

BOOST YOUR PURCHASE FREQUENCY WITH THE WALLET: 5 EXAMPLES OF CONCRETE STRATEGIES



Introduction

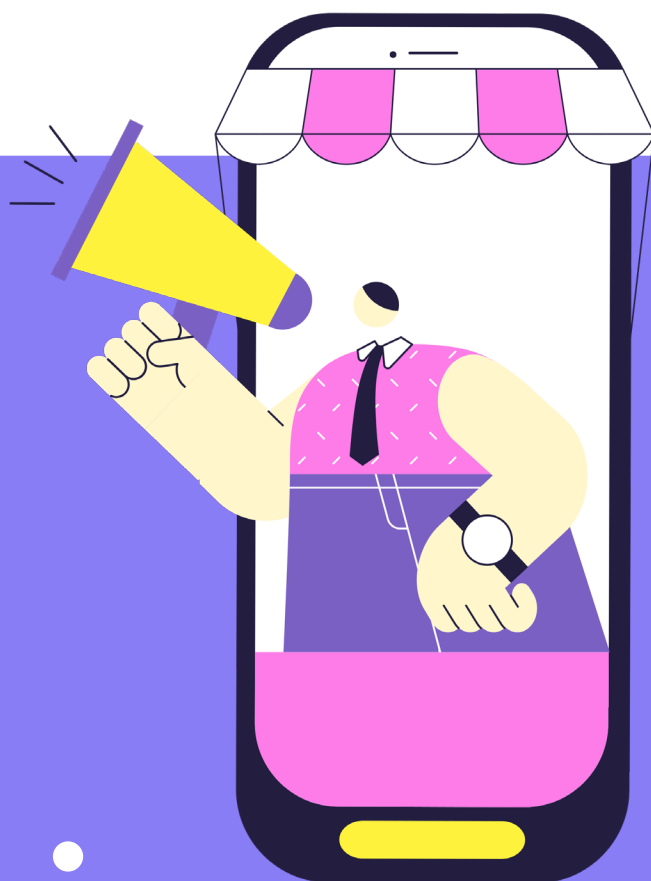
The rise of new technologies and the impact of exponential innovation are disrupting the marketing strategies adopted by brands every day.

According to the 2020 Customer Services Observatory, the French use on average **3.7 different channels to contact and interact** with a brand...

Continued digitalization and the new uses that result from it are leading consumers to develop new expectations regarding their favorite brands. optimized and simplified purchase journey, omnichannel customer experience, personalized customer relationship and digitalization of the customer experience.

It's against this backdrop that Mobile Wallet offers retailers the opportunity to integrate an effective mobile relationship channel that meets precisely these new expectations, and which is bearing fruit with many brands on a daily basis, across all sectors.

In addition to opening a new communication channel with your customers, the Mobile Wallet is a marketing tool that fits perfectly into a brand's omnichannel strategy. It can be used to relay brand information, such as highlights, news or in-store special offers.



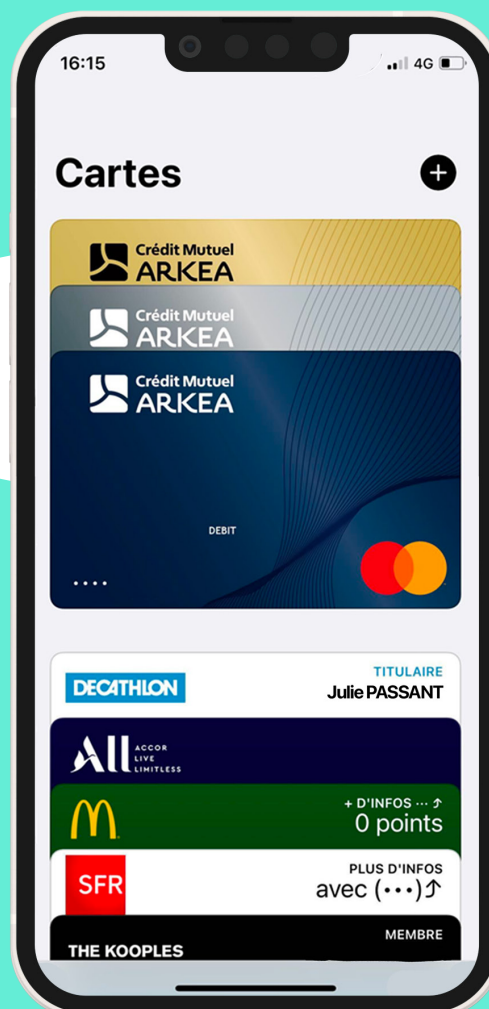
Wallet Mobile marketing is an opportunity for a brand to achieve some of its marketing objectives more effectively:

Customer retention, loyalty, improved customer experience, acquisition and boosting purchase frequency.

More effective than email, less expensive and more premium than SMS, less expensive and more effective than an app, the wallet is a marketing channel that helps boost revenue through its many use cases, directly impacting the purchase frequency and average basket of its users.

