

MANOR

HOW MANOR IS RUNNING MORE HIGHLY TARGETED AND RELEVANT CAMPAIGNS



DESCRIPTION: Manor is Switzerland's largest and most successful retail group, with 63 department stores and 32 supermarkets. Market leader in the Swiss department store sector, Manor employs some 10,000 personnel and holds an estimated 60% of market share.

INDUSTRY: Retail

COUNTRY: Switzerland

CONTEXT & CHALLENGES

When Swiss retail giant Manor created its CRM marketing department in 2016, they were working with limited resources in a challenging environment. The retailer's primary aim was to increase both campaign revenue and customer experience, staying relevant to each customer across a vast product catalogue, including food and non-food products. In a competitive market that has been difficult to digitalize, Manor was looking to innovate and develop new, more efficient ways of optimizing its marketing campaigns.

Samuel Libis, Head of CRM, explains the issues Manor was facing:

 With a catalogue of 2.5 million products, it was impossible to find out which offer would be truly relevant to each customer. Generic or RFM segmented campaigns have a high reach but the relevancy and consequently the efficiency are sub-optimal; we needed a smarter approach to our campaigns. We're still in the early stages of digitalization and our resources are limited, so it was important to find a 'ready-to-wear', plug & play solution that wouldn't require any IT development on our end.

 **Manor's online campaign revenue has grown by +21%, and campaign-driven store revenue has gone up as well.**



Samuel Libis
Head of CRM
Manor

SOLUTION & USE CASES

Tinyclues was set up over a 4-week period, and Manor subsequently reinvented its marketing campaign agenda from 2 generic emails and 1 segmented email per week to around 10 highly targeted campaigns per week while keeping the 2 generic campaigns.

 By enabling us to easily create very efficient campaigns on any product or category, Tinyclues freed our strategic creativity and allowed us to focus on our business goals with the same resources" explains Libis.

Tinyclues helped Manor optimize its marketing strategy in a number of ways:

- **Promoting strategic products.**
Within its 2.5 million products, Manor had many untapped revenue opportunities because the marketing team was unable to find the adequate target for the campaigns.

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 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: and the campaigns driving in-store traffic 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.”

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