

BAZARCHIC
M O D E • D E C O • V I N • V O Y A G E S

INTERVIEW WITH JULIEN-HENRI MAURICE, CHIEF MARKETING & DIGITAL OFFICER AT BAZARCHIC



JULIEN-HENRI MAURICE, AS CHIEF MARKETING & DIGITAL OFFICER OF BAZARCHIC, PLEASE COULD YOU DESCRIBE THE COMPANY?

Bazarchic has been a leading web and mobile-based shopping club for over ten years and is now also part of Galeries Lafayette, the French department store group. Specializing in fashion, lifestyle, beauty, interior design, wine and delicatessen, as well as high tech, Bazarchic aims to offer the best of international brands at the best prices to its eight million-member community.

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INDUSTRY: eCommerce / Apparel & Fashion

COUNTRY: France

WHY CHOOSE TINYCLUES TO HELP YOU IN THIS MARKETING TRANSFORMATION PROCESS?

I was looking for a SaaS solution that would add a layer of intelligence to our existing campaign management and execution platform. Tinyclues was a perfect fit. The solution is based on Deep AI and is tailored to marketers' needs. It is entirely business-oriented, allowing full automation of our campaign targeting and orchestration processes.

With Tinyclues we can easily add new and highly targeted campaigns to our existing marketing agenda. We can create additional revenue streams without adding to the team's workload and without risking customer fatigue.



Tinyclues enables us to easily pinpoint future buyers of our products and increase revenue, while also improving the productivity of the marketing team.



HOW DO YOU USE TINYCLUES? WHERE HAS TINYCLUES DELIVERED THE GREATEST IMPACT?

Bazarchic’s marketing team is using Tinyclues to improve results from two types of campaign in particular:

- **Follow-up campaigns:** our daily newsletter is an important driver of revenue. After sending each one, we follow-up with highly-targeted reminder emails. Thanks to Tinyclues, our messages only target people with a very high propensity to buy the related products. Since implementing Tinyclues, we’ve measured a significant increase in campaign revenue.
- **Special operations:** overstocked clearance campaigns, Black Friday, Valentine’s Day and other recurring special occasions are short-term campaign opportunities offering us high revenue potential. Tinyclues allows us to easily create very efficient campaigns that run in addition to our classic newsletters, generating significant additional revenue. Additionally, since each customer only receives offers that fit their “needs universe”; they feel recognized and enjoy a positive experience leading to a significant decrease in unsubscribe rates.

WHAT IMPACT HAS TINYCLUES HAD ON YOUR BUSINESS PERFORMANCE?

Within our Digital Transformation and Innovation Lab we used a strict test protocol to challenge Tinyclues’ promise of out-performing our existing targeting techniques. We set up multiple A/B test campaigns with the same messages and designs. Only the targeting was different.

Where we’d used Tinyclues, the results were extremely positive in terms of additional revenue and margin generated. On average across all the A/B test campaigns, Tinyclues generated 87% additional revenue across the same volume of messages! At the same time, unsubscribe rates dropped by 17%! It shows that our communications with Tinyclues were highly targeted and relevant.

Tinyclues enables us to move towards a “less is more” approach: less effort and smarter targeting is delivering more revenue and heightened customer engagement.



*We have increased
our campaign
revenue by 87%*

while sending the same volume of messages.

And thanks to near-perfect matching of offers to recipients, unsubscribe rates have dropped by 17%, evidence that customer experience has improved.

WHAT IS THE IMPACT OF TINYCLUES ON YOUR MARKETING ORGANIZATION, AND WHAT ARE THE NEXT STEPS?

Tinyclues has become a strategic partner rather than just a software supplier. We plan to extend our use of Tinyclues to more campaigns and also to begin using its higher level campaign management and optimization capabilities. Using Tinyclues, we should be able to further increase revenue by letting the AI engine manage campaign overlaps and potential conflicts.

Thanks to Tinyclues, the Campaign Marketing team now has time to concentrate on more strategically valuable

projects. And as for myself, I’ve proven the value-add of Tinyclues and boosted campaign productivity and results. I have moved onto other AI driven innovative projects in our marketing LAB.

Want to read more Tinyclues’ customer success stories?

Visit:
www.tinyclues.com/success-stories