We have selected 5 specific examples of brands that have boosted their purchase frequency using the Mobile Wallet.

You will discover the examples of **Jules**, **Conforama**, **Courir**, **L'Occitane** and **The Kooples**. These great brands have obtained very good results in terms of purchase frequency while deploying different mobile wallet marketing strategies that we will dissect together.





JULES

**Digitizing the card
in the mobile wallet**

Introduction

The ready-to-wear menswear brand JULES integrated the Mobile Wallet into its omnichannel digital customer journey in 2020 in order to meet multiple loyalty and marketing objectives :



integration of an additional omnichannel booster into its omnichannel strategy



relay its new loyalty program more effectively



boost purchase frequency and customer retention by relaying the brand's sales promotions and news

With more than 500 physical stores and points of sale around the world, the brand deploys an **effective omnichannel strategy throughout its customer journey** : marketing campaigns deployed by SMS/RCS, sending of newsletters, implementation of a statutory loyalty program available on different channels, offers and wallet "membership" accessible in store, etc.

The brand turned to the Mobile Wallet in order to integrate a **new channel capable of accentuating communication and accessibility around the loyalty program** : Club JULES. The Mobile Wallet complements the arsenal of channels already deployed by the brand by positioning itself as a new lever in their omnichannel strategy.



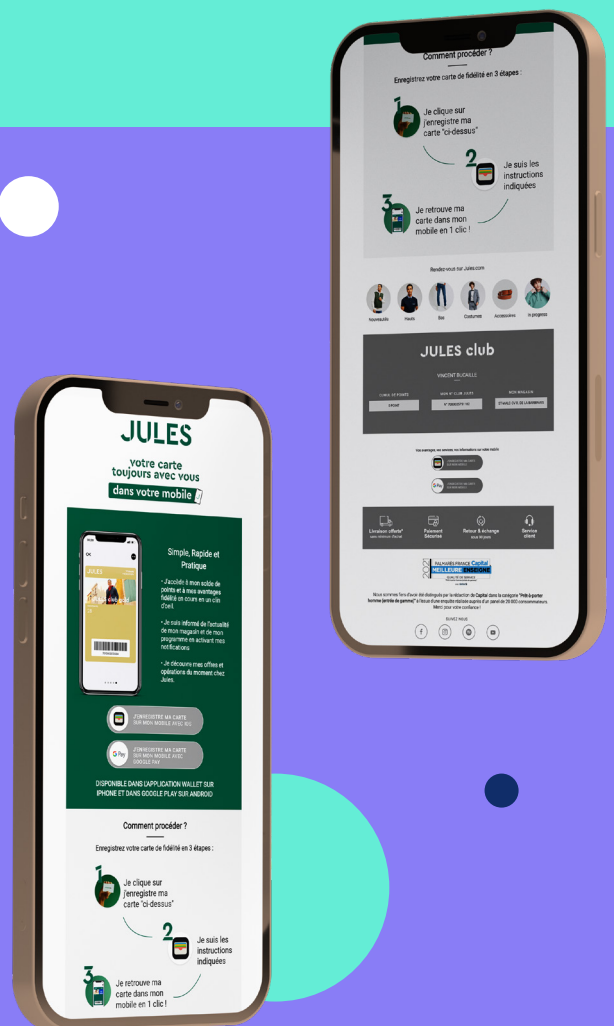
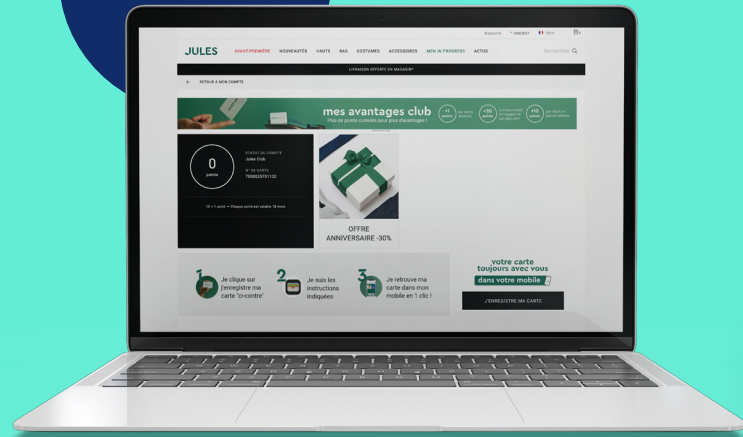
Digitize to improve loyalty

The brand's mobile wallet strategy is designed around the effective communication of offers linked to Club Jules, when emails are saturated and SMS messages are often too expensive.

The first step is crucial for all brands: "walletization" of the customer base, i.e. encouraging its members to dematerialize their loyalty card in the wallet. To do this, the brand must increase its points of contact as much as possible.

