Deity and Talon.One power Jimmy Brings' future-proof and flexible commerce stack
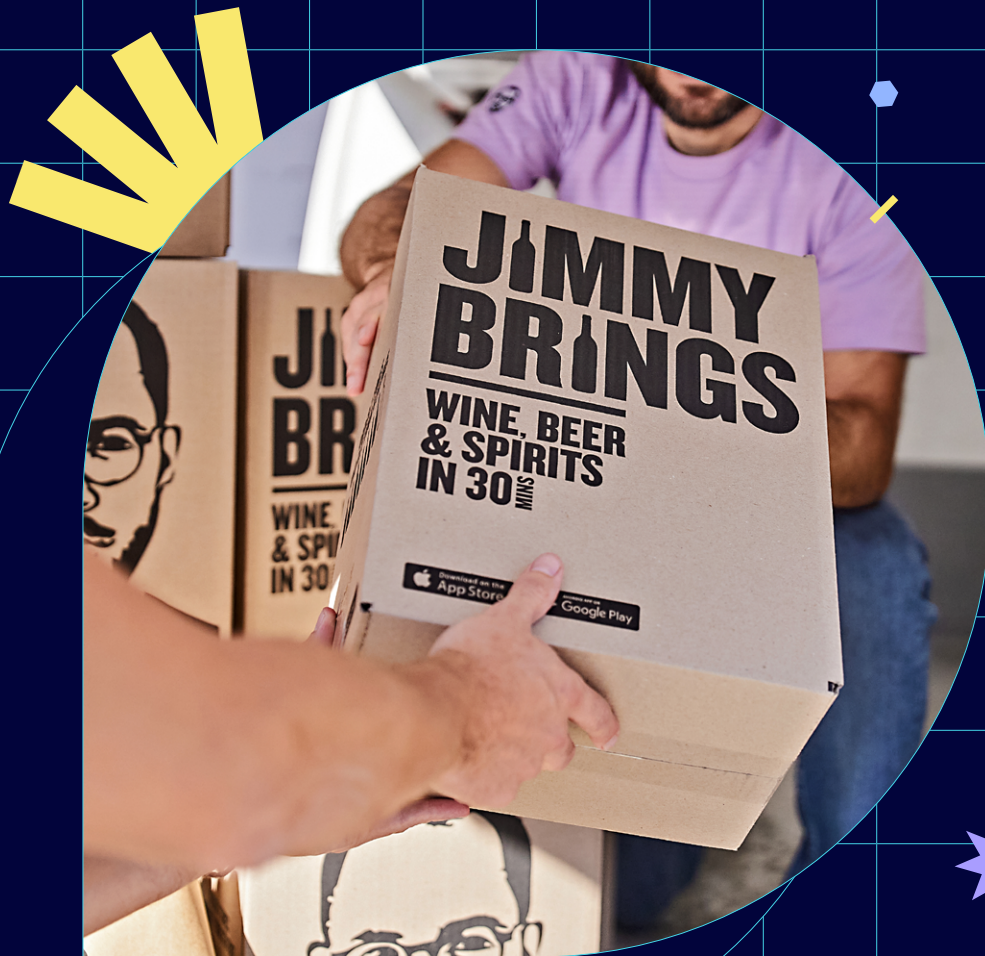
Talon.One + JIMMY BRINGS

JIMMY BRINGS

INDUSTRY

Liquor retail

BUSINESS TYPE

On demand delivery

LOCATION

Australia

YEAR FOUNDED

2011

INTEGRATED IN

15 months

PROMOTIONS USED

Discounts

Coupons

Referrals

Loyalty

OVERVIEW

Jimmy Brings is Australia's first on-demand drinks delivery company. Since they started their business in 2011, Jimmy Brings has seen exponential growth due to their fast, low contact delivery and quality products. Their purple delivery vans are easily spotted across major Australian cities.

Challenge

As the business continued to grow, Jimmy Brings needed to replace their legacy tech stack with a flexible system that easily ran at scale.

"We talked about building this [structure] in the old stack, but it was a nightmare to do that. [Now] we can segment customers, create vouchers in Talon.One, that will then tell MoEngage people are now available for this offer. We can then send an offer and track conversions, engagement and so on. **We have upped the entire stack to the point where we should see what works a lot better across our customer base.**"

Adam Watt
Head of Engineering at Jimmy Brings

Jimmy Brings needed a solution that

→ Built personalized, flexible loyalty & referral programs at scale

→ Communicated easily with other SaaS partners in their tech stack

→ Created a unified website and native app customer experience

→ Generated unique codes to track and keep control of coupons

Solution

Smooth integration is key to success when it comes to composable commerce. To create a unified web and native app customer experience, Jimmy Brings uses Deity as their core composer. Deity forms a middleware layer between Jimmy Brings' storefront and back-end service, with Talon.One as a key plank, but also working seamlessly with:

BigCommerce
(commerce platform)

Algolia
(search optimization)

Contentful
(content management)

Stripe & **WPay**
(payment)

"You can tweak in that middleware layer to make the joins between Talon.One, BigCommerce or anything."

