

**How L'Occitane (UK
& IRL) boosts
average order value
of wallet-opt-in
customers by 25%**



About L'Occitane

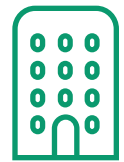
L'OCCITANE Group is a retailer dedicated to creating natural & organic cosmetics.

- 8 brands
- Global presence in 90 countries
- 3,068 points of sale, including 1,490 stores
- directly managed by the Group
- More than 9,000 employees
- 13% like-for-like growth



About L'Occitane

A French brand that gets inspiration from the south of France



Founded in 1976



Works directly with 130 French farmers and 10,000 pickers, from the immortelle fields of Corsica to the lavender fields of Provence

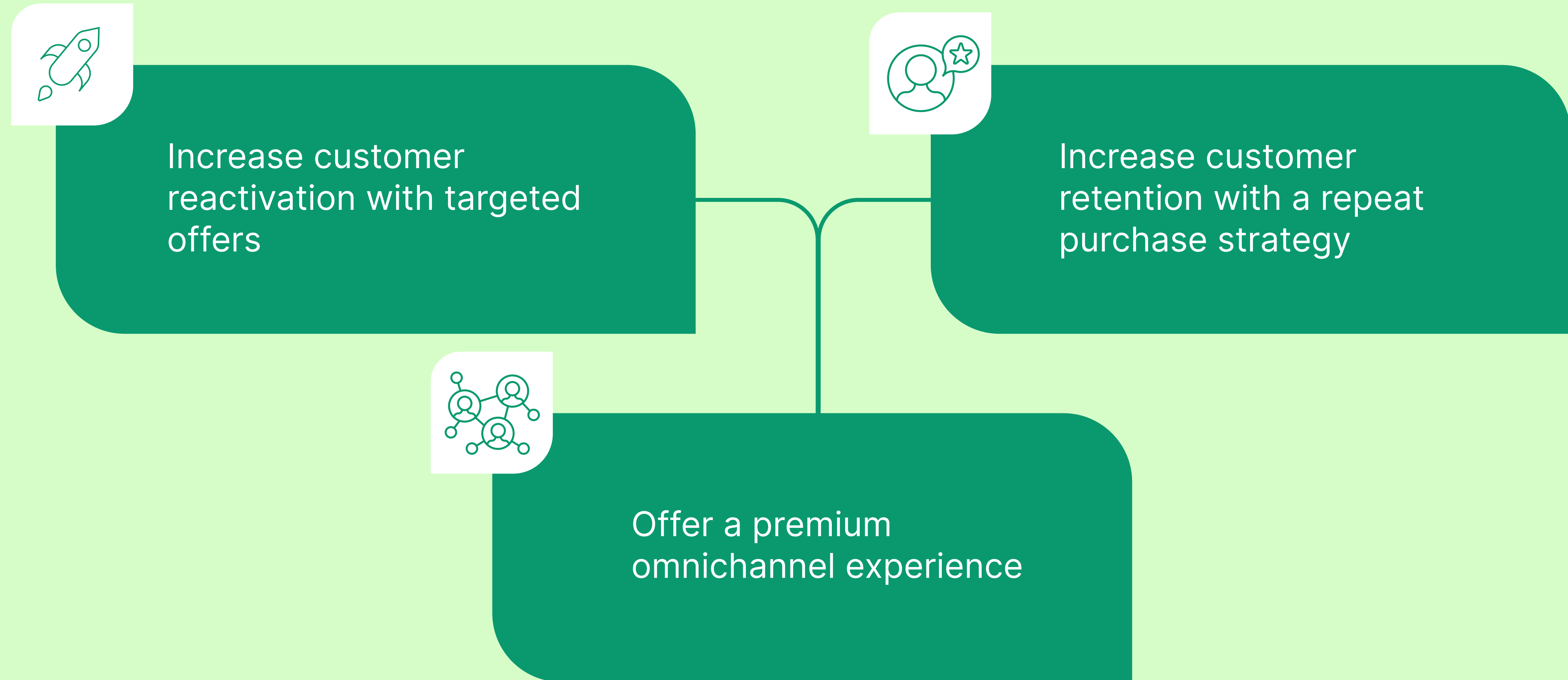


Traceability of ingredients, sustainability, ethics and quality are the central pillars of L'Occitane's values

Simple values, powerful causes



L'Occitane's goals



Why wallet?

L'Occitane was looking for a new way to reach its customers with **push notifications**, without customers having to download an app.

With mobile wallet marketing, you:

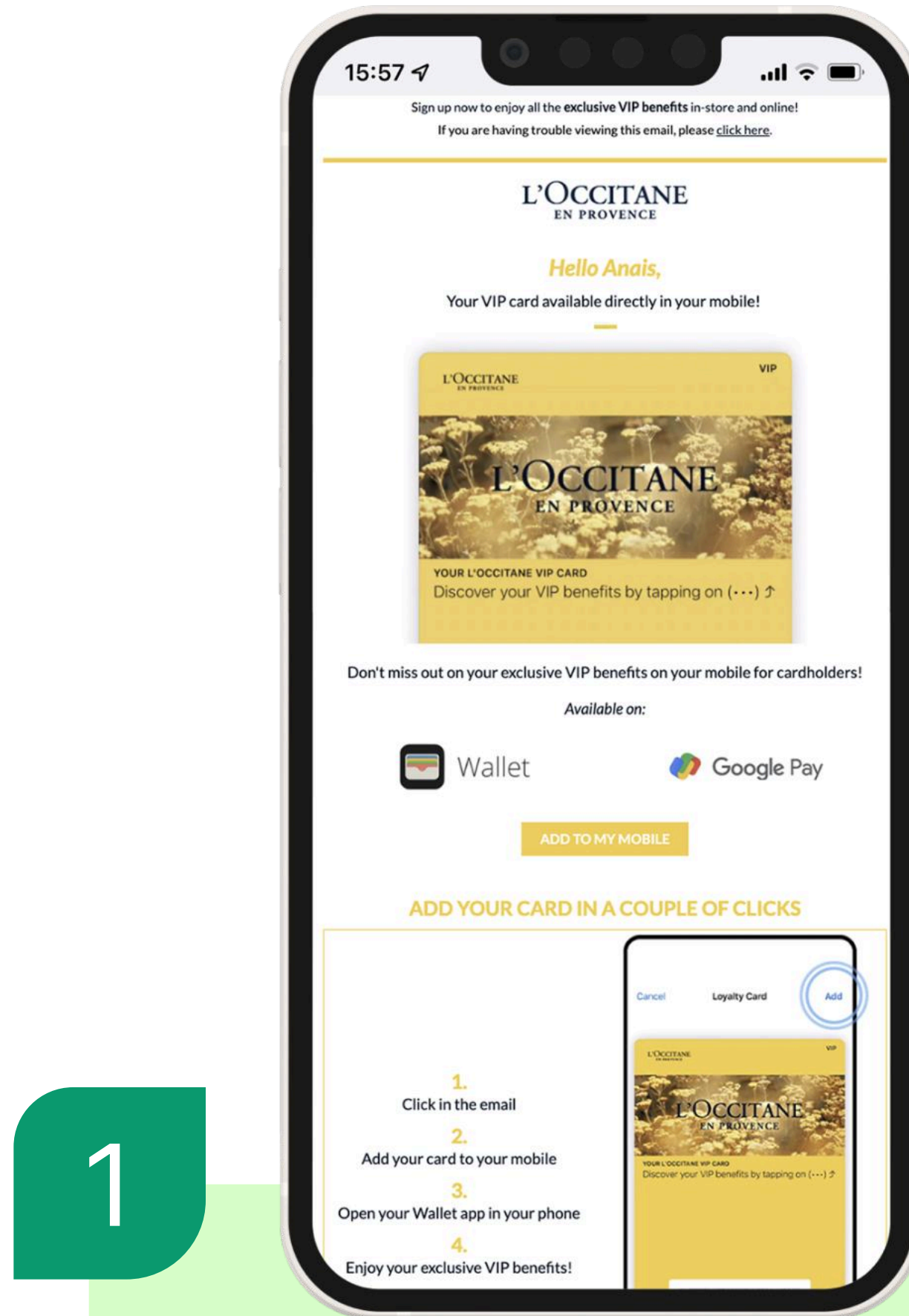
- Have direct access to customers' phones
- Customize communication according** to each customer's journey
- Reinforce your communication strategy** (bring attention to your brand and be seen)



