

CYRILLUS

PARIS

HOW CYRILLUS INCREASED CAMPAIGN REVENUE BY 20 PERCENT BY MATCHING PRODUCT COMMUNICATIONS WITH CUSTOMER INTERESTS



COMPANY DESCRIPTION: Cyrillus is an internationally recognized chic fashion and home interior brand and multi-channel retailer, founded in 1977. The brand belongs to the “Cyrillus Verbaudet Group”, which has annual revenues exceeding 400 million Euros. As well as its online presence targeting consumers throughout Europe, Cyrillus has 52 stores across France.

INDUSTRY: Fashion & Clothing

COUNTRY: France

CONTEXT & CHALLENGES

Cyrillus is an internationally recognized chic fashion and home interior brand and multi-channel retailer founded in 1977. The entirety of its product catalog are sold via its website, targeting consumers across Europe, and through its 52 France-based stores.

“Our email marketing campaigns are a key pillar in our relationship marketing strategy and generate significant revenue. And it’s the only channel through which we can communicate with customers who haven’t visited our website or stores recently”, said Jean-François Louvieaux, Marketing and eCommerce Director of Cyrillus.

Cyrillus positions itself as a mid-sized brand with a very broad product range. In the past, its customer communications tended to be sent to all customers and prospects, with each email promoting a wide range of offers across multiple clothing and home interior ranges.

“We wanted to improve the effectiveness of our campaigns by matching product communications more closely with what each of our customers would buy and ultimately boost our revenue online and in-store,” said Jean-François Louvieaux. “We sought to boost campaign-generated revenue both online and across our 52 stores.”

Using Tinyclues, Cyrillus can now present each customer with relevant communications on any product family. The result: a 20 percent increase in our campaign revenue



Jean-François Louvieaux
Marketing and eCommerce Director, Cyrillus

SOLUTION & USE CASES

Cyrillus chose to leverage Tinyclues’ Deep AI marketing platform to create highly-targeted campaigns for specific products in the marketing agenda. These campaigns run in addition to the more generic newsletters that are still sent by the brand.

“Our generic newsletters provide extensive reach and ensure that our clients are exposed to our wide-ranging offers. Tinyclues then enables us to go further by creating extremely effective, targeted campaigns; something we couldn’t do before,” explains Jean-François Louvieaux.

SOLUTION & USE CASES

For each product Cyrillus wants to push, Tinyclues allows marketers to target future buyers in just a couple of clicks.

“For example, we can define and target customers who will be more interested in buying a baby’s jumpsuit in gray rather than say, a parka jacket. Our Tinyclues campaigns allow us to mix the effectiveness of pinpointed targeting with a significant reach.”

Cyrillus sends two Tinyclues-targeted campaigns per week to an average of fifteen percent of its client database. And because Tinyclues is easy to use, a single person manages the whole email planning and delivery process; across five countries and in two languages.

The Deep AI technology embedded in Tinyclues ensures communication relevancy, presenting products and offers only to those people who would be interested. This creates a positive impression with customers, increasing customer satisfaction and online revenue, and because emails are highly relevant and match each customer’s needs and wants, Tinyclues also increases revenue in-store.



We were able to measure a 20% increase in campaign revenue, both through web sales and in the shops



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RESULTS

“Measuring performance has always been a strong part of our culture. To measure the impact of using Tinyclues, we chose to create a control group,” said Jean-François Louvieux. “We did this by isolating a fraction of the Cyrillus client database from Tinyclues’ targeted campaigns for a specific period of time. We then observed the difference in behavior between the two groups, allowing us to measure the difference in sales and thus judge the revenue impact of the highly-targeted Tinyclues campaigns, both online and in-store.”

The Cyrillus marketing team observed:

- **20 percent increase in revenue:** the revenue generated by the population exposed to Tinyclues’ campaigns was 20 percent higher than the revenue generated by the control group.
- **Impact online AND in-store:** the 20 percent increase in revenue was measured both in web-sales and in the shops, proving the ‘email-to-store’ influence.
- **Customer activation:** in-depth analysis revealed a greater positive sales impact with lower-value customers and for lapsed customers.
- **Better customer experience:** despite the slight increase in number of messages sent, the unsubscribe rate stayed stable and client satisfaction rates improved.

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