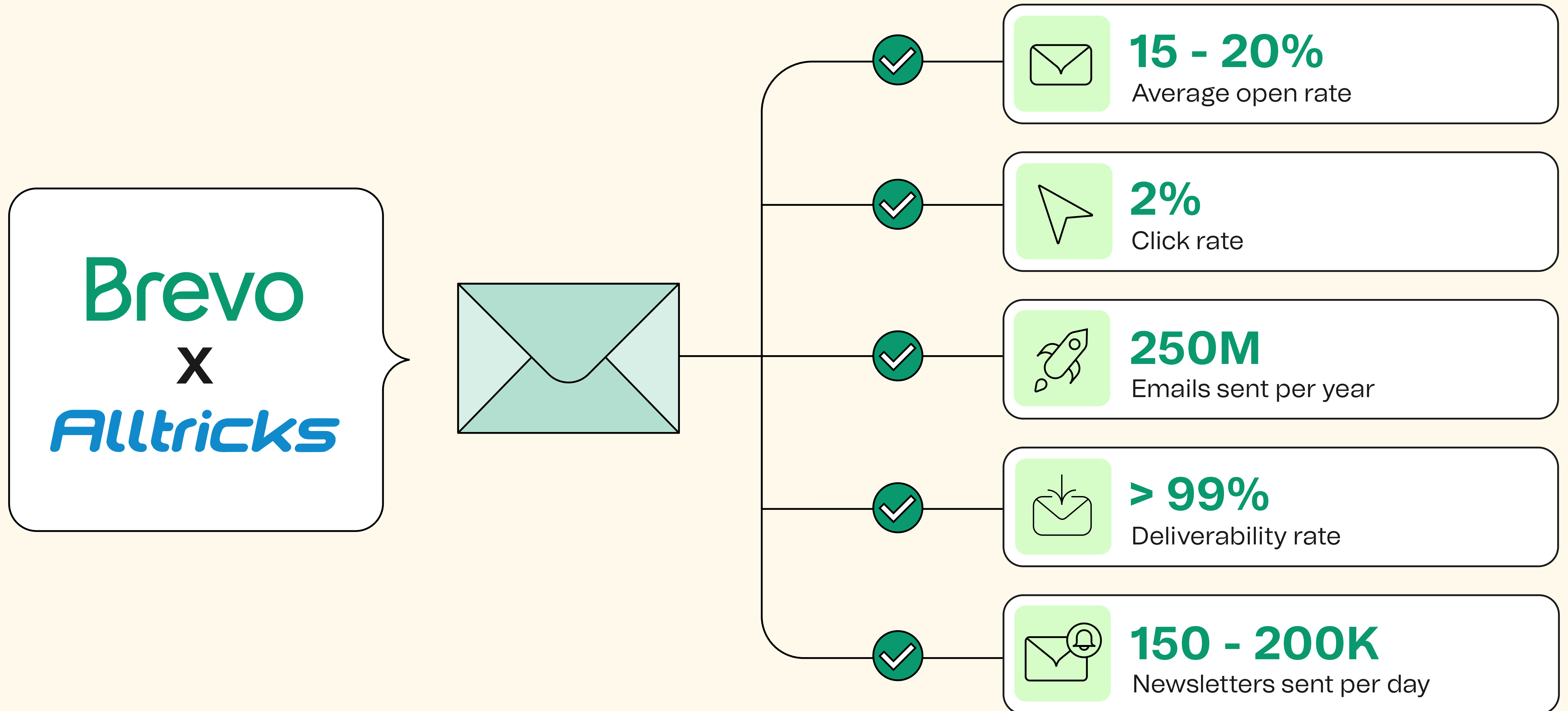
Maxime Speroni
E-commerce manager
at Alltricks

