



**SOLUTION & USE CASES CONT.**

For many of its products, the number of customers who expressed strong intent (like viewing a web page) is too small to create a target. One example is Bilou: a cosmetics line for teenagers, a segment for which Manor had no existing direct-consumer base. Another example of promoting strategic products is Manor’s campaign to sell high-end wines; in order to generate revenue while maintaining brand image, Manor had to find a tiny target of customers with a high propensity to buy these expensive wines!

- More value from trade marketing.**  
Manor was able to leverage the success of Tinyclues’ ability to detect future buyers by generating additional revenue from supplier campaigns. Multiple A/B tests demonstrated significantly higher performance from Tinyclues-driven campaigns vs. traditionally-targeted ones, and the results were so convincing that Manor now offers Tinyclues campaigns as a premium option for suppliers.
- Creating more agile, more reactive campaigns.**  
The quickness of Tinyclues’ campaign-building process was especially effective when Manor received a last-minute green light to launch pre-orders for the iPhone 8. Within one afternoon, Manor was able to create and launch a highly-targeted A-list, getting the jump on competitors and generating maximum pre-sales revenue all before close of business.

“Manor measured an impressive 50% drop in unsubscribe rates.”

Among the key benefits observed:

- Increased campaign revenues.**  
Thanks to its new campaign intelligence strategy, Manor’s online campaign revenue has grown by +21%, and campaign-driven store revenue has gone up as well. Manor now has the ability to find future buyers for any campaign, the average increase in revenue per message ranging from +20% to 500%. The high-end wines campaign for example, measured by A/B test against in-house targeting method, delivered +58% conversion rate and +435% in total revenue on the same volume.
- Drive traffic and revenues, online and in-store.**  
As most revenue is store based, it was important for Manor to measure the impact of the email-to-store effect: email campaigns driving in-store traffic and revenue. The most stellar example in terms of ROI is the Dyson hair dryer; the ‘e-mail-to-store’ campaign for this strategic product yielded a revenue per thousand messages of \$200 online, and \$600 in-store, while 3 sales out of 4 occurred in stores.
- Improved customer experience.**  
Manor measured an impressive 50% drop in unsubscribe rates, a clear sign that customer experience dramatically improved, thanks to a perfect match between offers and customers.
- Streamlined email campaign process.**

Because Tinyclues allows for easy campaign orchestration, it has proven especially well-suited to Manor’s marketing process, which involved tripling the number of emails and sending campaigns in three different languages with limited CRM budget and resources. Adds Libis:

“Tinyclues is my best in-house argument for the importance of intelligent Customer Relationship Management; Tinyclues’ solution is at the heart of our campaign strategy and it proves that CRM marketing is effective and profitable, in turn enabling me to develop even more CRM projects.”

**RESULTS**

Manor has seen consistently positive results since adopting Tinyclues’ AI-first solution for its marketing campaigns. As affirmed by Samuel Libis,

“We challenged Tinyclues’ solution over a number of months, measuring business performance and customer experience against our own targeting model. After dozens of A/B test campaigns, it was clear that Tinyclues campaigns systematically came out on top.”

Want to read more Tinyclues’ customer success stories?  
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