Adam Watt, Head of Engineering at Jimmy Brings
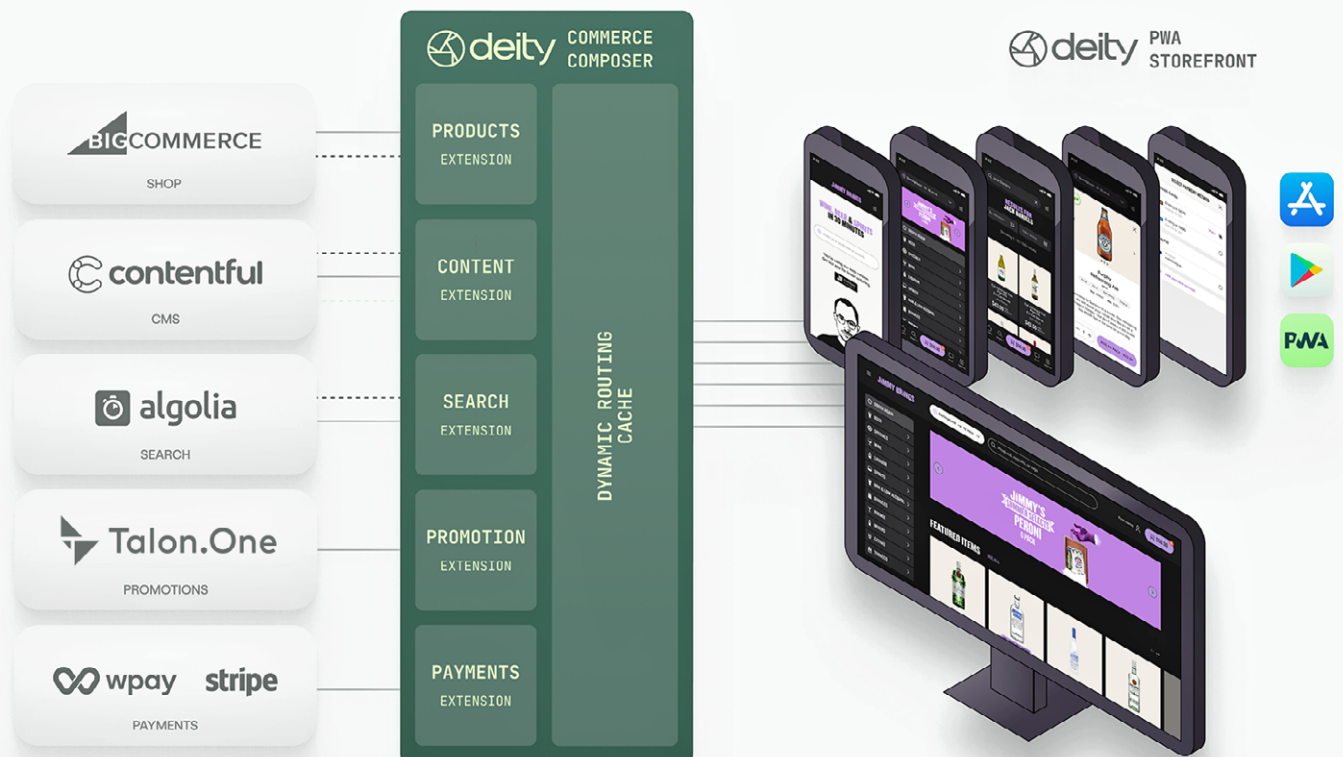
"Jimmy Brings is an outstanding example of what the future of web technology will look like — a hyper flexible platform full of enterprise power with a user experience without limitations."

deity

Jamie Maria Schoiuren, Founder and Chief Commercial Officer

How it works

Talon.One is one of Jimmy Brings' key SaaS partners. Jimmy Brings integrated Talon.One with the rest of their tools via the Deity Composable Commerce platform to manage Jimmy Brings' digital promotion campaigns.

"With composable commerce, Jimmy Brings can select best-of-breed commerce components and 'compose' them into a custom application built for their specific business needs. We are excited that Jimmy Brings is working with Talon.One and Deity to power personalized and limitless commerce experiences at scale."