How these 4 use cases boosted Alltricks' results

Alltricks email marketing with Brevo

Brevo x Alltricks

15 - 20%
Average open rate

2%
Click rate

250M
Emails sent per year

> 99%
Deliverability rate

150 - 200K
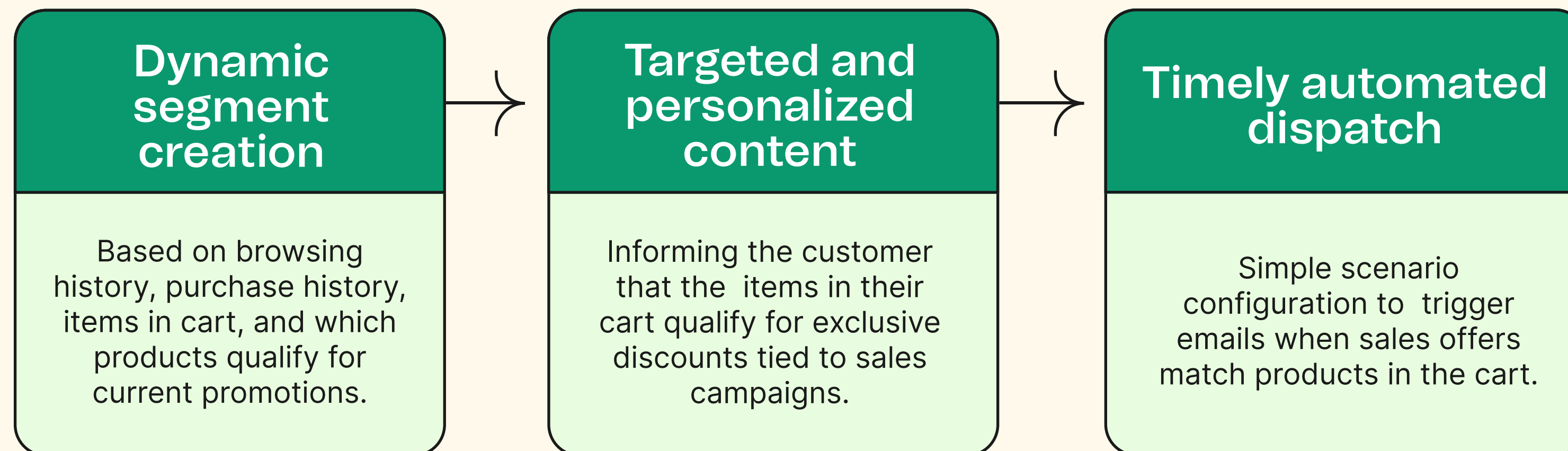Newsletters sent per day

1 Alltricks boosts customer engagement with personalized, automated emails
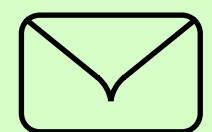
Goal

Identify opportunities to boost purchase intent by connecting sales data with shopping cart activity. When a user adds a promotional item to their cart, send them a personalized email featuring a unique promo code to encourage checkout.
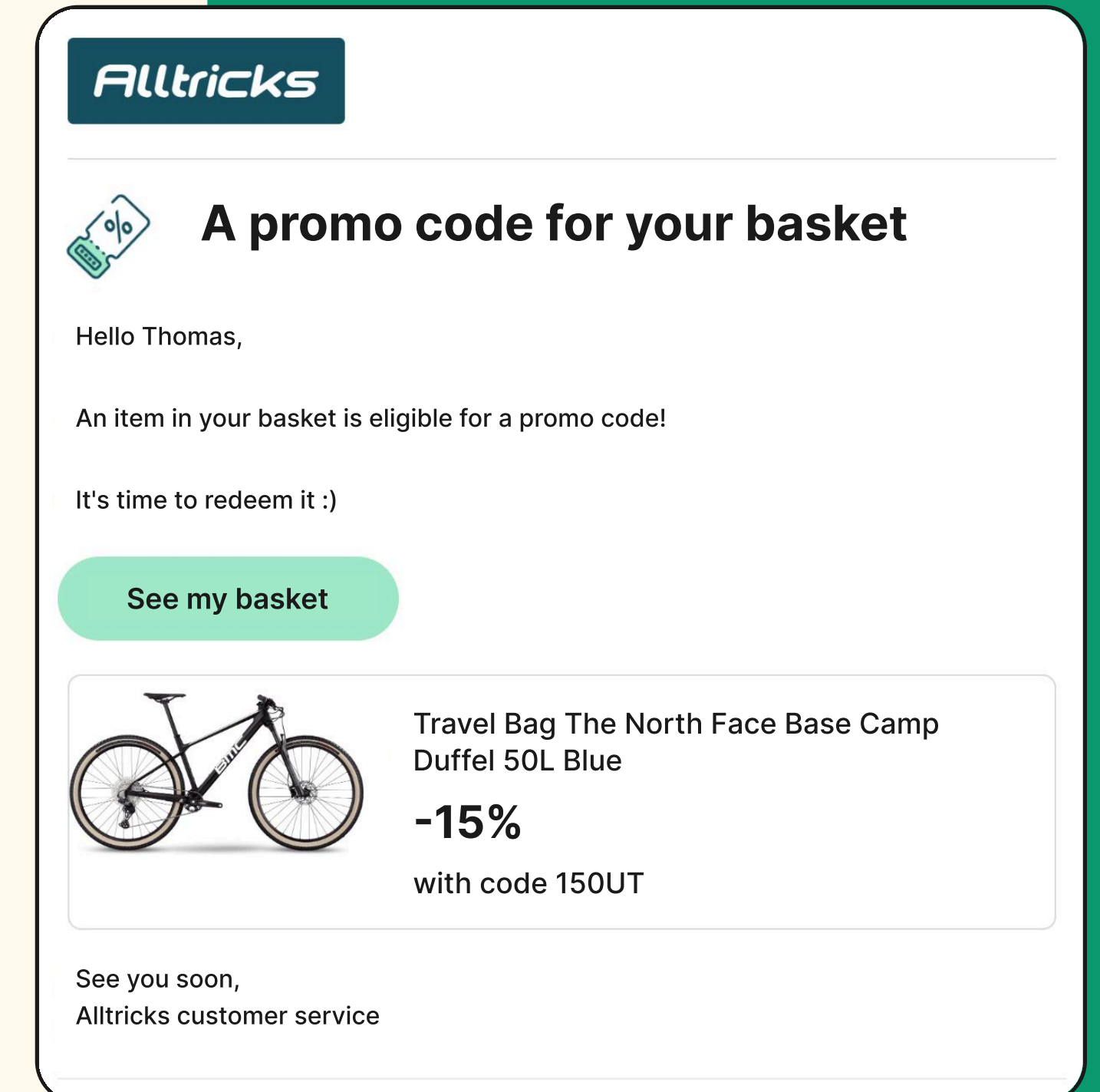
How

Dynamic segment creation

Based on browsing history, purchase history, items in cart, and which products qualify for current promotions.

→

Targeted and personalized content

Informing the customer that the items in their cart qualify for exclusive discounts tied to sales campaigns.

→

Timely automated dispatch

Simple scenario configuration to trigger emails when sales offers match products in the cart.

Results*

✉ **2 700**
Number of mailings

46%
Open rate

28%
Click rate

Alltricks

🏷️ **A promo code for your basket**

Hello Thomas,

An item in your basket is eligible for a promo code!

It's time to redeem it :)

[See my basket]