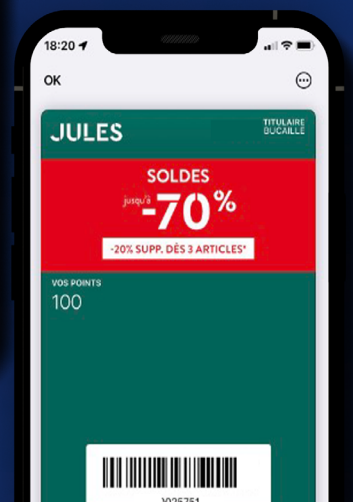
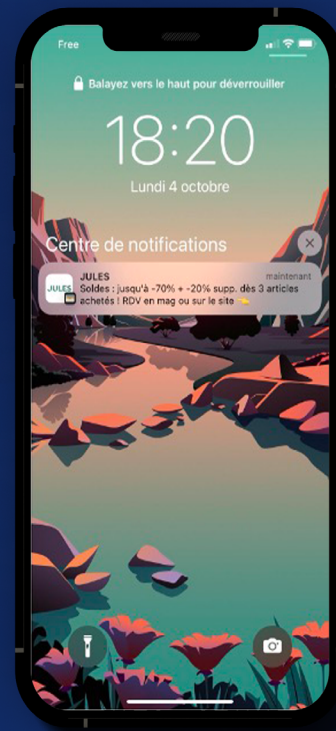
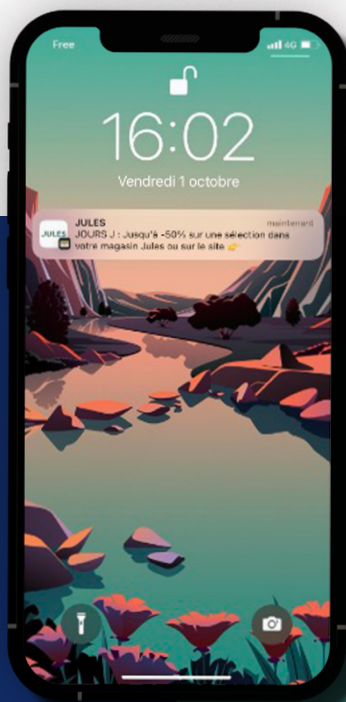
By offering a multitude of different points of contact, the brand ensures continuous coverage of its customer base :

- Membership CTA within various communications
- Dedicated email campaign
- Section on the website in the customer area
- Dedicated SMS campaign sent to the brand's best customers
- Digitization directly at the point of sale thanks to the internal application



A walletized customer is a customer who receives all of the brand's communications, news and specific events via push notification campaigns. And as a bonus, a wallet card whose design and loyalty account information evolves in real time according to the customer's purchases and according to the brand's commercial action plan !

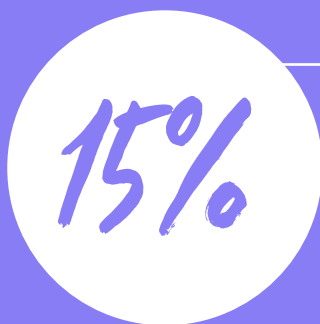
Thanks to the wallet, the customer can very easily, within 2 clicks, find all the information linked to their loyalty program: their status, number of points, favorite store, etc.



Mobile Wallet results at JULES

Thanks to this strategy focusing on membership, the brand was able to deploy and implement an effective omnichannel marketing strategy with its loyal customer base !

The JULES mobile wallet in figures :



average cart
spend for active
customers

average annual revenue for active
walletized customers compared
to non-walletized ones



purchase frequency for
walletized customers

In summary, the wallet represents a new local channel for JULES to communicate with its customers. This has been achieved by setting up a statutory loyalty program, and an integration strategy maximizing points of contact allowing customers to digitize their loyalty card in the wallet.

For JULES, the wallet is a new local relational channel which supports its statutory loyalty program.



Conforama

Taking loyalty to a new level

The choice of Mobile Wallet for Conforama

As part of its loyalty program which brings together 1.3 million members, the CONFORAMA brand has deployed the mobile wallet at the heart of its customer journey, for more than 3 years, to maximize customers' trust.

The brand's loyalty program is very comprehensive. It was designed to support the customer throughout their life cycle with the brand :

- Loan of equipment (vehicle, logistics, delivery person)
- Balance Loyalty check
- Financial support
- Special events throughout the year

This system is based on the brand's strong desire to provide its customers with a useful, customizable loyalty program that meets their expectations as closely as possible.

The Wallet makes it possible to develop an already well-established customer loyalty and support strategy by offering customers an additional way to benefit from the many advantages offered by the brand's loyalty program.



The wallet mechanism for Conforama

What is very interesting about the brand is its complete and daily use of the Mobile Wallet.

The brand's active customers have a regularly updated, wallet directly in their smartphone.

On one side you have the loyalty card containing all the brand's highlights, balance, bar code, and all of the company's basic information.

On the other hand, you have a particularly engaging use of the mobile wallet: loyalty checks. If a customer wants to use their loyalty balance then they only have to collect their loyalty check from the wallet to use it in store.