**How does
it work?**

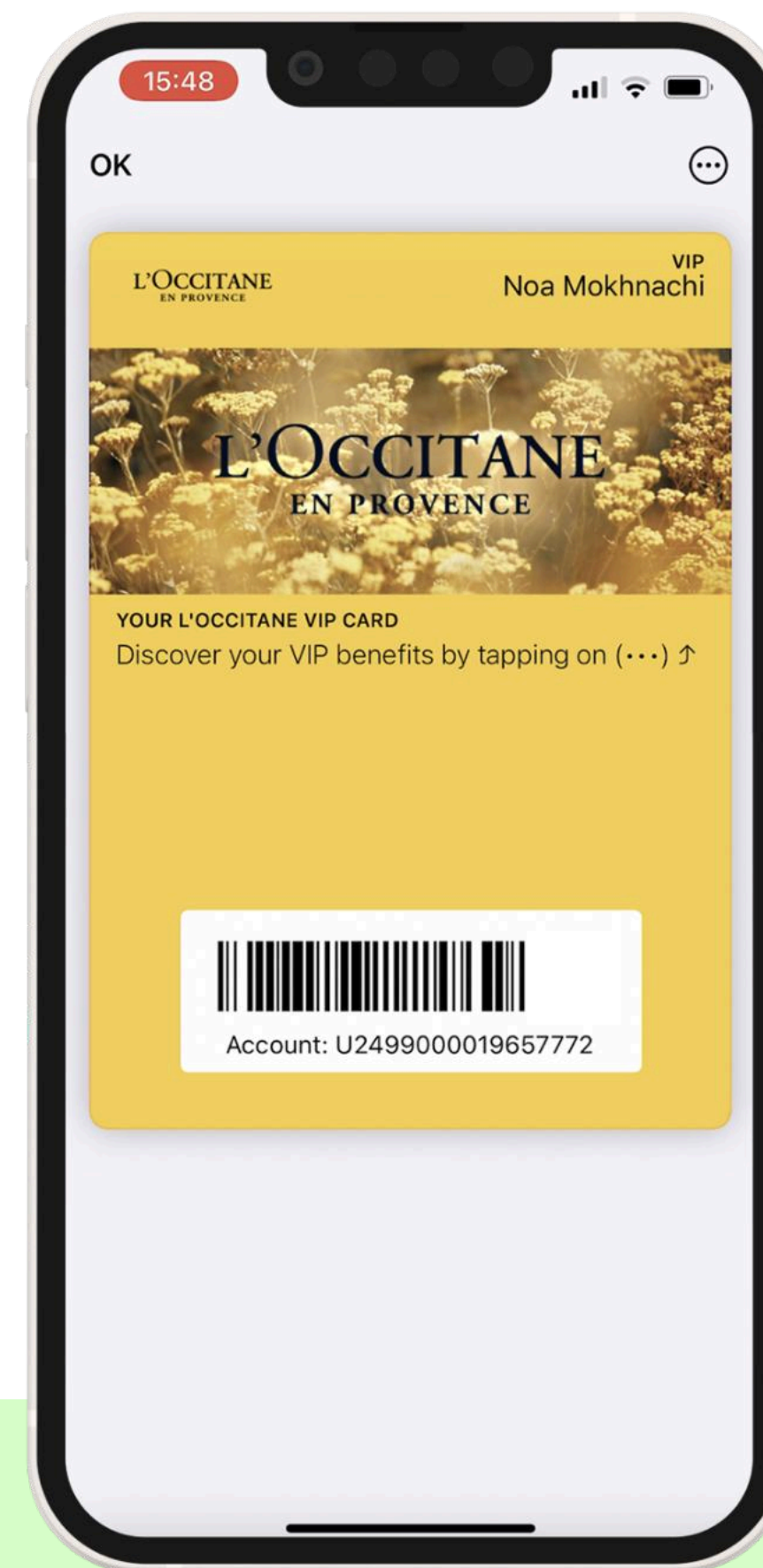


How does it work?



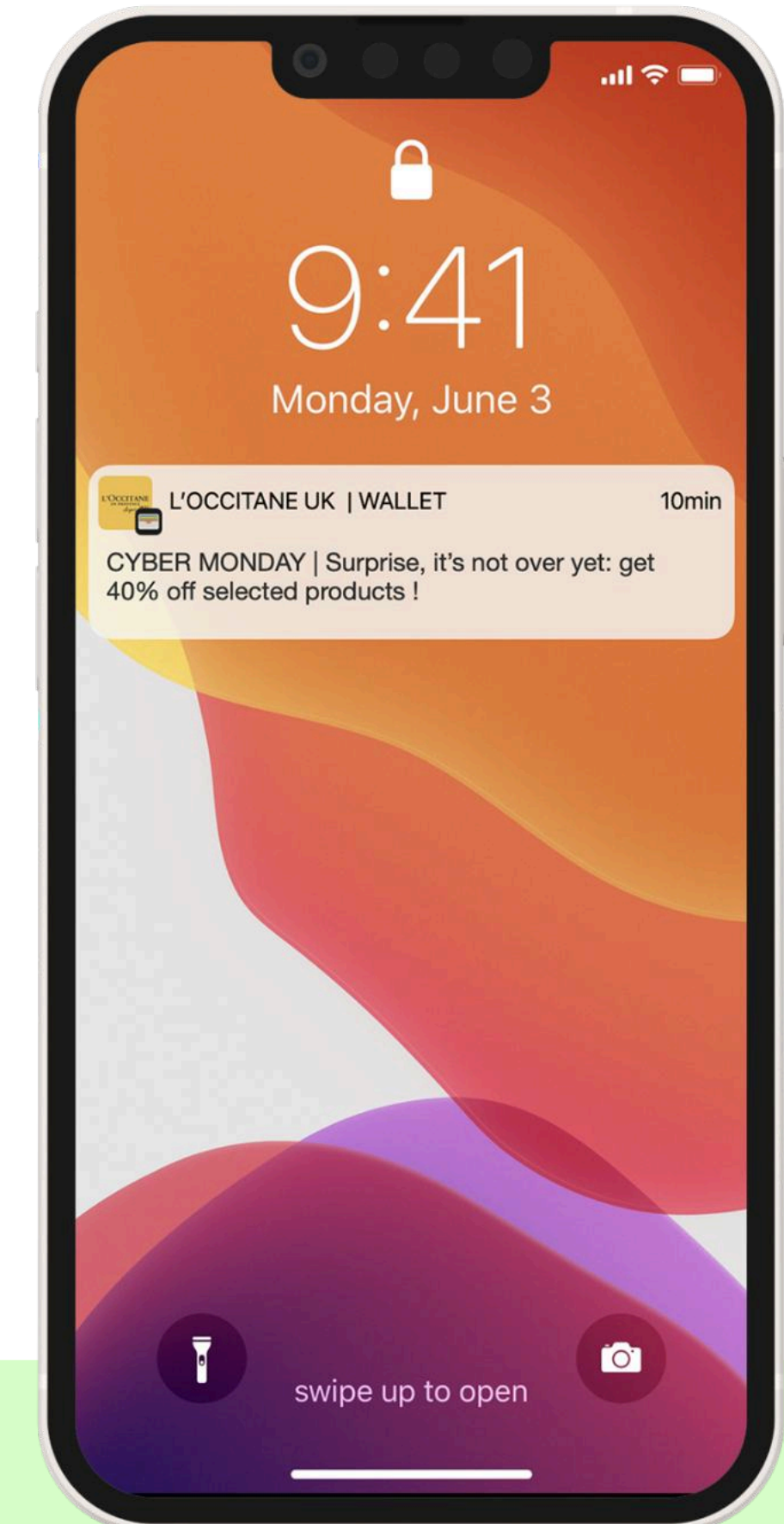
1

A CTA is added to all communications to encourage audiences to download the card to their wallet