Travel Bag The North Face Base Camp Duffel 50L Blue
-15%
with code 150UT

See you soon,
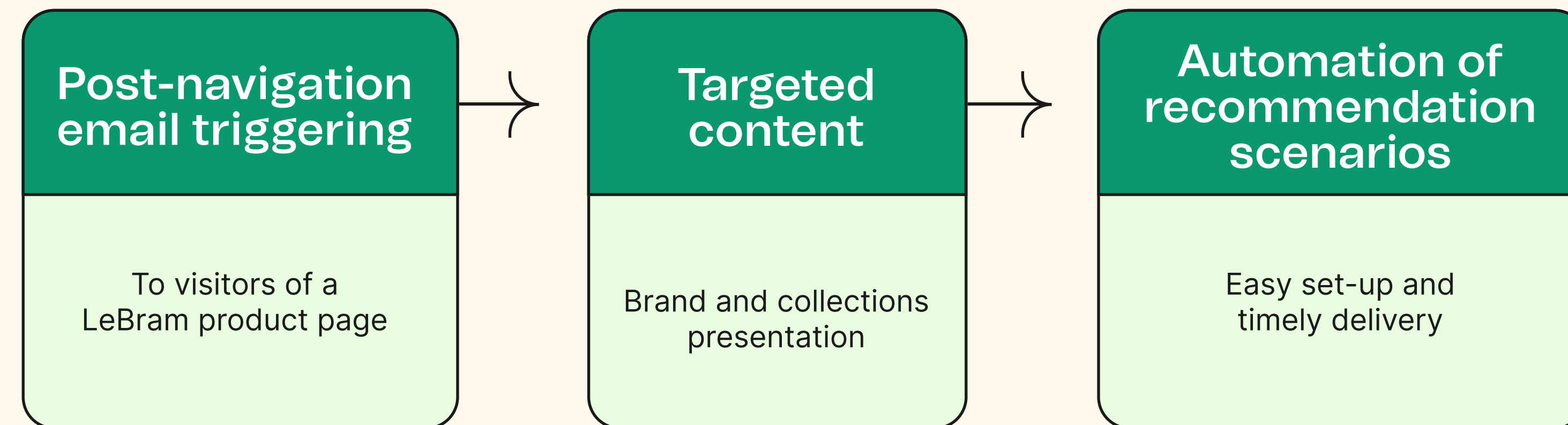Alltricks customer service

*August 2024

2 Alltricks improves its performance with custom post-navigation emails

