



HOW OUI.SNCF INCREASED ITS MARKETING CAMPAIGN REVENUE BY 115%



CONTEXT & CHALLENGES

“Our direct marketing campaigns drive OUI.sncf revenues and support our growth,” said Clémence Bussière, relationship marketing director, OUI.sncf. “But the relationship marketing team is facing a crucial challenge: while email marketing is a strategic channel in our communications mix, it is delivering diminishing returns and we needed to reinvigorate it.”

COMPANY DESCRIPTION:

OUI.sncf is the champion of Europe’s travel industry and a leader of e-commerce in France. With 2016 revenues of 4.1 billion Euros, the company is one of the world’s largest train operators and online travel agencies selling flights, bus trips, car rentals and hotel rooms.

INDUSTRY: Transportation / Hospitality

COUNTRY: France

OUI.sncf was finding that even one-to-one customized newsletters were running out of steam, with personalization not meeting the diversity of expectations in such a large audience. The company recognized that it needed better targeting techniques in order to find, with far better accuracy, the future buyers for the many diverse offers promoted every week. It also needed to be able to do this efficiently, for use across all customer communications channels.



Thanks to Tinyclues, we have more than doubled our revenue from marketing campaigns. Additionally, Tinyclues helped us to reinvent and optimize marketing campaign orchestration.

SOLUTION & USE CASES

To increase its marketing performance, OUI.sncf sought to innovate upon its marketing techniques, choosing to apply Artificial Intelligence (AI) techniques to its marketing campaigns.

“We needed to move on from the traditional methods used by our data scientists and find new ways to engage our customers and increase campaign revenues, without risking customer fatigue,” said Bussière.



Clémence Bussière
Relationship Marketing Director
OUI.sncf

SOLUTION & USE CASES CONT.

OUI.sncf turned to the Tinyclues AI-driven marketing platform to find for each offer, the customers with the highest chances to buy. Tinyclues enables OUI.sncf's marketing teams to:

- **Target campaigns efficiently.** OUI.sncf runs a large number of campaigns each week, presenting a wide variety of offers. With Tinyclues, marketers can identify in just a few minutes the future buyers, even for customers with no explicit interests. Thus, instead of always targeting the people who bought a similar offer last time, or the customers who buy most often, Tinyclues analyzes the database to find new, potential buyers.
- **Optimize results through intelligent planning** of daily and weekly campaigns. Not only does Tinyclues' Deep AI predict the optimal target set for planned campaigns, it also forecasts customer fatigue on a daily or weekly basis, enabling OUI.sncf to tune pressure accordingly in order to maximize potential without overly stressing customers.



*We focus on
innovation
with a deep
omnichannel
approach*

RESULTS

OUI.sncf has measured significant returns on its investment in Tinyclues, both in terms of additional revenue and campaign efficiencies.

- **Strong revenue gains:** OUI.sncf enjoyed a 115 percent increase on revenues across 15 key campaigns as measured by A/B tests on equal email volumes. On one especially fruitful follow-up campaign, one promoting the TGV fast train service, revenue earned was up by 243 percent with Tinyclues as measured by A/B testing. Sent emails were 11 percent lower and opening-rates 157 percent higher.
- **Campaign orchestration and optimization:** thanks to Tinyclues' campaign planning interface, OUI.sncf gains insight and saves time. The AI-assistant alerts the marketing team about any overlap between campaigns. This feature saves marketers time by controlling fatigue automatically whilst still pursuing revenue optimization.
- **Omnichannel communications:** OUI.sncf has commenced a plan to apply Tinyclues Deep AI techniques across communications channels. "We focus on innovation with a deep omnichannel approach. We have started by seeking to optimize our email campaigns and have started using Tinyclues for other channels such as push notifications," said Bussières. "We are also considering extending into programmatic marketing channels, such as Facebook Custom Audiences."

MARKETING CAMPAIGN REVENUE INCREASE OF 115%

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