Darty accelerates its digital transformation.

Darty relies on Adobe Analytics and Adobe Media Optimizer to improve its knowledge of the customer journey and digitally transform its stores.

“Adobe Analytics is the tool that helps us understand our business and is essential to the success of our digital transformation.”

Pierre-Damien Denervaud, Web Analysis Manager, Darty

SOLUTION
Adobe Analytics and Adobe Media Optimizer solutions within Adobe Marketing Cloud

RESULTS

OPTIMIZATION
Leverages insights to optimize product indexing and boost sales

CUSTOMIZATION
Customizes its customer relations and strengthens its trustworthiness

AUTOMATION
Data analysis reports are automated and each business unit has specific data for its needs

TRANSFORMATION
Digital transformation affects all businesses units as well as stores
Digital transformation focused on customers

With 232 stores in France, more than 300,000 square meters of sales surface, and 11,500 employees, Darty has established itself as a leader among distributors in the nation. The relationship with customers is a focal point in the company’s success. Darty stands out from the competition with its trust promise, combining low prices and quality service.

Darty’s digital presence today is composed of Darty.com, a professional version of its website, applications for mobile and tablets, and tablets to assist salespeople in stores. "The challenge for Darty is to have a successful digital transformation, from our website, Darty.com, to the digitization of the stores," says Pierre-Damien Denervaud, Web Analysis Manager at Darty.

Seamless customer experiences

Three years ago, digital played a minor role in steering the company. “We had general visibility into sales, but that’s about all,” says Denervaud. "We couldn't break down sales into product family or estimate the audience by category.”

The group had a vision for a cross-channel customer experience and making digital a key asset in differentiating itself from the competition. "Digital is intended to complement physical stores: it must be a business facilitator and an extension of in-store sales," says Denervaud.

Darty equips its store clerks with tablets to serve two objectives: creating a seamless customer journey between the website and store visits, and identifying the customer as soon as possible in his or her interaction with the brand via email.

In parallel, the company has an analytics solution covering all channels of interaction, to improve its understanding of the customer journey. Darty represents over 14,000 referenced active products, 12 major categories, 250 sections, and 700 product families.

“I was looking for an additional resource, not just software. Adobe Analytics allows me to automate certain tasks." - Pierre-Damien Denervaud, Web Analysis Manager, Darty
Adobe Customer Story

Better understanding of buying behaviors
Adobe Analytics was deployed in three months with the support of Adobe customer service and with JavaScript. The solution covers the entire digital footprint of the brand all the way the to in-store sales assistance tablets.

"Today, the entire infrastructure is consolidated in the same data set. We can monitor almost anything we wish," says Denervaud. "It helps us understand our business, which is essential to the success of our digital transformation for four reasons:

- The integrated Tag Manager makes us very proficient compared to the competition.
- Flexibility to rework exports from Excel components, a classic web interface, and other data tools.
- The interface is intuitive and visually appealing, enabling marketers to share reports with any business unit or web analyst.
- The solution is powerful and allows us to analyze absolutely everything."

Personalized customer relationships
In the spirit of its trust promise, the goal for Darty was first to refine its customer knowledge to improve and personalize relationships, then analyze the data to improve its business performance. Adobe Analytics delivers to Darty factual information to better understand customer behavior and refine its product catalog management.

"We demonstrated that a customer could be interested in a product and buy another. This allows us to understand why a product can occupy 30% of the audience on the site and 12% of sales in stores and show if we lose the customer along the way and when," says Denervaud. With this data, product managers can develop catalogues by combining factual attractiveness of products with conversion numbers and sales figures.

The transformation for Darty is phenomenal. "With Adobe Analytics, digital is becoming an extension of the sales force," says Denervaud. "We identify the customers when they log in to their email online. The goal is for sales associates to be able to see on in-store tablets the products that a customer has viewed on our website. It is a powerful sales support tool that will allow the clerk to better guide and advise each client."

“Adobe Media Optimizer was selected for its power and integration with Adobe Analytics, as well as for the performance of Adobe customer service. I sometimes feel like I have an agency with me.”
Jean Campan, SEO Manager, Darty
SOLUTION AT A GLANCE
• Adobe Marketing Cloud including the Adobe Analytics and Adobe Media Optimizer solutions

Optimized product catalogs and sales management
Today, web analytics has all the business units of the brand under its umbrella, including Purchasing, Product Management, Sales, Management Control, Communication, Marketing, and so on. "This is a management tool for all brand digital activities, which addresses all aspects of the business," says Denervaud.

Since the company began using Adobe Analytics, Darty automates the editing of about 60 reports. There are 3 types of reports. Those for the main products, allowing each group to manage what is under the category. Reports for merchandising that take full advantage of complex relationships with cross clicks and product monitoring. And automated reports of the extraction of semi-raw data, such as multi-touch analyses.

"Adobe Analytics has no technical limit, other than our imagination," sayd Denervaud. "This is very important for our business considering the speed at which digital is evolving."

Integration with Adobe Media Optimizer
Building on this successful experience, Darty has integrated Adobe Media Optimizer. The solution brings to the company time savings and an optimized management of keywords and campaigns.

"We set objectives for it and the reference periods and it does its job effectively," says Jean Campan, SEO Manager at Darty. "This allows me to optimize the mobile keywords allocation model. Adobe Media Optimizer was selected for its power and integration with Adobe Analytics, as well as for the performance of Adobe customer service. I sometimes feel like I have an agency with me."

With time savings, and increased productivity, and efficiency, Adobe Analytics and Adobe Media Optimizer support Darty in its digital transformation. "These solutions are measurement and performance optimization assets that contribute to lasting changes in our way of working," sayd Denervaud. "In addition, the Adobe customer service makes a great difference because we are really supported."

In the future, Darty is working on the development of advanced dashboards providing a more detailed picture of each business. "The key lies in understanding as much as possible from this wealth of information," adds Denervaud. "The goal is for each business to gain more autonomy to identify and correct what is lacking in its activities."