Goal

Increase interest in the LeBram brand by sending targeted emails after viewing a product page.
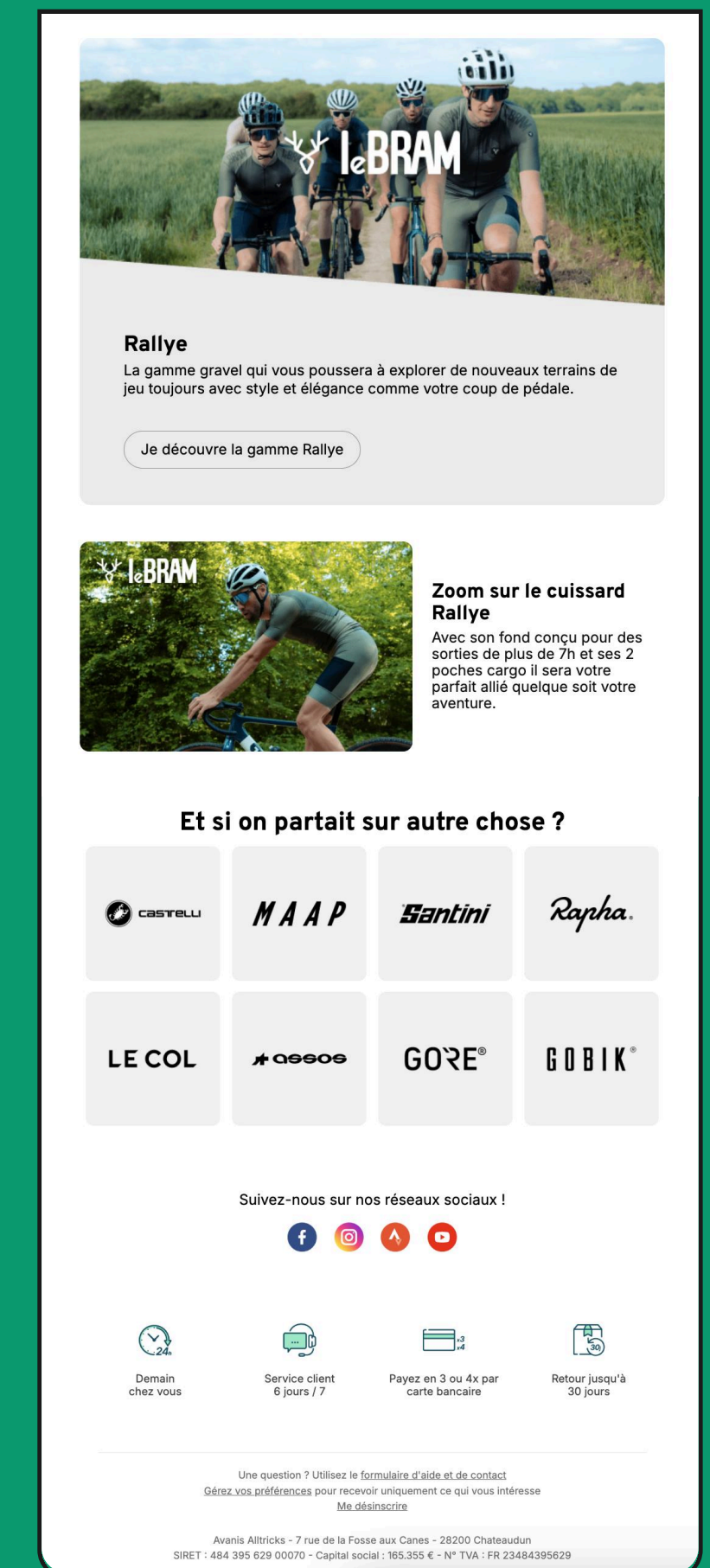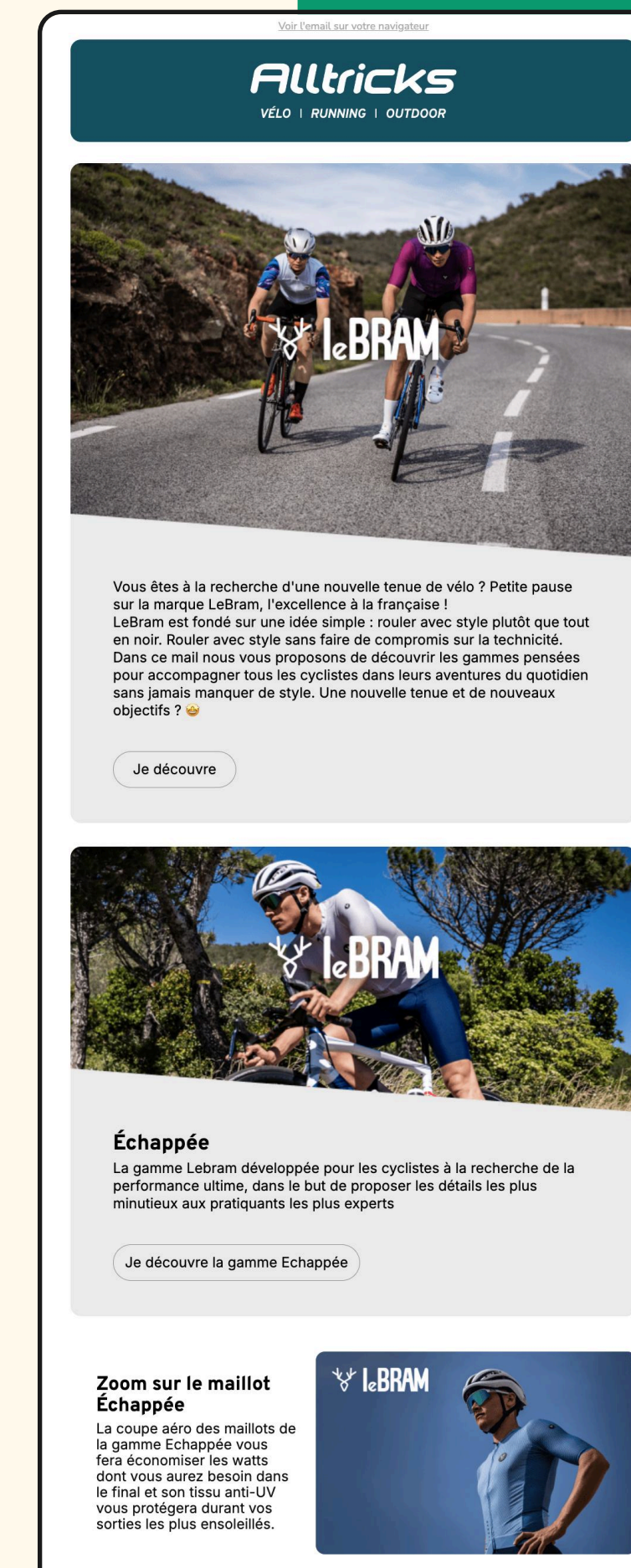
How