2

Customers download and access their L'Occitane cards in only 2 clicks



3

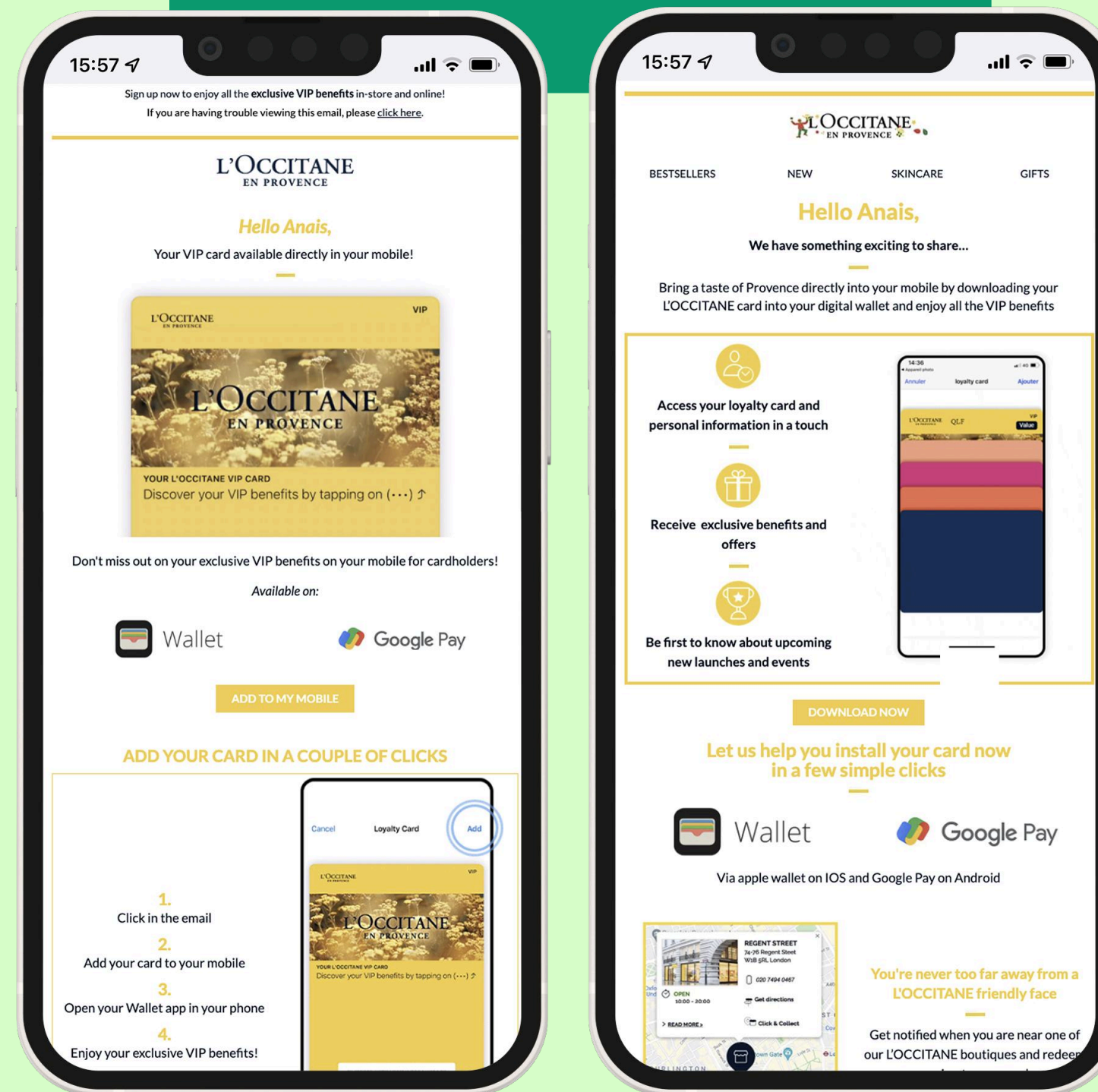
L'Occitane sends customized Push notifications to relay key selling events

1 L'Occitane uses various touchpoints to "walletize" its customers

In order to recruit contacts for wallet marketing, it's important to display the service on as many touch points as possible to give them more opportunities to opt in.

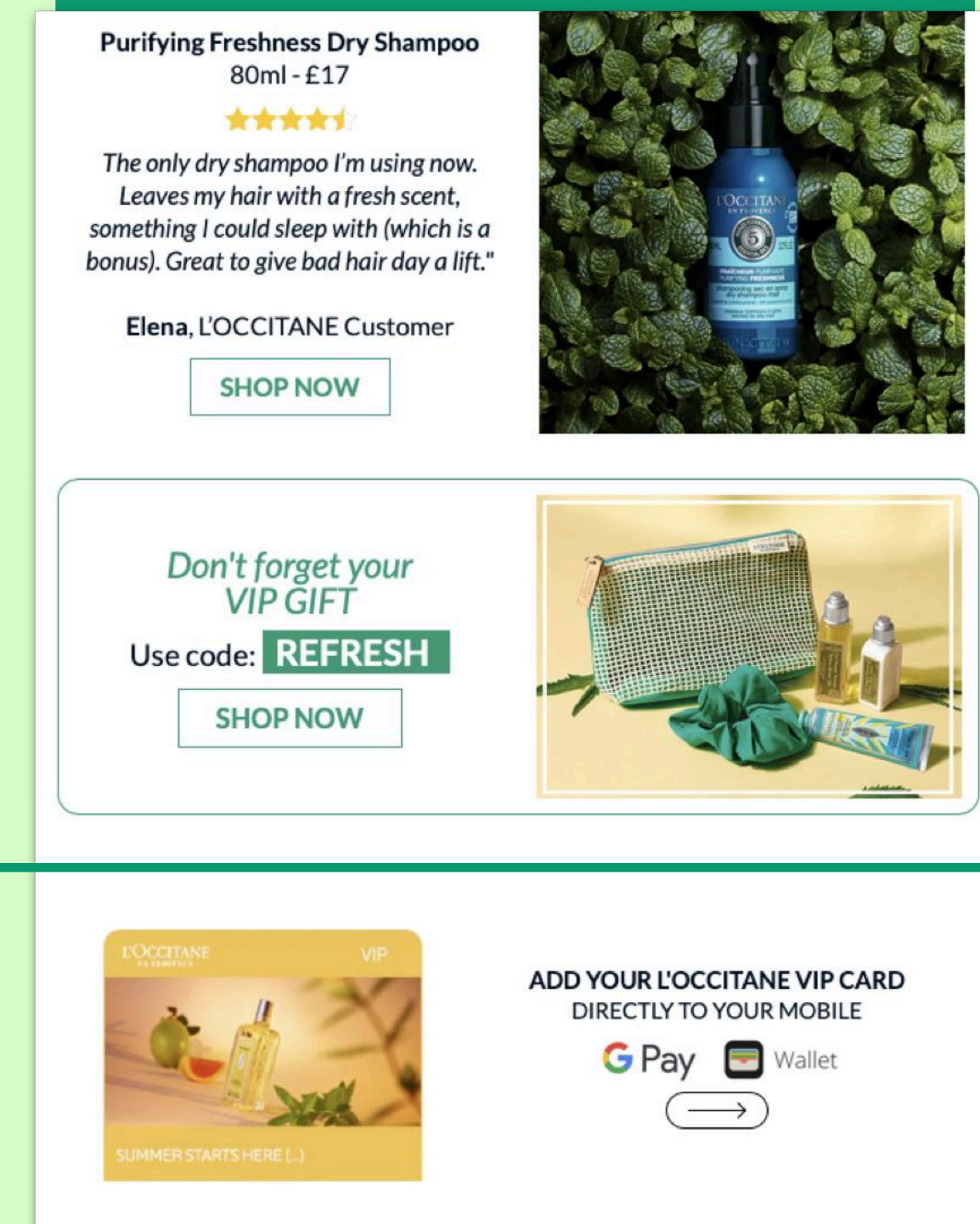
Dedicated emails are "A/B tested" by the brand