This allows the brand to ensure that customers get to grips with the mobile wallet and integrate its use each time at the checkout.

In addition to duplicating the media on the wallet, the brand actively participates in setting up regular campaigns on the mobile wallet.



The wallet in figures

28%

turnover/walletized
customer

rate of card
retention in the
Wallet

97%

X2

purchase frequency
for walletized
customers

“The Wallet is an extremely effective tool for maintaining a privileged and almost daily link with its customers. It’s a good way to foster a relationship between the brand and its customers. It makes life and accessibility easier for customers.”

Carole Massart

Customer Marketing
Manager at Conforama





**Develops an acquisition
and loyalty strategy**

A 360° Wallet strategy

Specializing in the sale of sneakers with more than 300 stores and physical points of sale in Europe, the COURIR brand has a very large international customer base. It has now been deploying a 360° Wallet strategy with Captain Wallet across all its points of sale for almost 3 years.

Its goals :

Boost responsiveness of the existing base in France

- Increase purchase frequency
- Increase average cart spend
- Reactivate inactive clients

Acquiring and building loyalty among new customers in Europe

- Creation of a customer base in Spain, Belgium, Portugal and Luxembourg
- Acquisition campaigns in Europe
- Increase turnover/customer

Well thought out and segmented membership !

To achieve their goals in terms of purchase frequency and revenue/customer, the brand focused on all of its customers, both active and inactive, to boost its sales and maximize loyalty. Courir also uses the wallet, not only to build loyalty but also to acquire new customers.

The brand's wallet strategy is therefore structured around 2 main principles : **Loyalty and Acquisition.**



Loyalty & Reactivation

To successfully engage its existing customer base and attract its customers, the brand, via the Wallet, offers to **digitize the loyalty card in the wallet in 2 clicks**.

Whether in store or online, customers who are already familiar with the brand can **very quickly retrieve their loyalty card**.

To push this dematerialization, the brand carries out a wallet enrollment campaign with **an exceptional promotion** for the customer if they download their card.

Once the card has been downloaded to the wallet, the customer will regularly find exceptional offers and promotions reserved for wallet loyalty card holders. An excellent way to **encourage them to download** the wallet card !

It is from this stage that the brand can deploy its entire **loyalty and reactivation process** with its walletized customers.

Highlights - News - Special Operations - Events

By regularly offering events on the wallet card, the brand effectively builds the loyalty of its walletized customers through push notifications relaying the brand's campaigns.



Acquisition

COURIR was smart in deploying a strategy specially designed to meet its goals of acquiring and creating a customer base in Europe, as well as in France.

Customers who are not yet loyal can join the brand's loyalty program in just 2 clicks via a special enrollment program.

Acquisition process: in-store flyers, form and card with welcome offer

The Mobile Wallet offers brands the possibility of offering easy

sign-up to the loyalty program using a QRCode or a personalized link. You don't need a salesperson for that! Here is the in-store flyer that was used.

Once scanned, the customer fills in their personal information, which is then centralized within Courir's CRM software. They then collect their loyalty card in their mobile wallet in 2 clicks, along with a welcome offer!



Effectively run the loyalty program and attract customers to the store

In addition to succeeding in engaging its customers, COURIR **drives updates of the loyalty program to the fullest** in order to optimize its drive-to-store strategy as much as possible via the wallet.

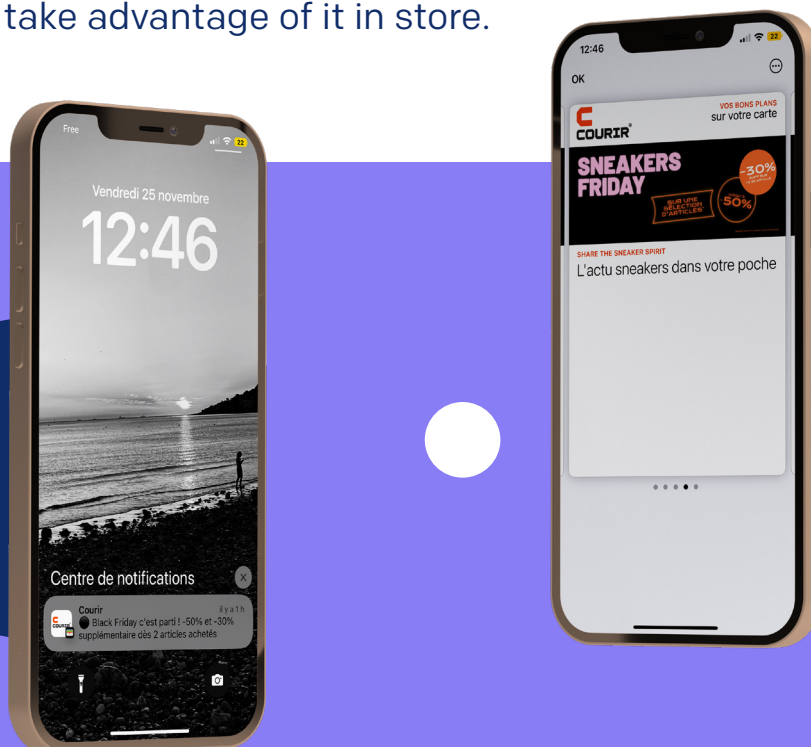
The Wallet achieves its true purpose when it comes to **supporting the deployment** of a campaign or a special operation, and COURIR understands this well.