Post-navigation email triggering	Targeted content	Automation of recommendation scenarios
To visitors of a LeBram product page	Brand and collections presentation	Easy set-up and timely delivery

Results*
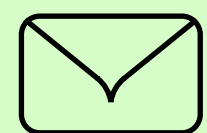
1 600
Number or sendings
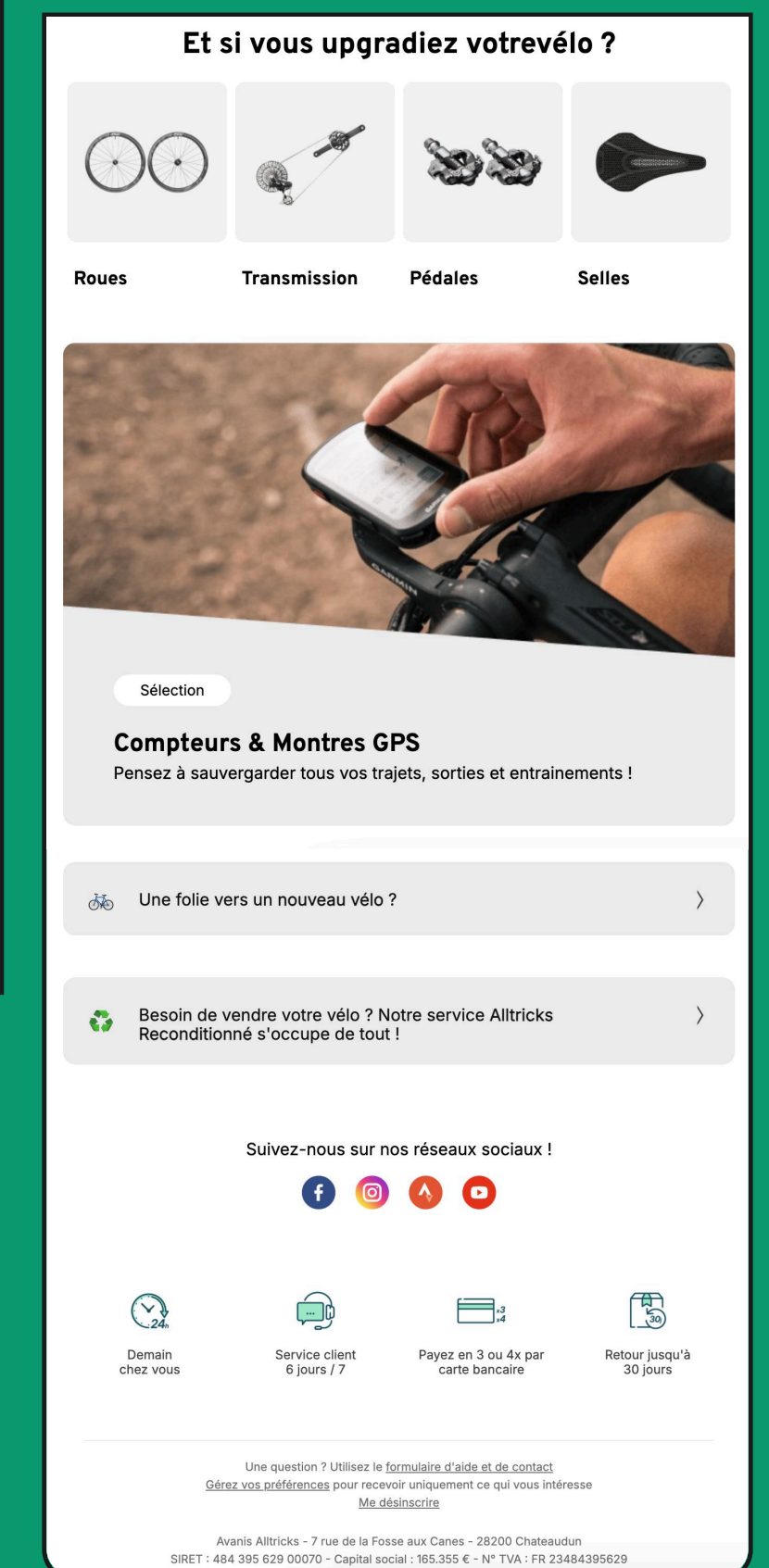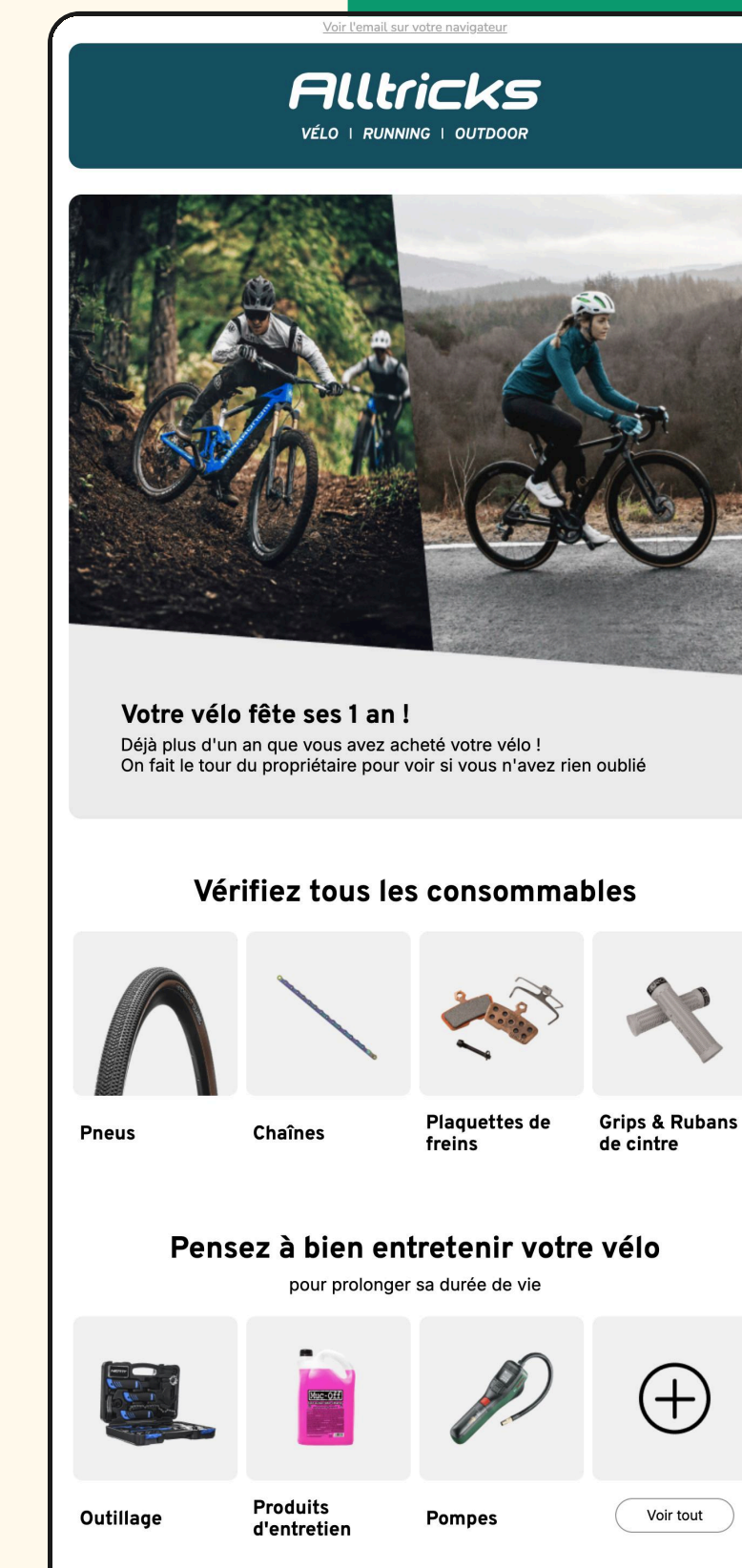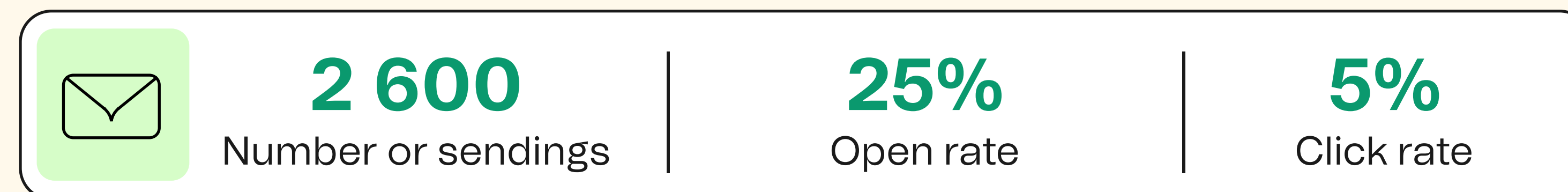
36%
Open rate

