

Coop Danmark is Denmark's leading consumer goods retailer, operating several retail chains as well as Coop.dk Shopping, which has an exclusively digital presence and boasts an extensive, cross-category product catalog.

In a quest to optimize its CRM marketing strategy, Coop.dk Shopping wanted to better understand customer behavior, including how often and which categories they were shopping, as well as how much they were purchasing. E-mail being an important revenue-driver, customers generally received three to five one-size-fits-all emails weekly, without regard for their particular needs or buying behaviors. A primary objective was to increase the repurchase rate and business potential of each individual customer.

Additionally, Coop.dk Shopping sought to:

- Increase the relevancy of its communications
- Better identify customers in the market for particular products
- Better leverage its wealth of first-party data
- Increase communications and sales without fatiguing its base



We have managed to build a completely new and more effective way to streamline our CRM efforts through Propensity Marketing and the use of AI... Tinyclues has given us a unique opportunity to sell our products across [even] niche categories and to the right customers.

**Line Guldbæk, CRM Manager,
Coop eCommerce Marketing**

Using Propensity Marketing powered by Tinyclues' AI, Coop.dk Shopping was able to cross-reference data from its CRM profiles with buying behavior from its e-stores. A propensity-to-buy score was then calculated for each segment in its CRM database. Tinyclues offered a unique opportunity to model less traditional data - such as email domain - to inform buyer profiles, rather than relying solely on limited demographic data and past purchases.

An activation was planned targeting email communications for select products to those with the highest propensity scores, as calculated by Tinyclues' predictive engine; a total of 11 targeted campaigns were then launched, spotlighting products ranging from barbecues and kitchen utensils to pet products, books, and yarn, and spanning categories from niche to bestselling.

Performance and sales were analyzed to understand the impact of Tinyclues' predictions, namely whether increased message relevancy tied to these predictions could increase sales across categories both small and large, and allow Coop.dk Shopping to scale and strengthen its CRM efforts over time.

The activation was hugely successful, resulting in increased customer interest and revenue - with AI-based propensity marketing expected to be implemented as a permanent part of the company's CRM efforts going forward. Coop.dk Shopping's collaboration with Tinyclues was nominated for a 2021 Danish Digital Award, highlighting "the most inspiring, efficient, and well-executed digital work that develops or supports a company's business activities."

+55%

RPM

6:1

ROI

+249k

Incremental USD