Each of the promotional campaigns offered by the brand are communicated via the Wallet to **encourage customers to participate**. These offers range from a simple in-store reduction upon presentation of the wallet card to exclusive competitions for wallet users.

Encouraging customers to attend a specific event is a winning strategy!

On the one hand, the customer receives benefits, and on the other, COURIR gains members, builds loyalty and attracts its customers to the store.

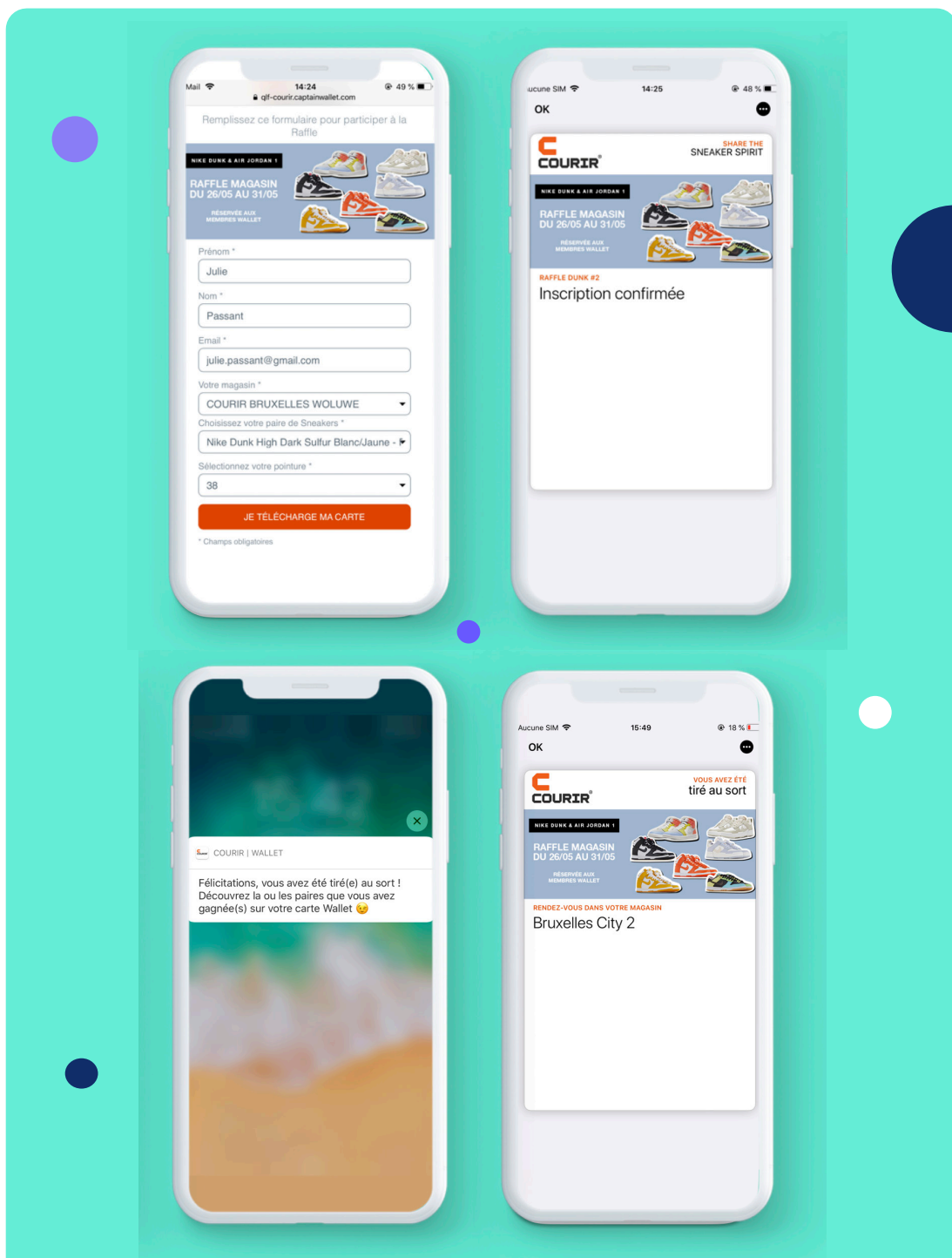
Thanks to its functionalities, the wallet meets all the conditions to **effectively relay marketing campaigns**. It informs customers, via push notifications, that a new promotion is available, and encourages them, via card updates, to come and take advantage of it in store.



