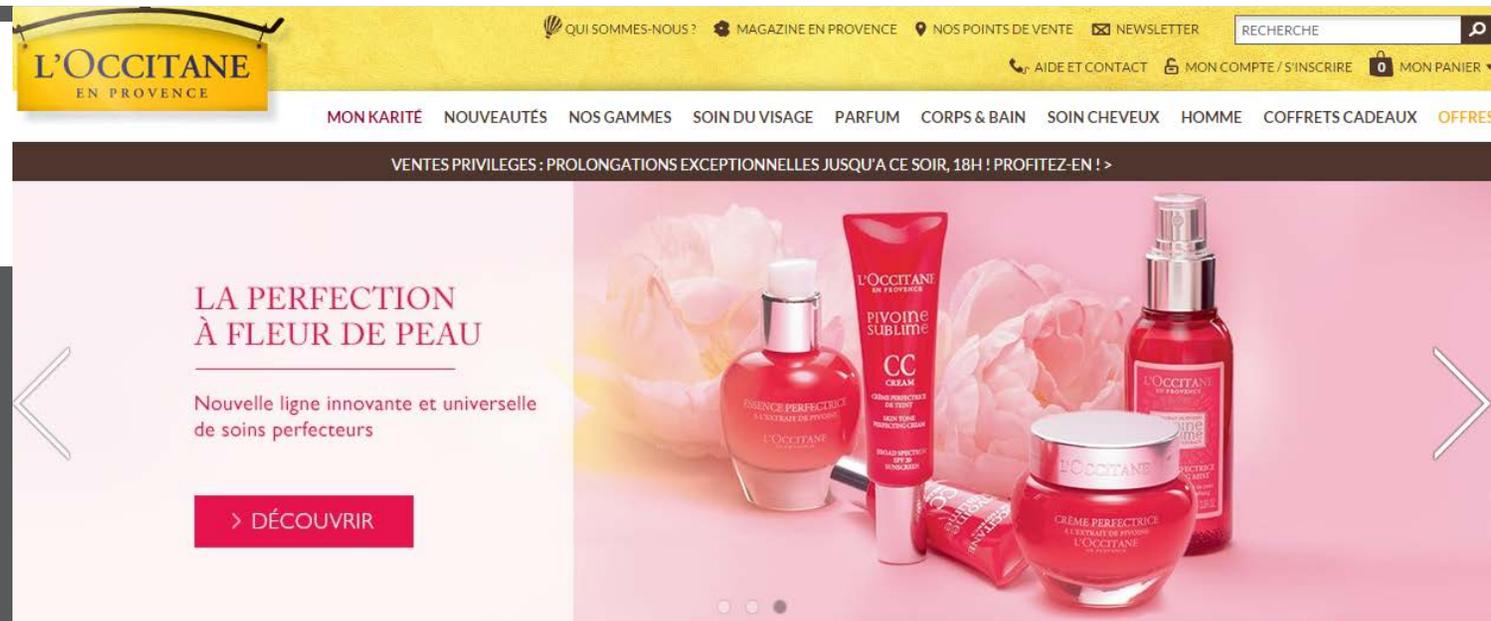




L'Occitane: beauty in marketing.

Global cosmetics and well-being brand pampers customers at every turn with best practices and Adobe Marketing Cloud.



"Adobe Campaign lets us interact with customers in real time to give them a richly personalized, interactive experience across channels. Now, we can centrally push the right offer at the right time to the right person."

Mathieu Staat, Director for Digital in Europe and CRM Worldwide, L'Occitane

SOLUTION

Adobe Campaign and Adobe Social solutions within Adobe Marketing Cloud

RESULTS



WELL ORCHESTRATED

Coordinated every channel interaction for meaningful, one-to-one exchanges that resonate with customers

UP TO **18.5%**
MORE

FREQUENT PURCHASES

In Germany, increased multi-buyer purchase frequency by 18.5%; other countries also saw impressive gains

UP TO **40%**
INCREASE

STRONG RETURNS

Revenues from email campaigns increased by 40% in some countries, while direct-mail campaign revenue jumped by up to 4%

DOUBLE
DIGIT GROWTH

TRENDING HIGHER

Drove four times higher conversion rates for personalized email campaigns, resulting in double-digit increase in e-commerce revenues

L'Occitane

Established in 1976

Employees: 7,694; Stores: 2,572

Paris, France

www.loccitane.com

CHALLENGES

- Establish holistic, customer lifecycle management approach to marketing
- Deliver customer value across all channels
- Achieve ROI through strong understanding of customer preferences and behaviors
- Equip marketing teams internationally with intuitive campaign management solution

Passion for plants

With nothing but an alembic—a small vessel for distilling chemicals—a truck, and a solid knowledge of plants, Olivier Baussan, at age 23, began extracting rosemary essential oil and selling it to the local markets in Provence. He then took up shop in an old soap factory to revive the traditional art of soap making in Marseille.