18%
Click rate

*September 2024

Goal

Re-engage customers after big purchases (like a bike) by encouraging them to stay active and make additional purchases.

How

Creating specific post-purchase segments

Targeting customers who bought a bike 13 months ago, using purchase history and product lifecycle insights.

→

Automation scenarios

Email automatically triggered 13 months after the purchase to stay in touch and encourage repeat purchases

→

Personalized emails relevant to purchase

Maintenance offers, accessories, optimization tips and upgrade suggestions

Results*

2 600
Number or sendings

25%
Open rate

5%
Click rate

*From June to September 2024

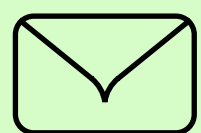# 4 Alltricks engages its customers with daily newsletters

Goal

Boost emailing growth by offering quality, regular, and RGPD-compliant content while targeting product-categories relevant to its customers, in order to increase their loyalty and encourage repeat purchases.
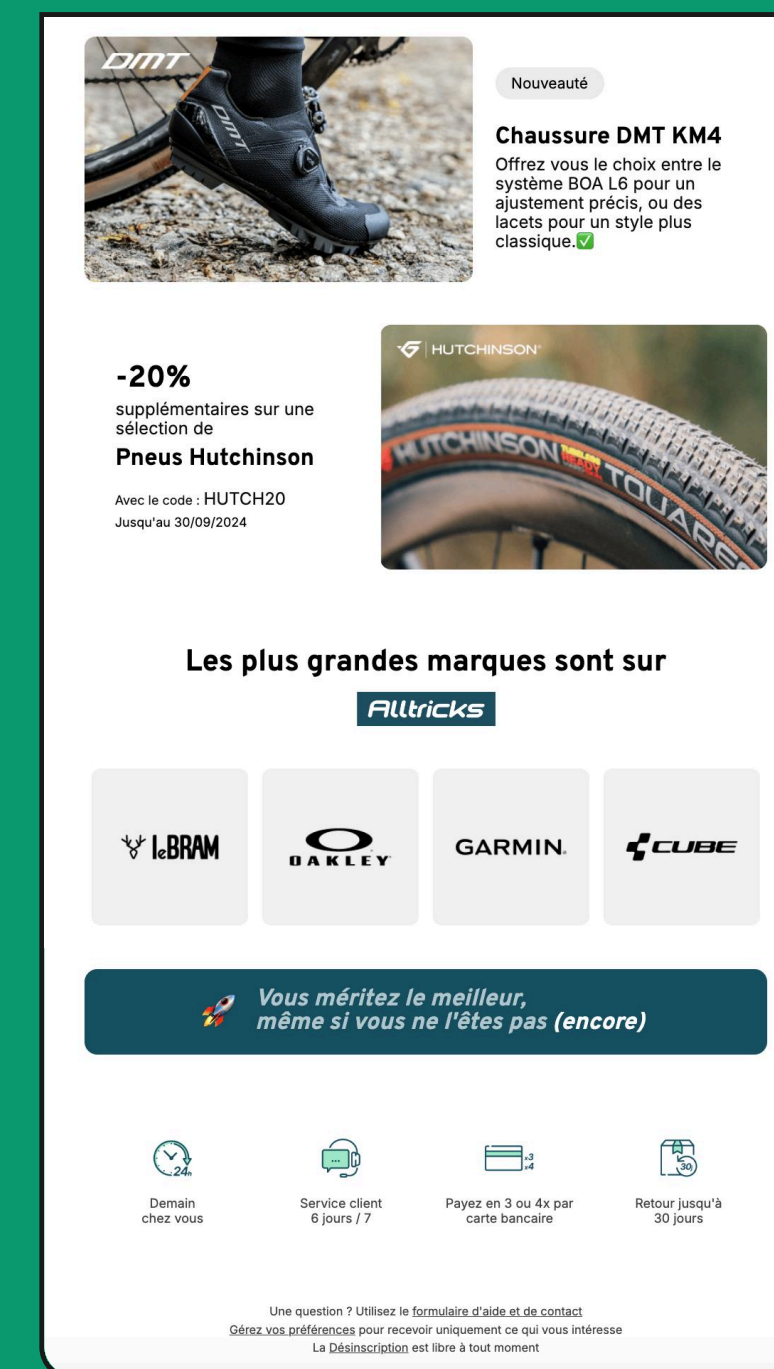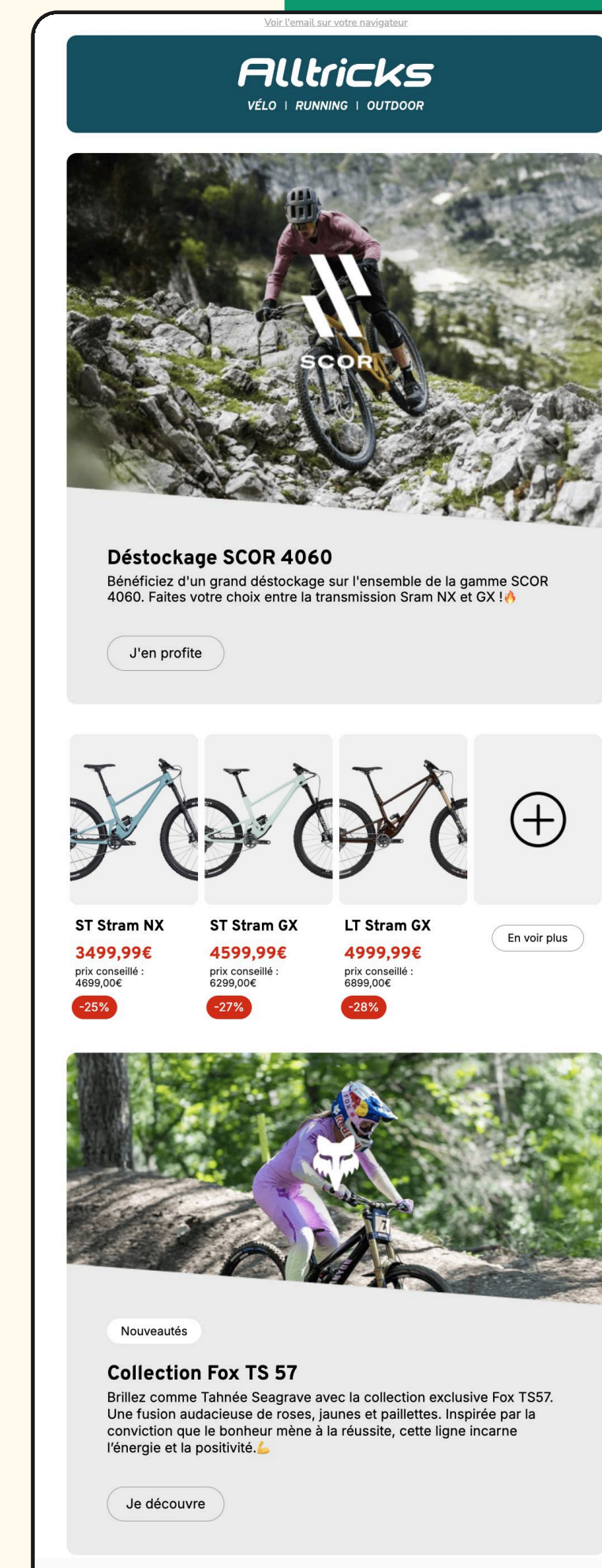
How