This is the case for the Raffles competition campaign reserved for wallet customers. Thanks to the wallet, this campaign was able to encourage customers even more effectively to come to the store to download their card and thus be able to participate in the competition.

Via a communication campaign around its event, the brand encourages customers to participate in the competition by downloading their competition entry ticket in the form of a wallet card.

Once the card has been downloaded, customers receive a series of communications in the form of push notifications to announce the various advances in the competition and the draw, of which they will receive the result... by push notification of course !



The results are tangible for COURIR

LOYALTY & REACTIVATION

30%

purchase frequency
and revenue for
inactive customers

purchase frequency
for **active customers**

x2

x2

purchase frequency
and revenue/
customer for
new customers

ACQUISITION

1.000

cards
downloaded
in 2 days, in 17
stores, in Spain

13.000

cards
downloaded
in 1 month
in Spain



L'OCCITANE

EN PROVENCE

**Develops its omnichannel
strategy**

Choice of the Wallet at L'OCCITANE

With a global presence in 90 countries and more than 3,000 points of sale, L'Occitane has a very large customer base.

With the deployment of the mobile wallet, the brand has set itself the goal of :

- working on customer reactivation
- boosting customer retention
- delivering a seamless omnichannel experience

The Mobile Wallet allows you to achieve so many goals simply and efficiently within a well-thought-out omnichannel strategy.

The Wallet complements a communication system that is already well established: emails, text messages and post mail. However, email is a saturated channel, SMS can seem intrusive and post mail is not an ecologically friendly communication channel.



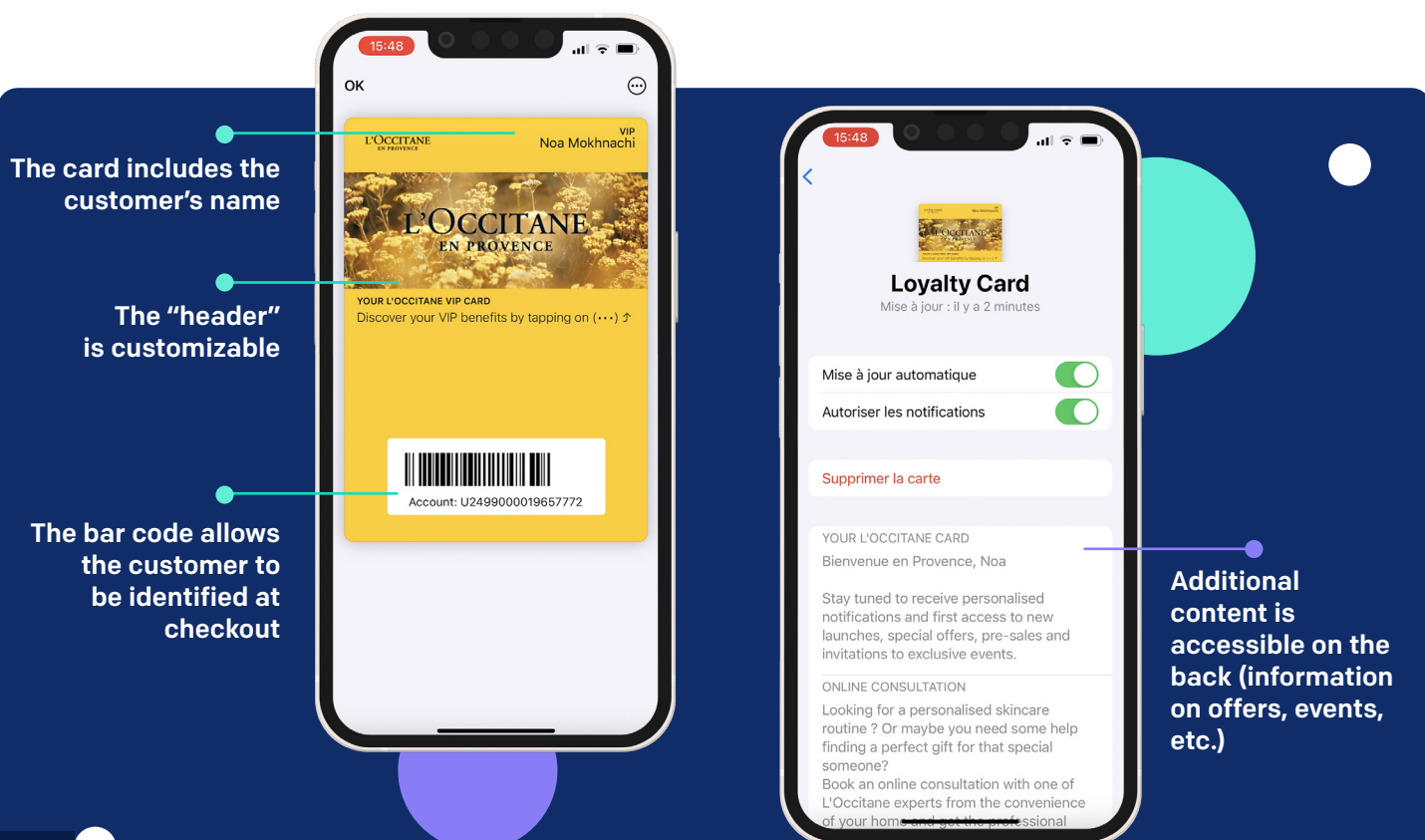
The wallet at the heart of l'Occitane's omnichannel strategy

With an existing omnichannel strategy that has been well developed by the brand, the desire to integrate the wallet came naturally.