Dedicated Mass Emails One email/month



It's useful to explain the benefits of adding the card to their wallets

Trigger Emails

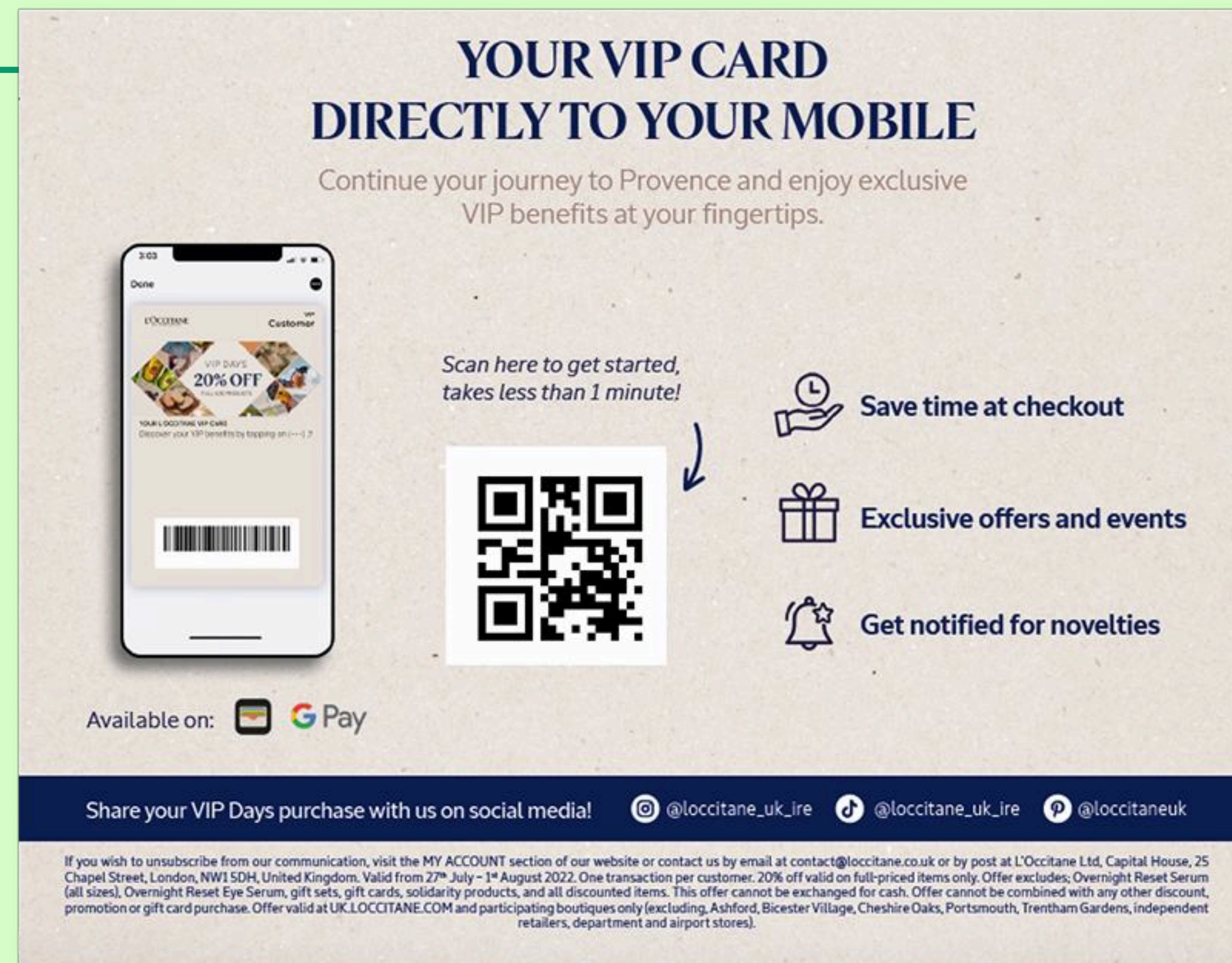


A banner is added to all trigger emails (welcome emails, newsletters...)

1

L'Occitane uses various touchpoints to "walletize" its customers

Paper flyer with customized QR code



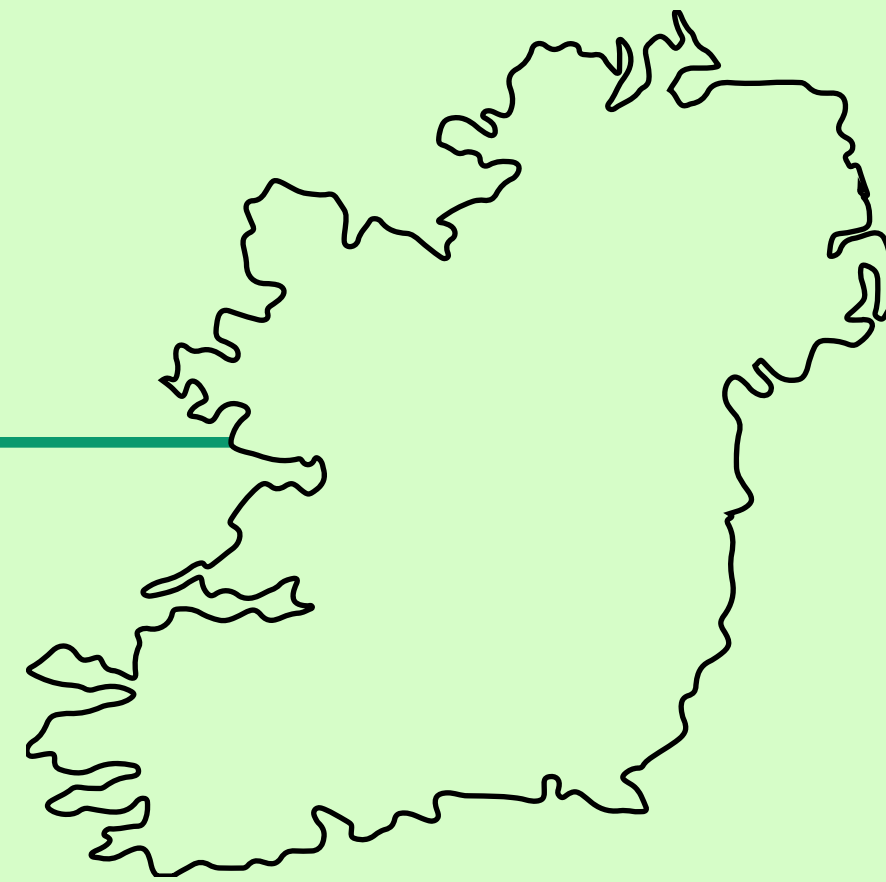
to interact with store customers via omnichannel communications

Result: A service highly appreciated by customers

Ireland

10%

of the database
walletized in 5 months



United Kingdom

17.6%

of the database
walletized in 1 year



2

The L'Occitane VIP card is downloaded to the customer's phone

Via the native iOS application



APPLE WALLET

Card shows owner's name

The "header" is customizable

Barcode enables cashier to identify the client in store

More content is available on the back of the card (information about offers, events, etc.)