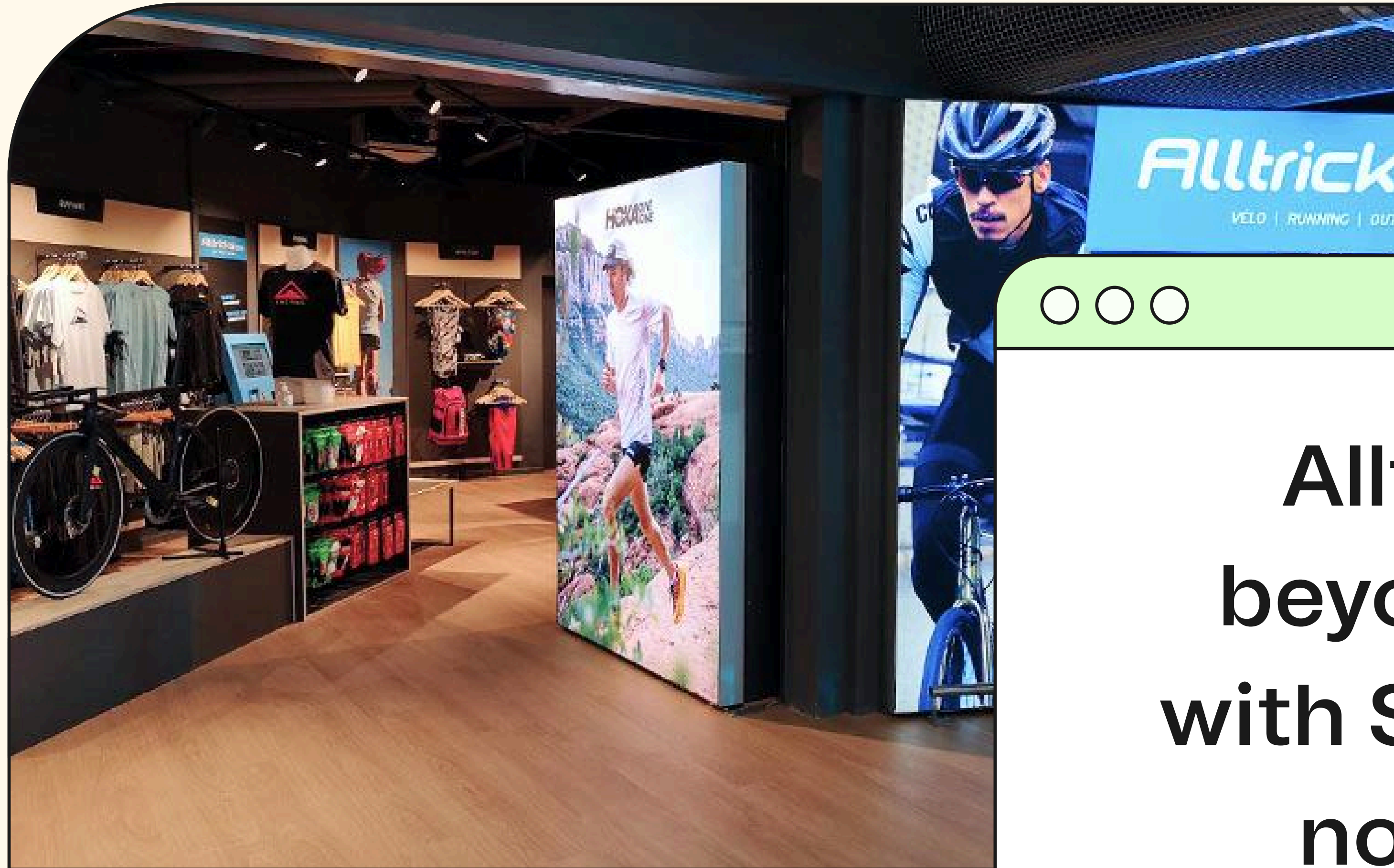| Creation of targeted segments by category	Targeted daily newsletters	Automation scenarios
Based on purchase history, pages visited on the website, user preferences, etc.	Customized offers, tips and product recommendations	Campaigns optimization

Results (MTB Newsletter)*

273 000
Number or sendings

22%
Open rate

2,4%
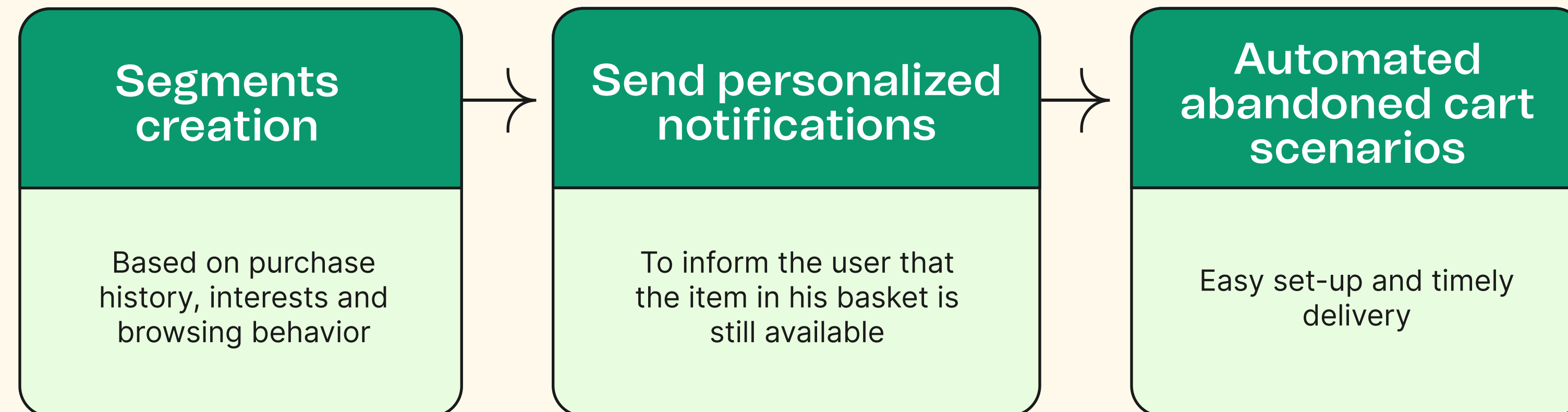Click rate

*From September 9 to 15, 2024

Alltricks goes beyond emailing with SMS and push notifications

Alltricks uses web and mobile push notifications to reactivate abandoned shopping carts
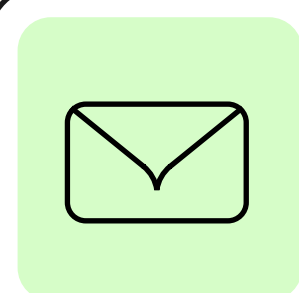
Goal

