

How Oliviers&Co transforms customer relationships through unified data



The Oliviers&Co network



1998

Opening of the first
Oliviers&Co boutique



50

Boutiques worldwide



12 Countries

Where the brand is present



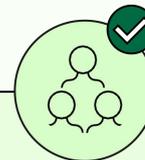
3

Openings per year



30-45 m2 boutiques

located downtown or in
shopping centers



70%

Of locations are franchises

The challenge

“Our distribution structure meant that our data was very scattered. The main challenge for us, as an SME, was to gather and unify this data. I met Brevo 2-3 years ago, and that's when we started talking about the CDP*: the solution that would allow us to unify, enrich, and score our database.”

Charlotte Billot

Executive Director of Oliviers&Co



Issues for Oliviers&Co

- ❗ Fragmented data led to lack of customer insight
- ❗ Building loyalty was impossible without deep customer knowledge
- ❗ Organic growth was compromised

Brevo Solution

- ✅ **Centralization:** Data aggregated from all sources (stores, e-commerce, etc.)
- ✅ **Cleaning:** Effective segmentation and use cases
- ✅ **Activation:** An omnichannel strategy powered by clean data

The objectives



Unify data

Retrieve all contacts in a clean and usable database



Enable data

Power campaigns with data to personalize and boost performance (LTV + acquisition)



Launch loyalty program

Launch a unified loyalty program across web, stores, and franchises

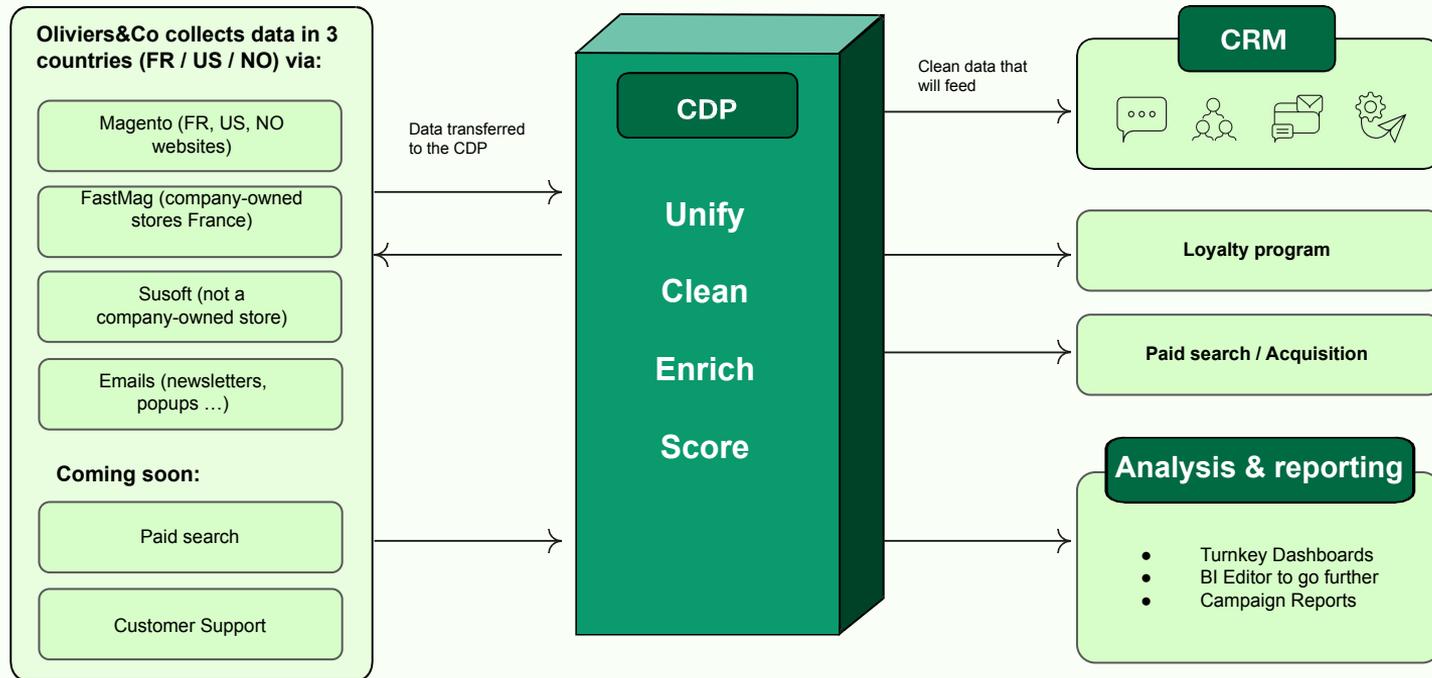




The Brevo solution at Oliviers&Co

Step 1

Create a unified customer base



CDP deployed for the 3 countries, with the objective of integrating partner databases.