As his passion grew for discovering how plants can enhance beauty and well being, Baussan began exploring the world for new ingredients and traditional techniques. He learned about lavender in his home, Provence, but also traveled far to discover the nourishing properties of shea butter from women in Burkina Faso, Africa. Over the years, Baussan's growing expertise in natural essences, concentrates, and essential oils blossomed into the luxury beauty brand, L'Occitane.

A company with heart

Today, L'Occitane harnesses the extraordinary power of plants known for centuries as human healers and beautifiers—rose, immortelle, lavender, shea butter, verbena, and others—and transforms them into cosmetics, perfumes, soaps, and skincare products lauded the world over.

But the company's contribution goes beyond beauty products. L'Occitane was one of the first companies to feature Braille labeling on its products to bring an empowered, sensory shopping experience to the blind. It also created a foundation with two long-term missions: support the blind and economically emancipate women. In addition, in 2013 the United Nations Development Program recognized L'Occitane in its report on Africa as an exemplary company for its actions in Burkina Faso.

Eliminating silos, empowering marketers

As it has continued to grow, L'Occitane and its popular brands Melvita, Erborian, and others cater to customers in 90 countries around the globe. With rapid expansion, L'Occitane recognized the need to improve its marketing strategies and tools.

"We needed to gain a consistent, 360-degree view of the customer, improve the customer experience across all channels through personalization and targeting, and automate marketing tasks to launch more campaigns with greater efficiency and effectiveness," says Mathieu Staat, L'Occitane Director for Digital in Europe and CRM Worldwide. "The goal was to optimize every campaign's timing, messaging, and channel of delivery."

“We chose Adobe Campaign for many reasons. These include its openness and easy integration with other systems, built-in survey functionality, cost-effectiveness, intuitive operation for our global marketing teams, and extremely robust and integrated product functionality.”

Mathieu Staat, Director for Digital in Europe and CRM Worldwide, L'Occitane



Choreographed, cross-channel marketing wasn't always easy—or even possible—for the luxury brand. Different teams were responsible for handling email and direct-mail campaigns. Order histories, store visits, customer service exchanges, preferred products and channels, offers received, coupons redeemed, and so on, were splintered across marketing, sales, and service departments. There was also little connection between online communications and customers' in-store or call center experiences.

Teams relied on manual processes to design, execute, and measure campaigns. As a result, only a limited number of campaigns could be launched annually. When campaigns were initiated, they were based on roughly defined customer segments because there was no operational central source of customer information and no way to efficiently build detailed customer segments.

The need for an integrated marketing solution

Seeing a vast opportunity to improve returns and boost brand loyalty, Staat and his team set out to redefine marketing processes and capabilities at L'Occitane. To support the new marketing approach, Staat built a business case based on three pillars: lower churn rates, increase revenue generated through email and direct-mail campaigns, and transform customers into multichannel shoppers.

Instead of expecting customers to navigate disconnected journeys, L'Occitane wanted to design optimal decision paths and experiences that would reshape customer behavior and be relevant at every turn. As a first step, Staat set out to obtain a cross-channel campaign management solution that was so intuitive that international marketing managers in dozens of countries where L'Occitane operates could use it. After extensive evaluation of the top platforms, L'Occitane selected Adobe Campaign.

“Adobe Campaign has genuinely transformed our marketing success.”

Mathieu Staat, Director for Digital in Europe and CRM Worldwide, L'Occitane

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Holistic, automated approach

L'Occitane worked closely with Adobe Consulting to help implement the cloud-based version of Adobe Campaign, and has since started taking advantage of virtually every feature and function. The Adobe delivery team supported accelerated rollout of the solution and continues to engage with L'Occitane to help ensure the company takes advantage of the solution's rich features.

Today, the company has a single, comprehensive view of every customer and can use consolidated customer profiles to activate and automate campaigns across channels including email, direct mail, and other activities. Through integration with Experian and Pitney Bowes' data normalization solutions, L'Occitane can quickly eliminate duplicate entries and merge records. With more accurate, complete customer records, L'Occitane has reduced churn significantly.

Based on a single, comprehensive view of each customer, including correct addresses, birthdays, preferred communication methods, and more, L'Occitane can coordinate every customer interaction. With Adobe Campaign, L'Occitane is integrating data pertaining to the entire customer lifecycle. The company also relies on the Adobe solution to manage transactional messages, such as delivering order confirmations after customers purchase products.

L'Occitane acquires customers through outreach such as “Welcome” programs or birthday campaigns. The company then begins making offers or using retargeting for customers who abandon their online shopping baskets. Re-activation can take the form of simple thank-yous for purchases, invitations to review products, one-to-one product recommendations, push notifications, and private sales. Growing the customer base might involve signing customers up for auto-replenishment or encouraging them to sponsor friends. Across every stage, L'Occitane pampers customers and creates value and intimacy.