Thorunn Devoy
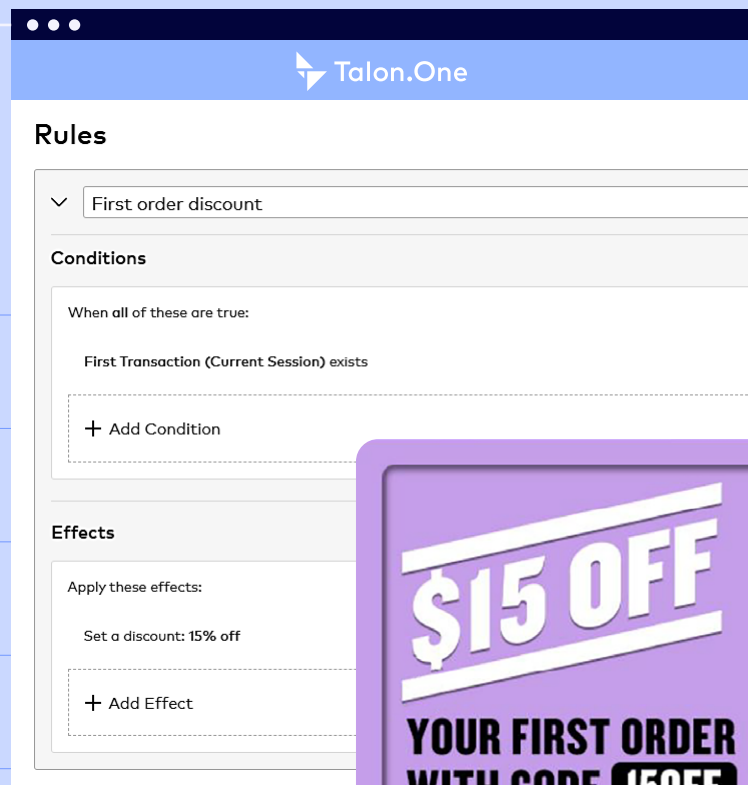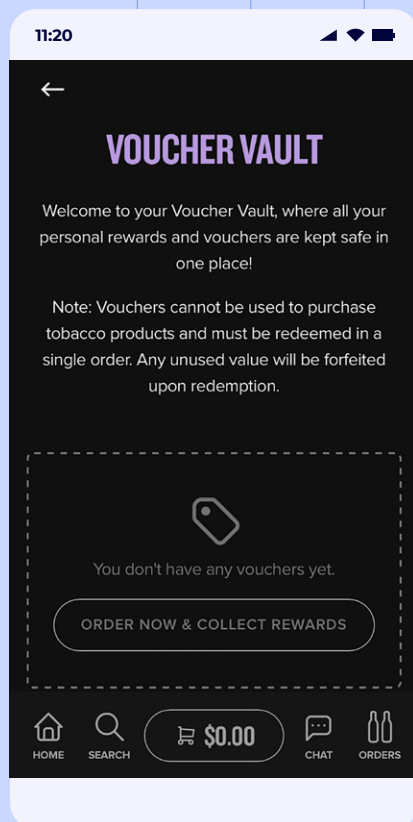Head of Partnerships at Talon.One

How the promotion campaigns work

Talon.One enables Jimmy Brings to **increase their customer engagement with a wide range of promotions**. The set-up of these promotions in Talon.One is easy and straightforward. Here's a few examples:

1

Coupons

Customers receive 15% off on their first order

11:20

VOUCHER VAULT

Welcome to your Voucher Vault, where all your personal rewards and vouchers are kept safe in one place!

Note: Vouchers cannot be used to purchase tobacco products and must be redeemed in a single order. Any unused value will be forfeited upon redemption.

You don't have any vouchers yet.

ORDER NOW & COLLECT REWARDS

HOME   SEARCH $0.00   CHAT   ORDERS

Talon.One

Rules

First order discount

Conditions

When all of these are true:

First Transaction (Current Session) exists

+ Add Condition

Effects

Apply these effects:

Set a discount: 15% off

+ Add Effect

$15 OFF

YOUR FIRST ORDER WITH CODE 15OFF

ORDER NOW

Available for new customers.

JIMMY BRINGS

VOUCHER VAULT

On top of generating automatic coupons, Talon.One enables Jimmy Brings' customers to have full visibility over their rewards and coupons in a coupon wallet called Voucher Vault.