Recto

Verso

2

The L'Occitane VIP card is downloaded to the customer's phone

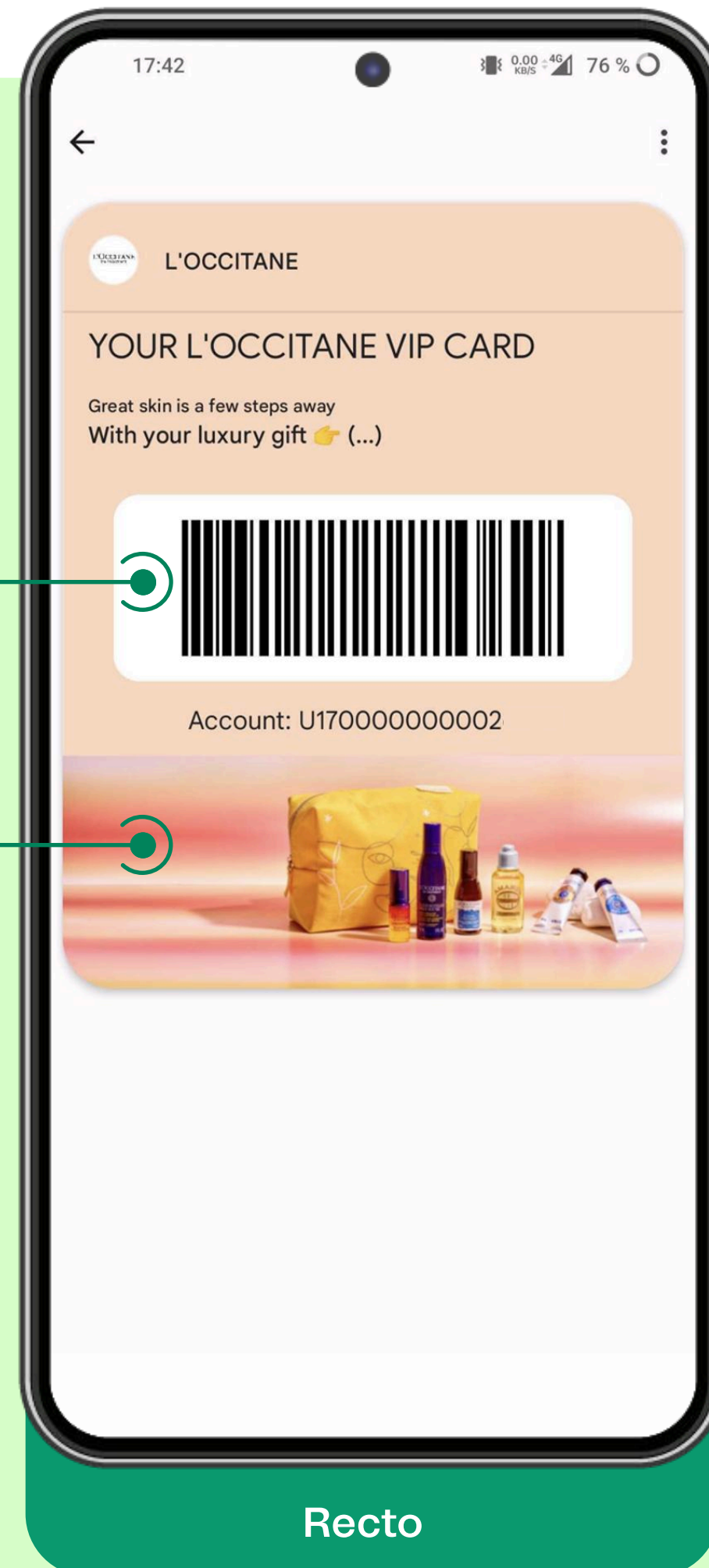
Via the Google Wallet app



GOOGLE WALLET

Barcode enables cashier to identify the client in store

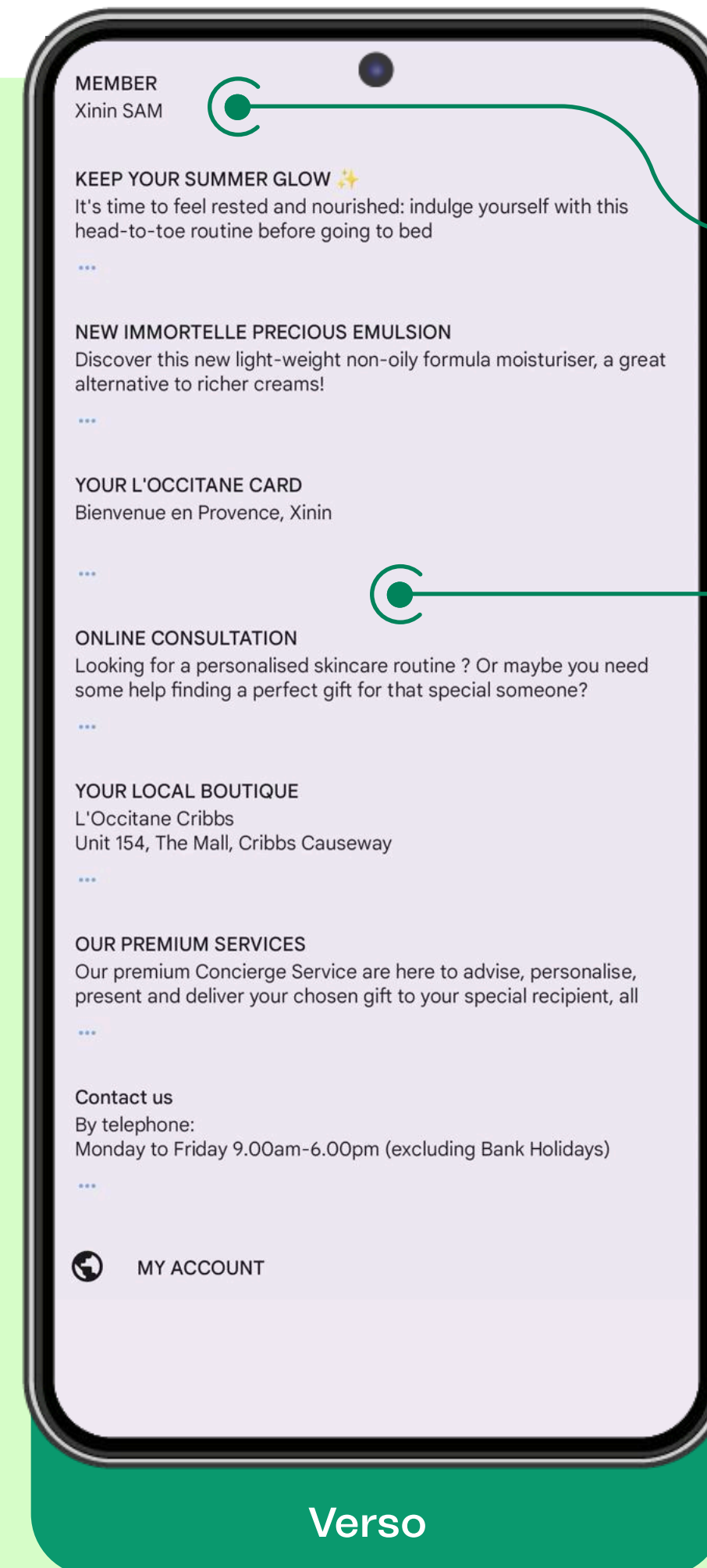
You define your designs



