



HOW KING JOUET REIGNITED ITS MARKETING CAMPAIGNS, DOUBLING REVENUE PER MESSAGE



CONTEXT & CHALLENGES

A leading omnichannel toy retailer for brands both big and small, King Jouet has fully embraced the digital age, with a strong online presence that complements its in-store business. The highly seasonal nature of its activity (Christmas holidays, summer period...) means a need for flexible marketing campaigns, that meet both customer and supplier expectations.

DESCRIPTION: King Jouet is a leader in the toy retail market, with 230 stores in France and 15 stores abroad, and more than 20 exclusive brands. They are a leader in the omnichannel services market: e-reservations, click & collect, interactive kiosks, mobile apps, etc.

Until recently, King Jouet's marketing campaign strategy reflected traditional RFM methods based on past-purchase behavior, but this approach provided sub-optimal targeting and revenue, and wasn't conducive to their varied product promotions.

INDUSTRY: Retail

Sandrine Landon, Manager for CRM & Digital Communication at King Jouet, explains:

COUNTRY: Europe

“We needed a solution to boost our online and offline revenue, with agile campaigns to promote smaller brands and seasonal products as well as our standard catalogue offer. We chose Tinyclues for its solution's market-proven capacity to create truly effective campaigns, and the unique capability of its deep learning technology to identify future buyers for all of our products.”

King Jouet called on Tinyclues to help improve its campaign targeting, planning and product promotion, enhancing customer experience in the process, and ultimately boosting the retailer's status as a preferred marketing partner to its suppliers.



We've seen the results very quickly: number of sales grew by 55% on average and revenue per message by 67%.

SOLUTION & USE CASES

With a quick and easy set-up that required no IT intervention, King Jouet scheduled its first Tinyclues campaign only 6 weeks after signing and just in time for the Christmas holiday season. Within weeks, King Jouet was able to transform its campaign strategy in key ways:

- **Expanding the marketing agenda.** King Jouet maintained its existing campaigns, supplementing its three weekly generic email campaigns with two more specific, highly targeted ones, allowing them to increase communication without increasing fatigue the way a full-base campaign would.



Sandrine Landon
CRM & Digital Communications Manager
King Jouet

SOLUTION & USE CASES CONT.

- **Creating brand new campaigns, previously unthinkable.** These new campaigns served to highlight a variety of niche products, distributor brands and small-supplier offers, and to promote seasonal offers outside of their paper catalogue and generic emails. Using Tinyclues’ Deep AI targeting capability, King Jouet was able to identify and reach out to just the right customers for particular niche products. Advent calendars, a product they would have never done a full-base campaign for, tripled in sales the day the campaign was sent.
- **Strengthening relationships with large & small suppliers.** Because Tinyclues’ high-performing solution measurably demonstrates the value of online campaigns, it serves as an effective tool of persuasion for King Jouet’s suppliers who aren’t yet fully on board the digital train and gives smaller suppliers with limited budgets a chance to stand out among larger toy brands. One small supplier saw a 262% increase in their sales, compared to the previous year, after a Tinyclues campaign.

“ Thanks to Tinyclues’ solution, we’re finding the future customers for our products, and the effect is immediate.”

RESULTS

After three months with Tinyclues, King Jouet measured significant positive impact overall:

- **Higher performance & revenues across the board.** The company saw campaign revenues increase for all campaign types, with gains ranging from +21% to +299%. Number of sales grew by 55% on average, and Revenue per message (RPM) increased by an average 67%. Significantly, sales margins also rose by 203% on average, indicating that sales growth was not based solely on promotional offers.
- **Increased activity online AND in-store.** King Jouet’s new campaign schedule had the double effect of increasing traffic to the website as well as to stores; 7 days « post-click », customers were coming into the store to make purchases despite some discounts only available online. Out of all their clients re-activated with Tinyclues, 48% of them returned in store.

- **Improved customer experience.** With improved campaign targeting and the resulting alleviation of customer fatigue, lower unsubscribe rates were a logical consequence. Additionally, Tinyclue’s Deep AI algorithms are able to take into account low activity customers. King Jouet measured a 7% reactivation rate among « sleeper » customers, brought back into the fold thanks to high performing targeting.

“ Concludes Landon, “We’ve seen the results very quickly - not just in terms of financial ROI, but in terms of strategic value,” states Sandrine Landon. “Thanks to Tinyclues’ solution, we’re finding the future customers for our products, and the effect is immediate.”

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