Each exchange occurs in the right context and through the ideal channel. If customers opt in for email, for instance, then L'Occitane uses this method of communication. If not, then Adobe Campaign initiates a direct-mail contact.

“Adobe Campaign enables us to move to a multichannel, integrative customer model that delivers customer value and significant ROI.”

Mathieu Staat, Director for Digital in Europe and CRM Worldwide, L'Occitane

Cross-channel choreography

Website exchanges—from offers to surveys and loyalty campaigns to promotions—are equally coordinated and synchronized among channels. If an online survey delivered via Adobe Campaign indicates that a customer is dissatisfied after a service exchange, then L'Occitane marketers immediately and automatically stop sending messages and offers until the issue is resolved.

The offer management capability in Adobe Campaign has become central to marketing's success. L'Occitane can help ensure that only valid coupons are redeemed online or can encourage customers to complete beauty profiles providing valuable information about which products a customer would find beneficial.

The offer management capability in Adobe Campaign enables real-time interaction and is equally pivotal to the in-store shopping experience. If customers receive an offer on the website, it can be redeemed in a store via a sales associate's iPad or at the point of sale by a cashier. Or, if a customer is on the website and has not visited a store, marketers can encourage multichannel shopping behaviors by delivering a coupon encouraging the customer to visit a store to redeem it.

“The offer management capability in Adobe Campaign lets us interact with customers in real time to give them a richly personalized, interactive experience across channels,” says Staat. “Now, we can centrally push the right offer at the right time to the right person.”

Once a customer enters a store, sales associates have a complete view, including details such as customer purchase history or scores, enabling personalized interactions. Customer service has access to the same granular detail.

The brand is even using Adobe Campaign to coordinate multichannel customer-sponsorship campaigns. Customers can complete a form indicating friends who could benefit from L'Occitane products. The company coordinates distribution of emails to friends and sponsors. Everyone can redeem gifts or offers online or offline. To foster ongoing relationships with new prospects, L'Occitane can track every interaction for further follow-up.

Using the distributed marketing capability in Adobe Campaign, once they launch campaigns, local marketers can gauge campaign success on their own and adjust strategies accordingly. All marketers at L'Occitane have access to dynamic reports, dashboards, and real-time ROI calculations for continuous marketing optimization.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Campaign and Adobe Social solutions. Capabilities used include:
 - Campaign management
 - Visual cross-channel orchestration
 - Integrated customer profile
 - Personalized targeting
 - Centralized offer management
 - Real-time interaction management
 - Cross-channel execution
 - Operational reporting
 - Management and governance
 - Listening and moderation
- Adobe Consulting

For more information

www.adobe.com/marketing-cloud/campaign-management.html

www.adobe.com/solutions/digital-marketing.html



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Personalization across channels

Adobe Campaign has resulted in multiple business advances. Email personalization is on the rise, and it is spurring significant returns. Automated, relational campaigns triggered based on events such as purchases weren't possible in the past. Since implementing Adobe Campaign, the marketing team has launched more than 20 automated campaigns.

L'Occitane is going out of its way to personally cater to customers in stores. Using Adobe Campaign, sales associates in retail stores can use iPads to obtain a customer view that includes multiple variables: the customer's beauty profile, offers received, and customer service interactions, for example. Based on these factors, associates can provide a uniquely tailored experience and present products relevant to each individual.

Global returns

Marketing groups around the world have readily embraced Adobe Campaign, enabling them to launch campaigns and make offers to customers on a local or regional basis, and this empowerment is resulting in positive returns. In Germany, multi-buyer purchase frequency has increased by 18.5% with other markets also seeing strong gains. In France, customer reviews online grew ten-fold in the last six months of 2013.

Revenues from email campaigns increased by 40% in some countries, while returns on direct-mail campaigns jumped by as much as 4%. In general, email outreach is paying off better than ever, with a double-digit increase in e-commerce revenues through email personalization. "Conversion rates for personalized email campaigns through Adobe Campaign are four times higher than rates for our previous generic email campaigns," says Staat.

Relational email campaigns, triggered based on predefined events such as purchases, are among the most lucrative strategies. At the same time, the number of multichannel customers—an important metric for overall brand engagement and resulting revenues—has increased dramatically. Depending on the market, omnichannel customer engagement has grown 20% to 100%.

"Adobe Campaign has genuinely transformed our marketing success," Staat says. "As a next step, we will expand our use of Adobe Campaign to more regions, integrate further with social channels and stores, and introduce more mobile push functionality. Adobe Campaign enables us to move to a multichannel, integrative customer model that delivers customer value and significant ROI."