L'Occitane didn't have contact points specially designed for mobile devices. Without a dedicated application, it was very difficult to reach customers directly through their devices.

It is now possible thanks to the Mobile Wallet, with a significantly lower development and monitoring cost in comparison to a mobile application; the mobile wallet offers the brand the possibility of developing a mobile marketing strategy to support its omnichannel development.

The brand therefore offers its customers, through its traditional contact points, **the opportunity to digitize their loyalty card in the wallet in order to receive news, promotions and information relating to their program.** It is thus possible to meet its retention and reactivation objectives, offering its customers an improved experience.



L'Occitane brings its VIP card to life through dedicated offers and promotional campaigns



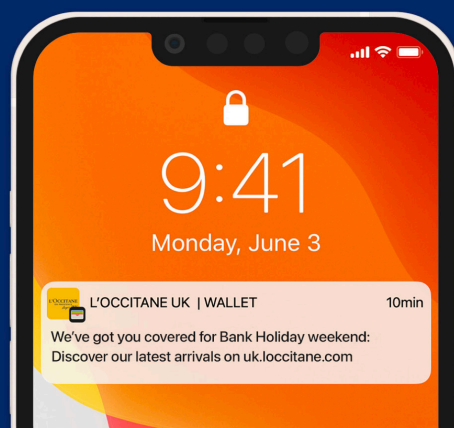
Black Friday campaigns

25% of customers who received the push notification subsequently made a purchase

The brand uses the wallet to develop its drive-to-store and drive-to-web strategy through dedicated campaigns



Drive-to-store



Drive-to-web

A strategy that pays off for L'Occitane

25%

The average shopping cart is 25% higher among opt-in wallet customers than non-opt-in wallet customers

X2

The purchase frequency is 2x higher for opt-in wallet customers than non-opt-in wallet customers

"I recommend the Wallet as a channel because it is unique and allows you to provide an "outside the box" experience. It is THE channel to be on to reach your customers.

Noa Mokhnachi

Head of CRM at
L'Occitane UK & Ireland





THE KOOPLER

**Integrates a new relational
channel**

The choice of Wallet at THE KOOPLES

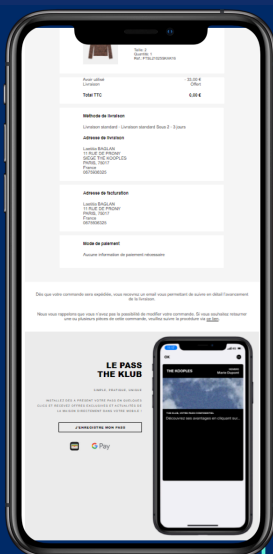
The Kooples has integrated the wallet into its marketing and CRM strategy with Captain Wallet since 2020, mainly to supplement its communication system and improve its customer relations. The wallet is perfectly suited to this retail brand, with a very large volume of customers in France and internationally, and its 340 stores.

This channel allows it to :

- Communicate effectively with customers
- More easily target a younger population that rarely opens newsletters
- Add a customizable sales tool to accompany newsletters and SMS messages

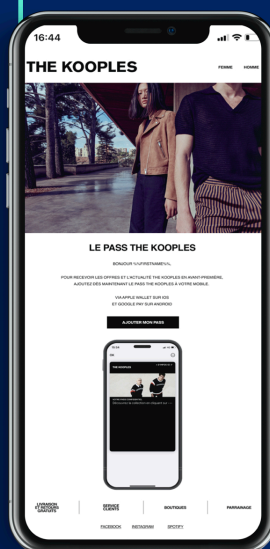
Easy to download and with a high retention rate, the wallet is the alternative to a mobile application: more efficient, economical, universal and customizable. It all works very simply, both from a business perspective and for customers. To make its use relevant and to maximize the reach of the wallet among its customers, The Kooples has chosen to push the banner, CTA and link allowing customers to receive their loyalty card on as many different channels as possible.