Recto

Card shows owner's name

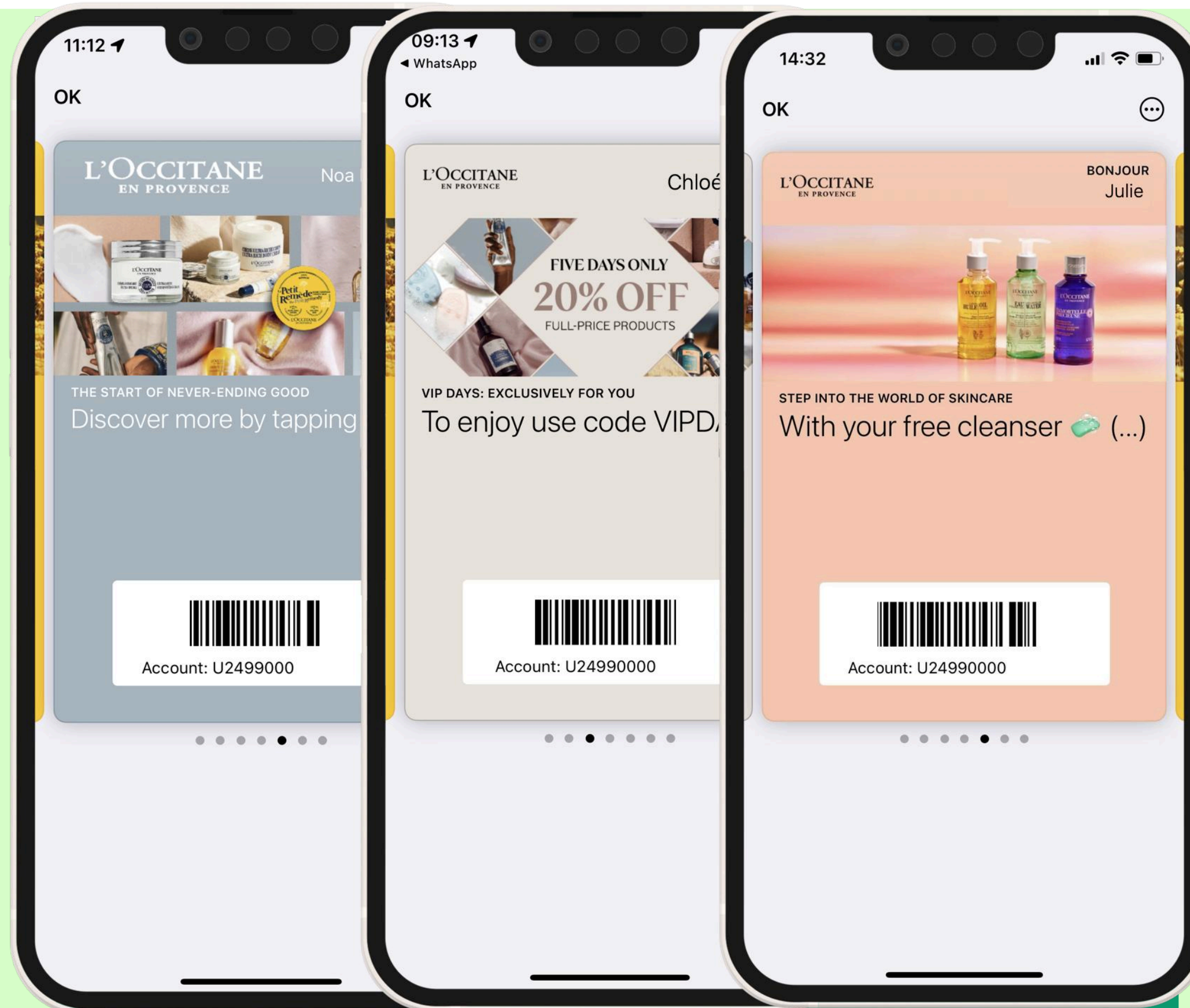
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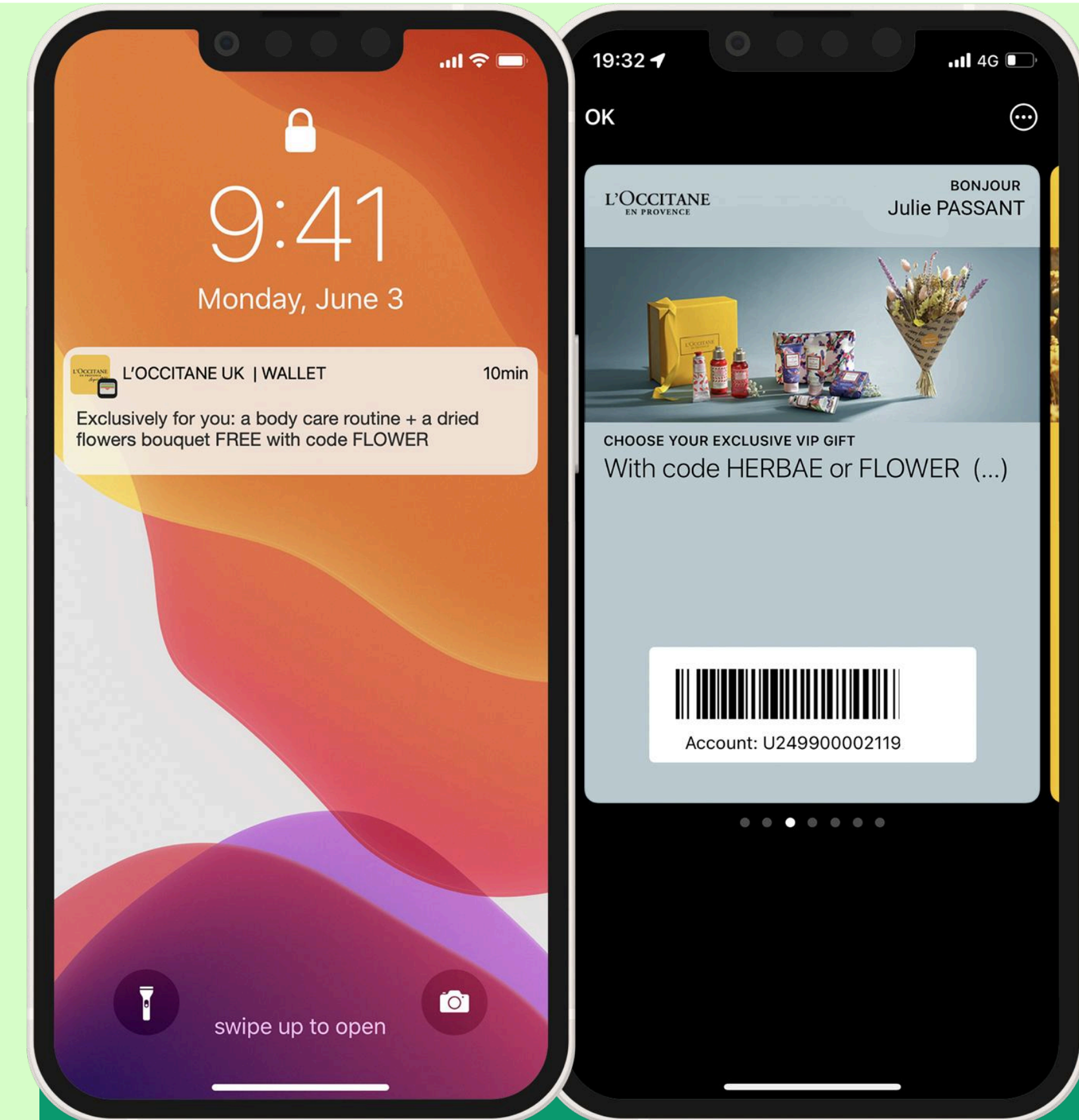
Verso

3

L'Occitane populates the VIP Card with offers and sends push notifications to its customers



