

PERSONALIZED CUSTOMER LOYALTY FOR 30 COUNTRIES



GROUP
CLARINS



Issues and challenges

- How can we ensure consistent experience across 30 countries? How to we improve return on marketing?
- How can support individual countries with a reliable system? How can we reduce time to market?
- Build direct relations with consumers



Solution

- Group wise integrated customer profile
- Customer Data Management & Privacy Management
- Adobe Campaign for journey orchestration and personalized email & direct mail, multilingual



Results and Benefits

- Awareness, Personalized offers, Loyalty Campaigns in 30 countries
- millions emails per year
- millions direct mail per year
- Open rate 20 ~ 30 %