



Personalised campaigns

Απάντηση στη πρόκληση της εποχής με πρόβλεψη και σύνεση

CUSTOMER LOYALTY
MANAGEMENT conference 2020

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After COVID consumers ...

- Need to optimize their time in a store
- Need to be confident that the stores are clean & safe
- Need to have real value from their choices (not low prices)
- Are more sensitive to authentic relations : Human - Trust - Confidence
- Need Brands to be more empathetic & contextually relevant

2 ΧΡΟΝΙΑ – 2 ΒΡΑΒΕΙΑ



**GOLD - Best Direct
Marketing Campaign**
για την εξατομικευμένη
καμπάνια μελών
LEROY MERLIN club



**BRONZE - Best in Loyalty
& Engagement**
στον κλάδο Home
& Furniture



Εδώ, το σπίτι σου μετράει!

<https://www.leroymerlin.gr/club/register>



Δημιουργία νέου λογαριασμού

Ιδιώτης



Επαγγελματίας

Προσωπικά στοιχεία

Τίτλος *

Κος



Όνομα *

Επώνυμο *

Ημ/νία γέννησης *

Ημέρα

Μήνας

Ετος

Στοιχεία Επικοινωνίας

T.K. *

Πόλη *

Νομός *

Επίλεξε

E-mail *

Αρχική



Εδώ, το σπίτι σου μετράει!

Μπες στο club
προνομίων και φες
κερδοσμίνο
με κάθε σου αγορά!



Εδώ, το σπίτι σου
μετράει!



LEROY MERLIN club

2.000 points = 5 €

1€ = 10 point





MEMBERS ENJOY GREAT BENEFITS AND REWARDS



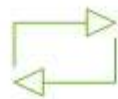
COLLECT 10 POINTS FOR EVERY €1 YOU SPEND

When you collect 2,000 points, we'll send you a €5 money-off coupon to use at any Leroy Merlin store.



BENEFIT FROM GREAT EXCLUSIVE DISCOUNTS

Find dozens of products at special discount prices and products with bonus or even double points.



HASSLE-FREE RETURNS

Make returns within 60 days (instead of 30 days) with or without a receipt.



YOU ARE IN CONTROL

You can view online all your purchases, receipts, invoices and coupons. And you can print them out at any time if needed.



SPECIAL SURPRISES JUST FOR YOU!

Keep a look out for special surprises and offers. All you have to do is take advantage of them.



EXCLUSIVE DIY EVENTS & HOMISTAS SEMINARS

Let us teach and inspire you. There's lots to look forward to.



120.000
members

CVO Campaigns, Nov 2019

100.000 members received their own personal targets to get back :

- Target 1 : 2x points
- Target 2: 10x points

Even they couldn't reach their target, with any purchase could participate to lottery with thousands of gifts !

control group 12%



€ **+1.5M**
EXTRA TURNOVER
vs control group

 **+22%**
TURNOVER
For participants
vs control group

ROI **25:1**
 net profit over costs

ΚΑΙΡΟΣ ΓΙΑ ΣΠΙΤΙ

ATAGLANCE



30% of participant members were influenced and shopped.

 **26%**
ACHIEVERS

LEROY MERLIN
κάθε άτομο για κάθε σπίτι!



10.000 VOUCHERS
were generated

80%
VOUCHERS USED



66%
CONVERSION RATE
from members who were
called on the phone and
shopped

before start ...

segmentation



attributes research

1. Relevant Content

commercial

- based on their annual purchase history
- personal targets to drive on frequency & spending increase

care

- related messages & content based on their preferences & attributes

fun

- lottery with home improvement gifts
- 1: 100 win

2. CVO Channels



TAKE OUT

- Talking about it was EASY
- Get start and make it happen was HARD
- Make it become our way is HARDER
- Personalization matters !
- Care messages & service

“Customers decide by recollections of past experiences & expectations of future one – is an ongoing process”

And Suddenly You Can Change Perspectives.

LEROYMERLIN
κάθε βήμα
για κάθε σπίτι!



Thank you !