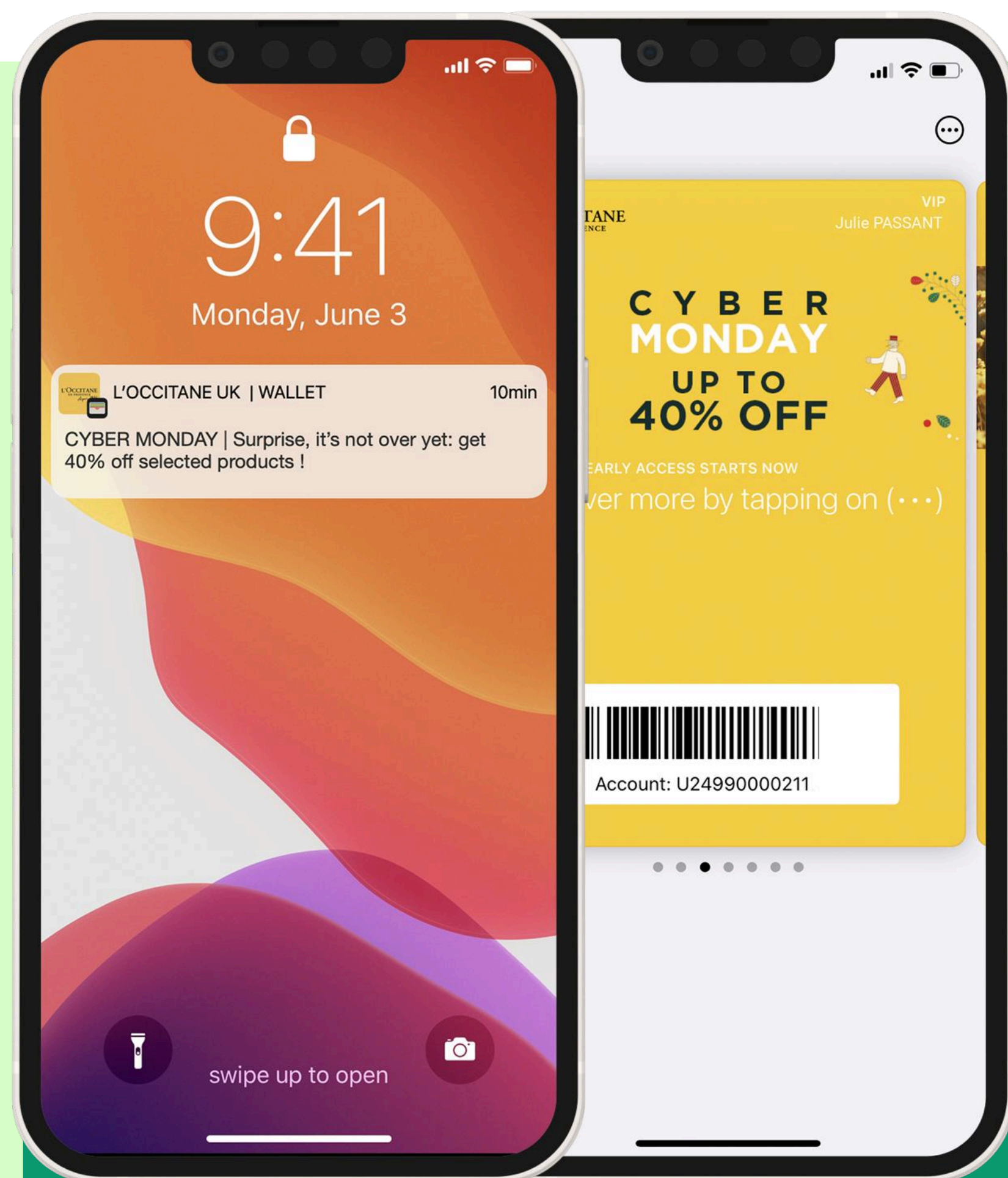
The card design can change for each campaign



And for each campaign, a push notification is sent

3

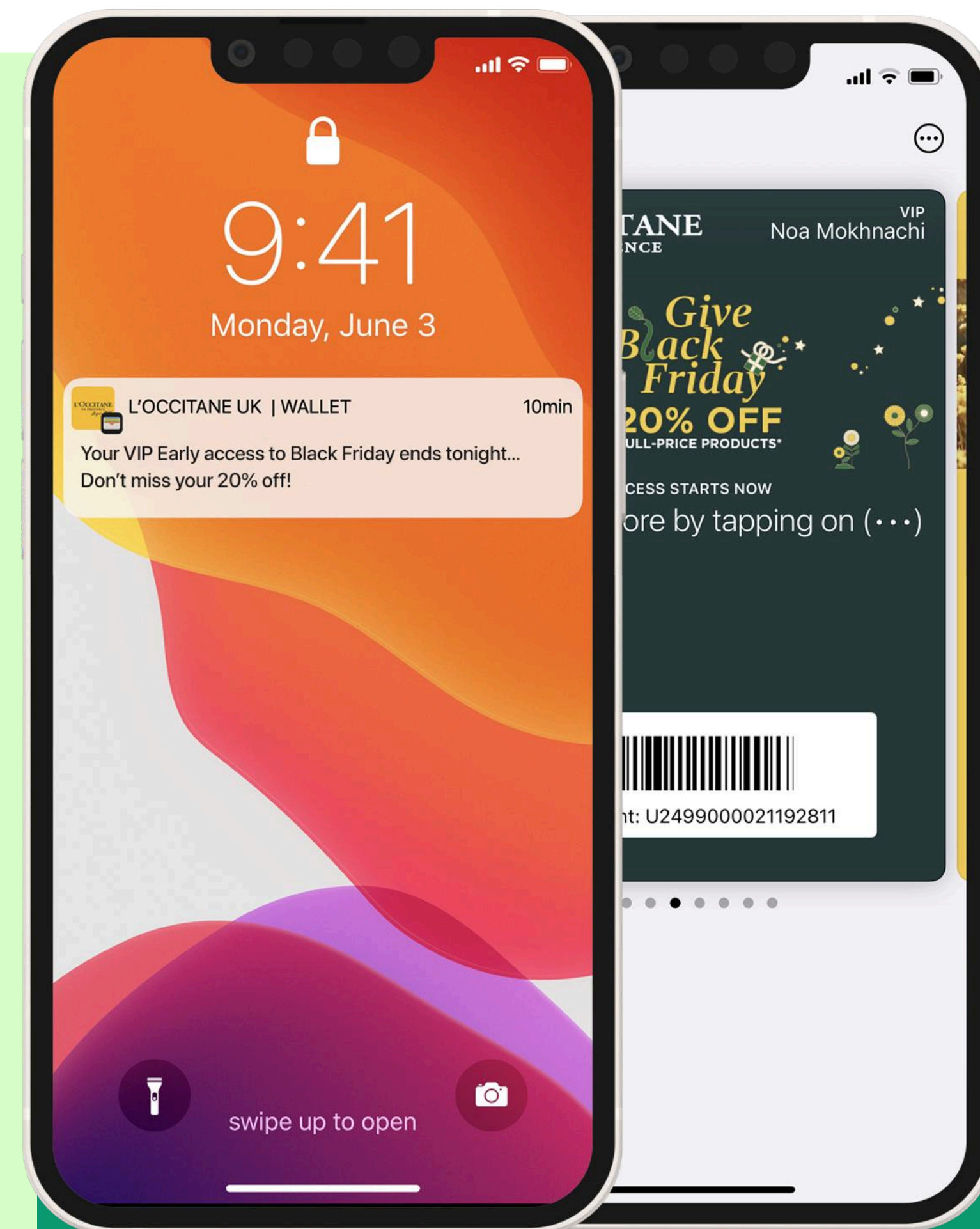
To create a live experience with offers relayed by push notifications



Cyber Monday

25%
of customers who received the
push notification made another
purchase

L'Occitane has compared the
buyer behavior of customers who
received the notification with
those who did not