Step 1

Create a unified customer base



Retrieve all contacts and create a clean and broadened base

Today, the CDP allows Oliviers&Co to:

- ✓ Drive higher-performing email campaigns by reaching a wider audience (notably by activating French store data).
- ✓ Reactivate inactive/dormant customers using RFM segments powered by CDP scoring.
- ✓ Increase purchase frequency through automated refill campaigns (e.g., Sending a reminder email 4 months after purchasing a can of olive oil)
- ✓ Ultimately fuel paid search acquisition campaigns, the loyalty program, customer service, and analysis thanks to the collected data



Step 2

CRM Migration to Brevo

Scores

PTD

Purchase Timing
Deviation

Detects customers who
deviate from their usual
purchase pattern

RFM

Recency, Frequency,
Monetary

Analyzes customer
engagement and
value

Segments

Recent purchase

Approaching

Late

Best customers

Need Attention

Near sleep

Example marketing scenario

Welcome

Repurchase

Reactivation - Simple offer

Referral - Loyalty

Abandoned carts

Reactivation level 2 (Multichannel & special offers)

Oliviers&Co fully migrated their entire CRM to Brevo, for all countries, to create precise customer groups and scoring models.

Here are examples of scores created, segments and, marketing scenarios implemented:



CDP deployed for the 3 countries, with the objective of integrating partner databases.

Proven results



+40%

Previously untapped
contacts reached by
campaigns (France)



+14%

Growth in web revenue



+10%

New contacts
captured in the US



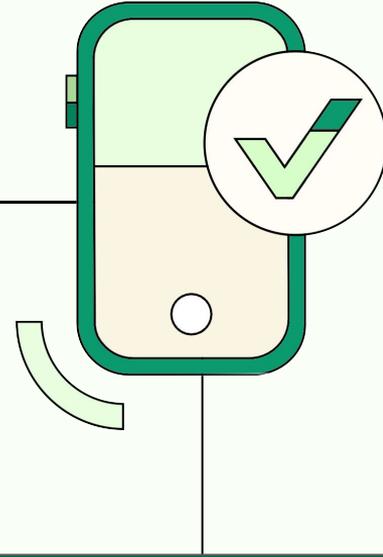
Proven results

“We’ve made a huge step forward in customer knowledge and the way we engage with our customers thanks to Brevo and their support. I feel that today our company has the right tools and is properly equipped to move forward with all our CRM projects.”

Charlotte Billot

Executive Director of Oliviers&Co





Examples of marketing scenarios



Example 1

Welcome Email

Sent following a registration via a pop-in.

60%

Open rate

This email represents 14% of total web revenue from the Oliviers&Co website

Impressive business impact



Example 2

Refill incentive

New scenario based on RFM scores.

25%

Open rate

+0.4%

Additional revenue

Enormous potential yet to be exploited

Best practice : Launch repurchase scenarios for your top 10 strategic high-repeat products.



Example 3

Abandoned cart recovery

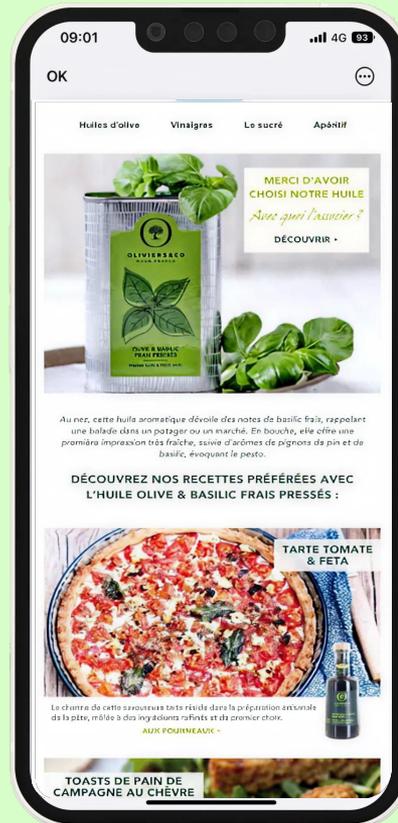
Existing scenario, but optimized.

4%

Of revenue

Email Optimizations Oliviers&Co :

- Personalization by product type (oil, groceries)
- Recipe suggestions related to the cart
- Smart cross-selling (basil → tomato, pesto)
- Highlighting new seasonal products



Example 4

Reactivation scenario

A campaign intended for the segments “about to sleep”, “at risk” & “lost”.

+2%

Additional revenue

Currently, these three consumer groups are in the same segment. Both segments and emails will be further refined.



Brevo



More connections, more conversions

Ready to unify your customer database and improve campaign performance?

[Contact us](#)