

CABESTAN HELPS YVES ROCHER BOOST ONLINE CUSTOMER RELATIONSHIPS: HIGH LEVELS OF PERSONALISATION FOR STRATEGIC TARGETING



YVES ROCHER

is the world's leading brand of natural cosmetics and the top name in beauty salons across the world. Yves Rocher is represented in 40 countries and has 40 million customers on three continents.

The company runs online campaigns in five countries, France, Russia, Belgium, Canada and Spain, in five different languages: French, English, Russian, Spanish, and Dutch.

Yves Rocher has 200 stores in Spain and launched its e-commerce site in 2006.

Yves Rocher Newsletter



Yves Rocher Creador de la Cosmétique Végétale®

ACONTECIMIENTO TRATAMIENTO FACIAL

Para una belleza SOBRENATURAL CULTURE BIO

1 línea compensación carbono
7 productos respetuosos con los ritmos esenciales de la piel
19 plantas BIO
Frutas de extractos vegetales 85% BIO en nuestras fórmulas
Perfumes 100% naturales

NUEVO

OFERTA LANZAMIENTO

En toda la línea CULTURE BIO -20% a partir de 20€ de compra

Tratamiento Contorno de ojos 150 ml, de un valor de 14€

SI QUIERES MÁS INFORMACIÓN:

Del 29 de enero al 8 de febrero, una consejera experta te explicará en detalle la nueva línea Culture Bio y contestará a todas tus preguntas. ¡Te esperamos en tu Centro de Belleza!

REGALO el descubrimiento CULTURE BIO a partir de 40€ de compra

Centro Cero de día (16h) y Centro Belleza (9h-19h)

THE CHALLENGE

How can the company use email to increase sales and build customer loyalty? Yves Rocher has enlisted Cabestan to manage all its Spanish email marketing campaigns including its newsletter, welcome offer, and birthday campaign.

YVES ROCHER'S PLAN

Welcome offer: Initiate a relationship with the customer

The idea is simple: offer a gift with the first email sent to customers.

Newsletter: Maintain customer relationship

The newsletter provides the latest information about the Yves Rocher brand and includes promotional offers with discount coupons.

Satisfaction survey: Understand what customers like

Cabestan sets up online forms to determine the ideal product for each Yves Rocher contact.

Birthday Campaigns: Build customer loyalty

These campaigns are sent on the customer's birthday and include a surprise gift and an e-coupon to be used on in-store products for a limited time period.

Yves Rocher e-coupon



Yves Rocher PARIS

Cupón de oferta Yves Rocher

Disfruta de la Newsletter Yves Rocher en tu Centro de Belleza con tu cupón de oferta.

Tu Oferta

EDICIONES LIMITADAS a partir de 1€50

Tus Regalos

1 REGALO a elegir por cualquier compra

Vanity multiuso por tu compra a partir de 25€

Tu reloj 3 esferas por tu compra a partir de 40€

Oferta válida del 24 de noviembre 2008 al 04 de enero 2009 en tu Centro de Belleza presentando este e-mail impreso

* Oferta válida por la compra de productos del libro verde vigente Yves Rocher. No acumulable con otras ofertas. Excluidos Plaisir Nature, Divers Beauty, Accesorios y Kits de belleza. En caso de agotar existencias (1400 Extremicils, 1400 sets de porta velas, 2450 Vanitys, 840 espejos, 840 regalos sorpresa, 4900 vanity multiuso, 2800 relojes), los regalos se sustituirán por otros de similares características.

"By relying on the team's responsiveness and the Cabestan platform, we can manage our entire customer relationship effectively. We can use the features in the Cabestan platform to learn more about our customers and manage and coordinate the customer relationship throughout its entire life cycle, enabling us to significantly increase our sales."

Cyprien Chevrier,
Assistant director of Internet
Sales Marketing, Yves Rocher
Spain

Customised campaign including
the customer's favourite products



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HOW IS YVES ROCHER BUILDING CUSTOMER RELATIONSHIPS?

Integrated e-coupons: Turn contacts into active customers

The Cabestan platform natively integrates personalised bar codes and implements personalised campaigns for sending coupons by email for Yves Rocher. A customer code, offer code, and key code are hidden behind each e-coupon, helping to determine each customer's favourite products.

Viral marketing programme: Collect quality opt-in email addresses

A "Send to a friend" link is included in all of Yves Rocher's email campaigns. Cabestan set up a referral system. The referrer personalises the email and sends it to the referred new customer's inbox.

Fully automated campaigns: Automate customer relationships

The Welcome offer, birthday campaign, and referral programme are fully automated. Campaign scenarios and web-based services are the technical methods used to manage customer relationships on an automated basis.

Birthday campaigns: Build customer loyalty

Sent on customers' birthdays, these campaigns include a surprise gift and an e-coupon offering a special price discount that can be printed out and used on products in stores for a limited time period.

Customer segmentation: Identify the most profitable customers and define their objectives

Reliable segmentation makes it easier for Yves Rocher to analyse results. RFM, RFMP, and behavioural segmentation allows Yves Rocher to identify a number of targets: prospective customers / actual customers / passive customers / active customers with strong purchasing potential

Personalised campaigns: Strengthen customer relationships

Using the content personalisation engine, Yves Rocher promotes the right product to the right person based on segment, age, interests, and purchasing history to offer products that are fully tailored to their customers.

RESULT: AN INCREASE IN TURNOVER OF 40%

- ❖ Yves Rocher collected 700,000 opt-in addresses in Spain
- ❖ Email represents 65% of Yves Rocher's online communication
- ❖ A 40% increase in turnover

CUSTOMER BENEFITS ACCORDING TO YVES ROCHER

UNDERSTANDING OF A CAMPAIGN'S RETURN ON INVESTMENT

INCREASED KNOWLEDGE OF CUSTOMERS

INDIVIDUALISED KNOWLEDGE VIA REFINED SEGMENTATION

FASTER STRATEGIC DECISION-MAKING