2

Referral

When the referred customer makes their first purchase, both them and the advocate receive $10 to purchase drinks
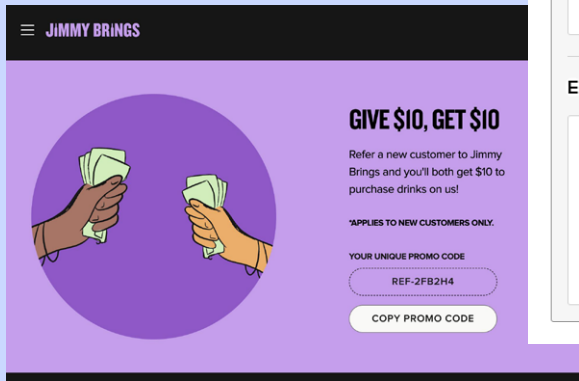
Talon.One

Rules

Give $10, get $10

Conditions

When **all** of these are true:

Referral code is valid
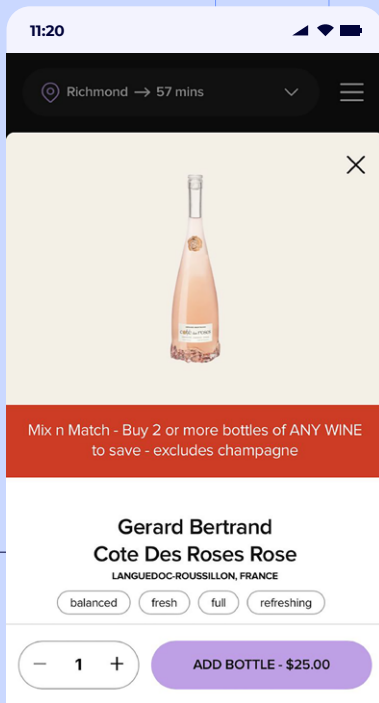
+ Add Condition

Effects

Apply these effects:

Set a discount: $10 off for both advocate and referred customer

+ Add Effect

≡ JiMMY BRiNGS

GIVE $10, GET $10

Refer a new customer to Jimmy Brings and you'll both get $10 to purchase drinks on us!

*APPLIES TO NEW CUSTOMERS ONLY.

YOUR UNIQUE PROMO CODE

REF-2FB2H4

COPY PROMO CODE

3

Bundling

10% discount for 2–3 wines, 15% discount for 4–5 wines, 20% discount for +6 wine

Talon.One

Cart Item Filters

▽ WineFilter2   *list of Cart Items*   🔒 ✎

▽ SumWineFilter   *number*   🔒

+ Add Filter

Rules

> 10% Discount for 2-3 Wines

> 15% Discount for 4-5 Wines

> 20% Discount for 6+ Wines

11:20

◉ Richmond → 57 mins   ⌄   ≡

✕

Mix n Match - Buy 2 or more bottles of ANY WINE to save - excludes champagne

Gerard Bertrand
Cote Des Roses Rose
LANGUEDOC-ROUSSILLON, FRANCE

balanced   fresh   full   refreshing

−   1   +   ADD BOTTLE - $25.00

Effects

Apply these effects:

Set an item discount: 20% Wine Discount for each item in WineFilter2

List of items

WineFilter2   ⌄

Discount name

20% Wine Discount   +

Discount value

([Item.Price] * [Item.Quantity]) * 20%

> Advanced Settings

8

"Delivering customer satisfaction is paramount to the Jimmy Brings brand. We need certainty that when anyone visits our website or app, they can onboard and purchase with the least friction. Otherwise, the Jimmy Brings experience is diluted."

JIMMY BRINGS

Alex Donn eCommerce Product Manager

Results

Composable commerce is an emerging philosophy, but one that is maturing fast, with many industry leaders replacing their monolithic tech stacks with an integrated toolkit of third-party solutions. Selecting Talon.One as their promotion partner, Jimmy Brings has been able to increase campaign flexibility, serving their customers more efficiently.

Working with Talon.One, Jimmy Brings has reduced speed-to-market as well as the cost of running promotion campaigns. They've been running 10 discount campaigns a week since they completed their integration with Talon.One.

An equally important feature of Talon.One for Jimmy Brings is that it allows for personalized promotional solutions. Using Talon.One, Jimmy Brings generates unique coupon, voucher and referral codes as well as personalized app notifications and emails.

Thanks to Talon.One Jimmy Brings now has

1

Reduced speed-to-market of their promotions

2

Used 300,000 coupons in the first 4 weeks of launch

3

Increased the flexibility of promotion campaigns

4

Minimized friction in customers' shopping experience

Talon.One

The World's Most Powerful Promotion Engine

Create and deploy creative and targeted campaigns using any of your customer and live session data.

MAKE YOUR PROMOTIONS POSSIBLE

promotions@talon.one

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