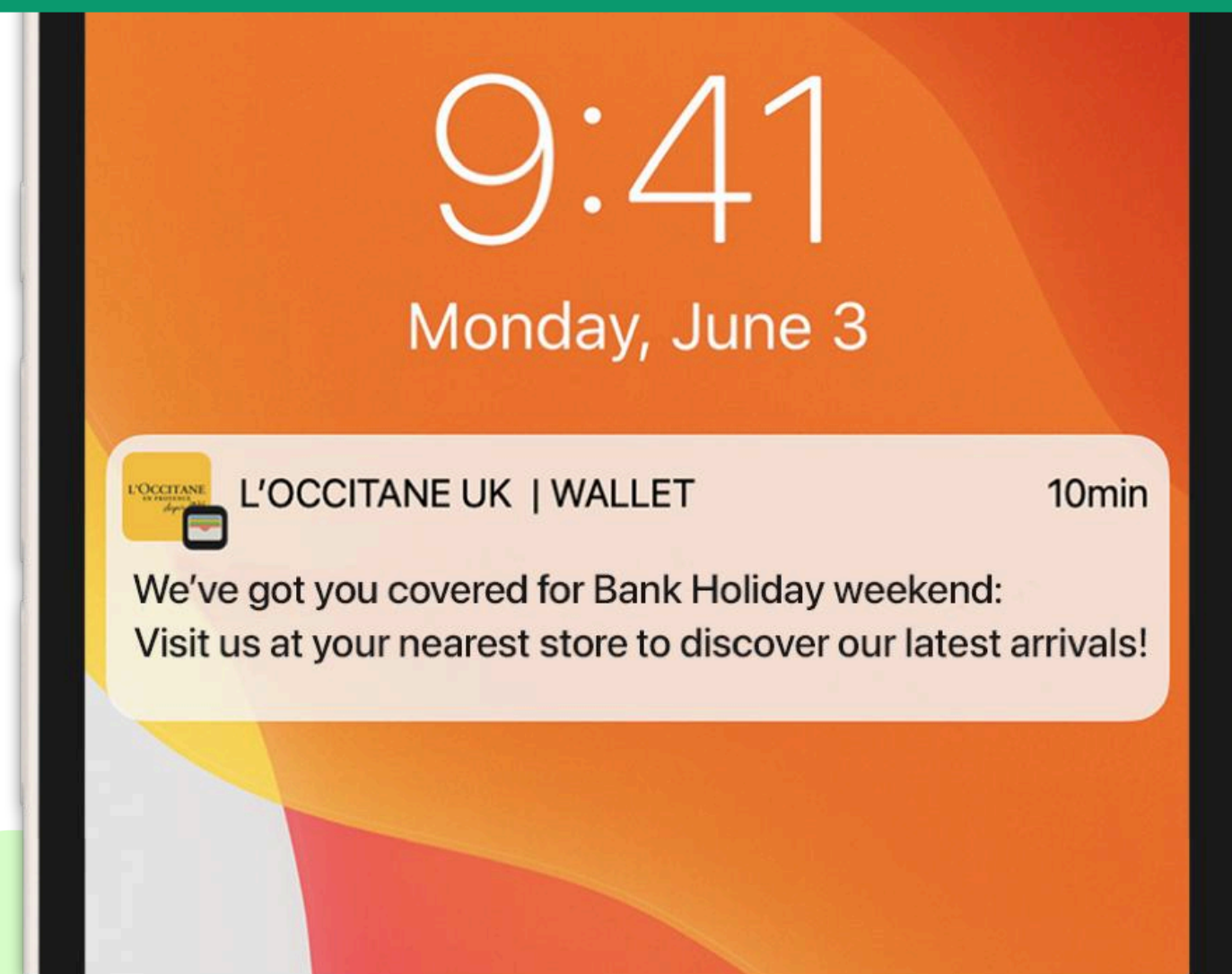
Black Friday

**Mobile wallets are
at the very heart of
L'Occitane's
omnichannel strategy**



Mobile wallets are at the very heart of L'Occitane's omnichannel strategy

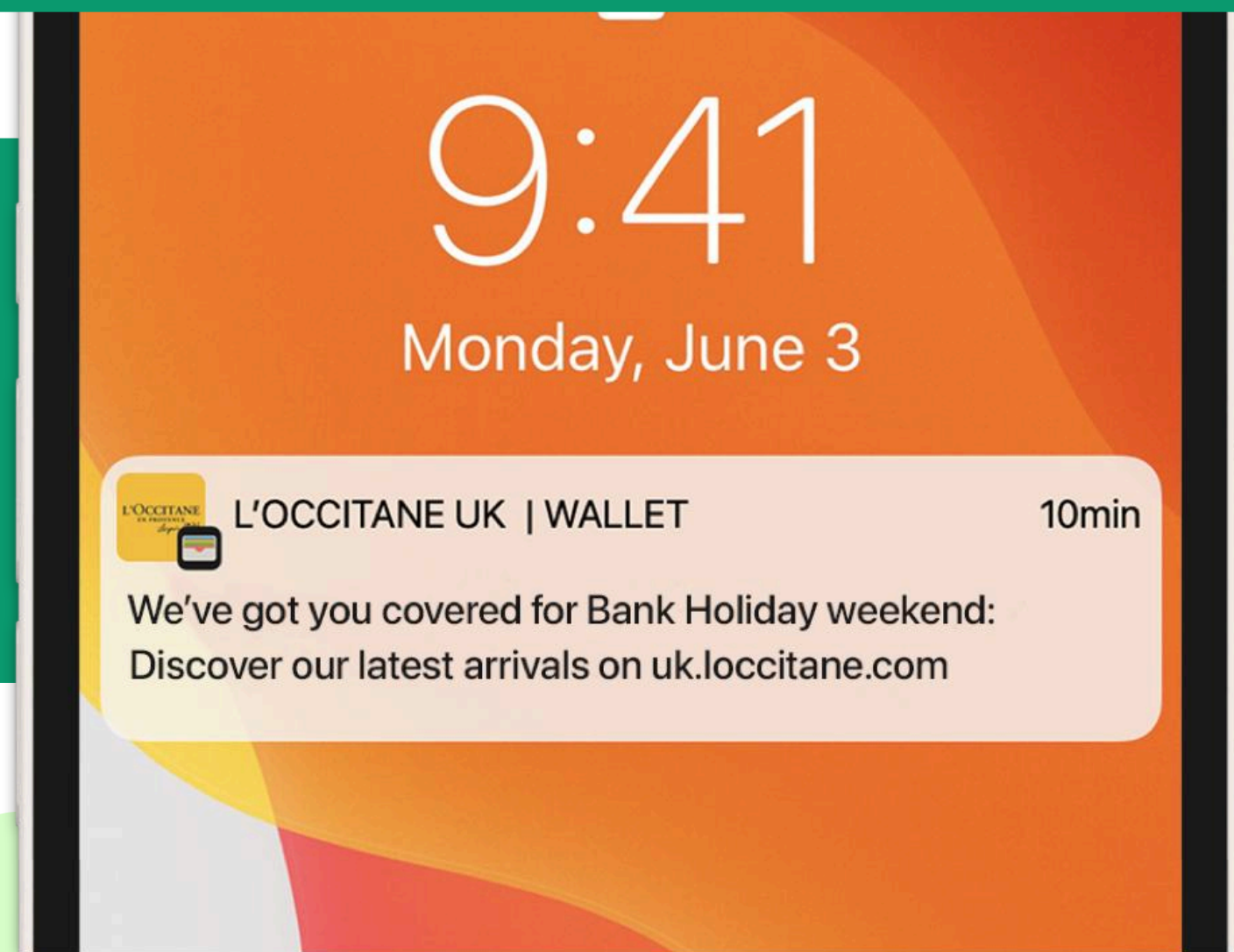
Drive-to-store notification



Drive-to-store notifications are sent to customers used to online shopping to incite them to go in store as well

Push notifications are customized according to customers' shopping habits

Drive-to-web notification



Drive-to-web notification are also sent to customers that only come in store to incite them to buy online as well

The wallet at L'Occitane in figures

25%

Opt-in wallet customers' Average Order Value is 25% higher compared to customers who are not opt-ins

x2

The Repeat Purchase Rate is 2x higher for opt-in wallet customers vs non opt-ins



[Get a demo!](#)

More than 250 clients trust us