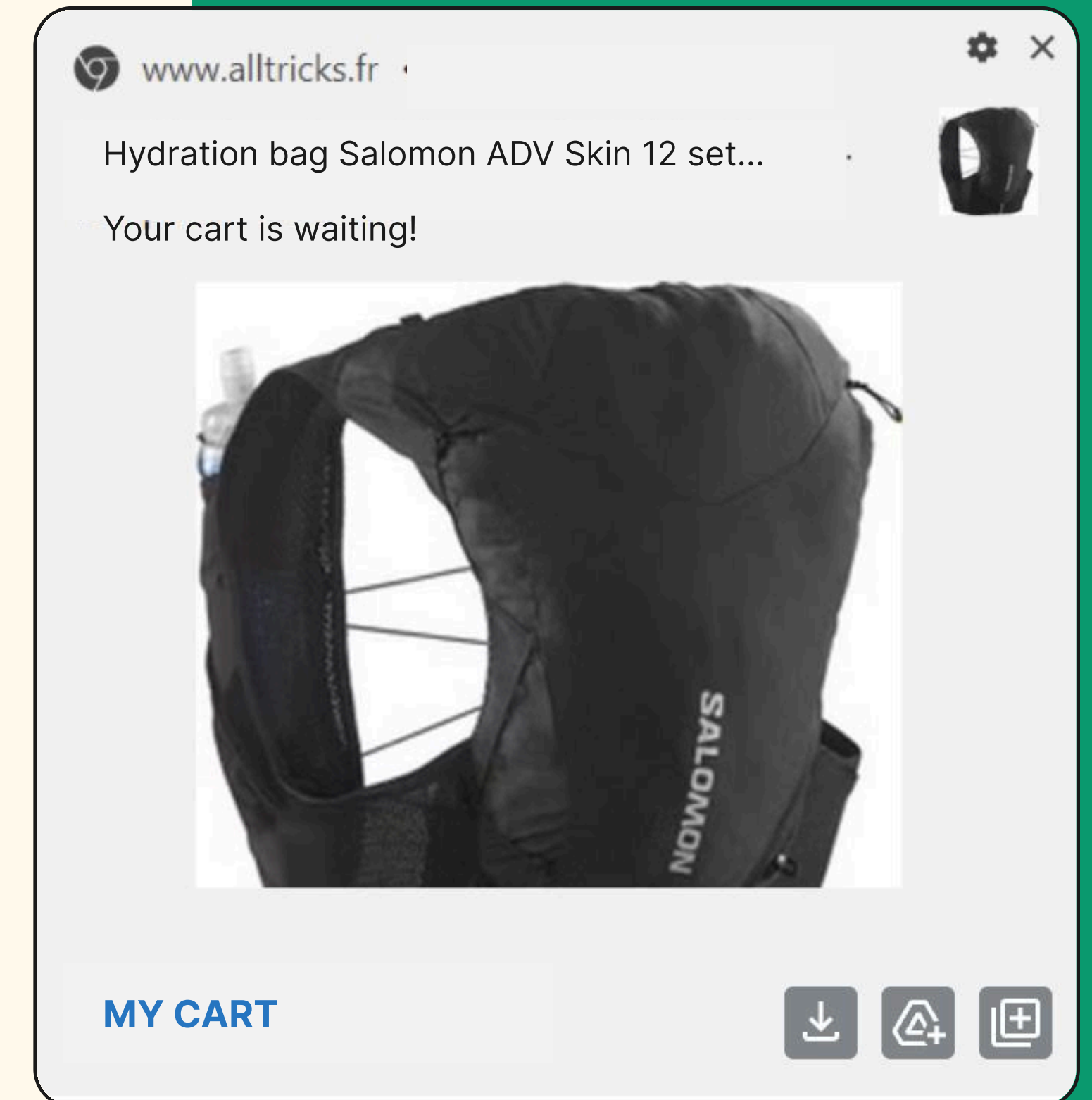Remind users of items left in their cart to encourage completing the purchase.

How

Segments creation	→	Send personalized notifications	→	Automated abandoned cart scenarios
Based on purchase history, interests and browsing behavior		To inform the user that the item in his basket is still available		Easy set-up and timely delivery

Results*

11 159	**7,4%**	**€ 11,600**
Number or sendings	Open rate	Sales generated

www.alltricks.fr

Hydration bag Salomon ADV Skin 12 set...
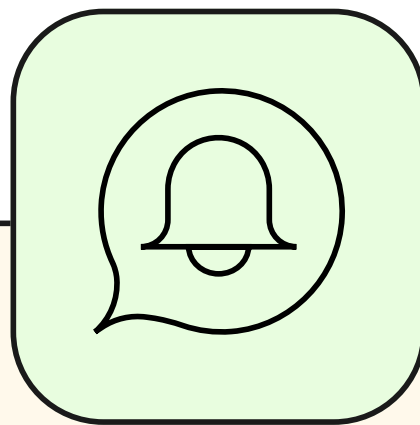
Your cart is waiting!

MY CART

*September 2024
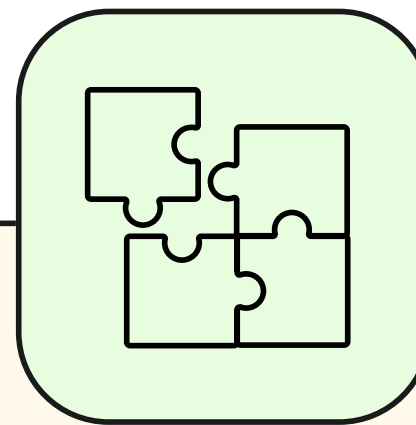
Alltricks' next challenges

1

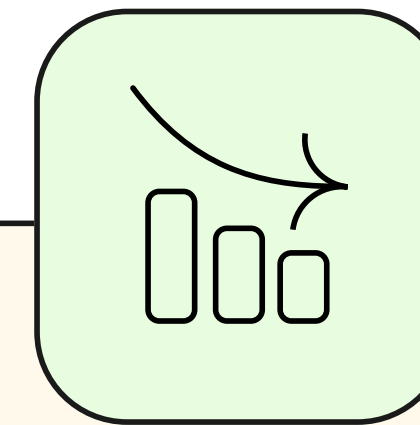Balancing email and push notifications with nested scenarios to prevent over-communication.

2

Integrating cross-selling elements for that extra push in emails & automated campaigns

3

Reducing customer churn* through targeted, personalized interactions

*% of individuals who have abandoned a company's product or service

Brevo

Join over 2,500 happy Enterprise customers

Carrefour · AMNESTY INTERNATIONAL · H&M FOUNDATION · Europcar · Atos · Doctolib · LV LOUIS VUITTON · ebay

Book your free demo and discover how to target and optimize your marketing efforts with Brevo.

Book now