In an order confirmation



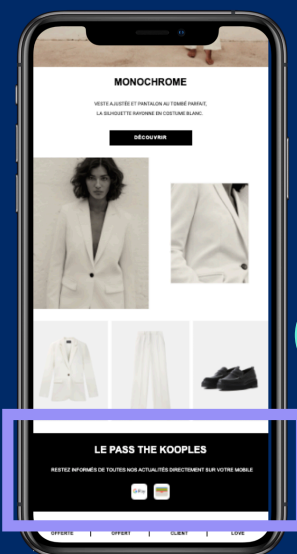
Transactional emails integrating the wallet into different touch points

The brand records a significant membership rate and uses its dedicated emails to tease its highlights



In a dedicated email

In all newsletters



An insert is included in all newsletters. This allows The Kooples to have a common thread of customers who register their card

The wallet as a customer relationship booster

The Kooples therefore offers its customers the opportunity to find their privilege card in the mobile wallet in order to both make their lives easier in store and develop their customer program.

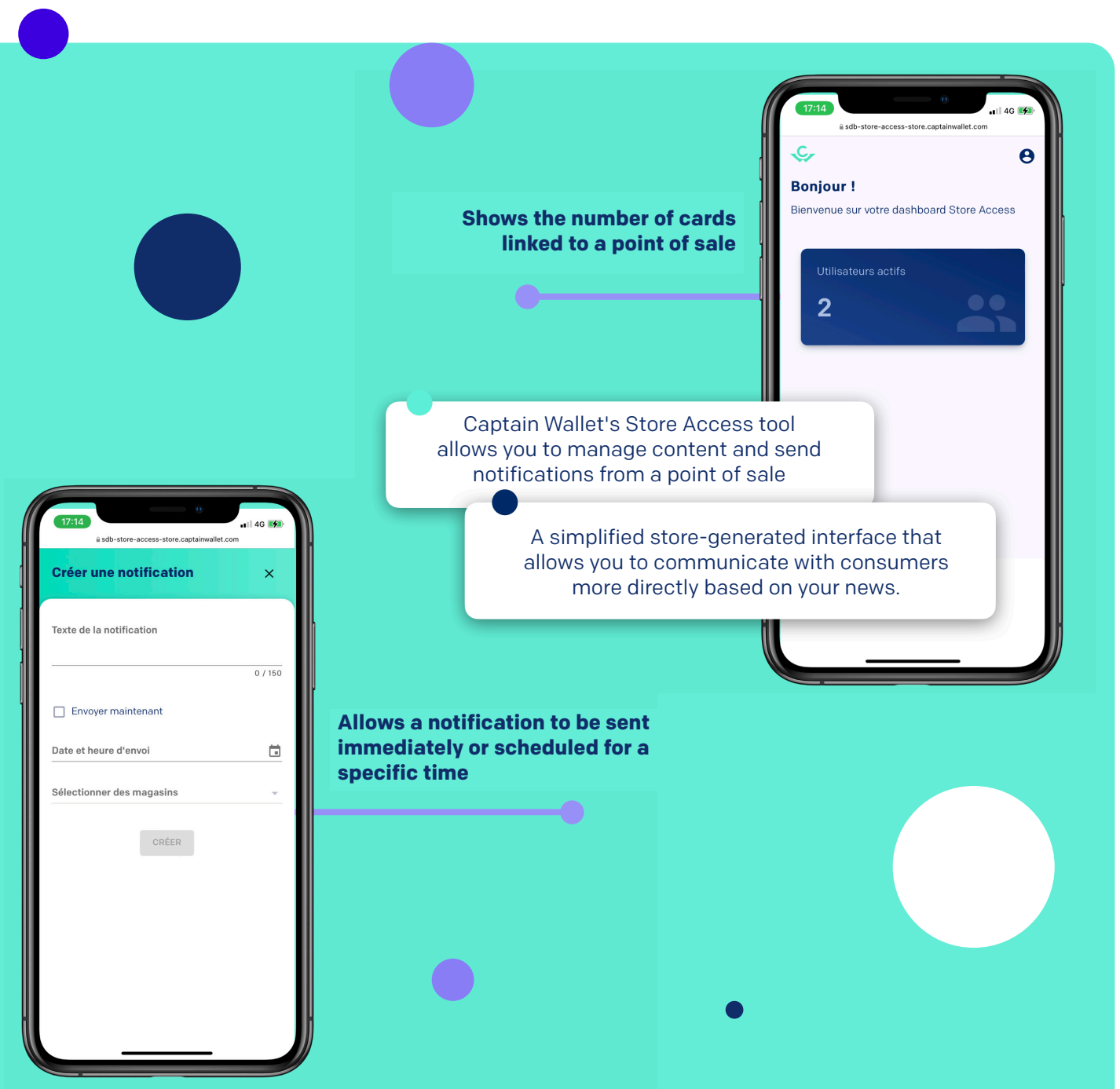
Whether to announce a new collection in store, special discounts or even a special Marronnier event, The Kooples takes advantage of push notifications and the card visuals to get its messages across.

Thanks to this customer of highlighting the relationship program, the brand has improved its customer journey, innovated in terms of communication and developed a close relationship with its customers ! This is possible thanks to the identification of customers based on their chosen store and sending push notifications adapted according to the latter.



Thanks to Captain Wallet's STORE ACCESS functionality, the retailer can precisely segment its walletized customer base in order to tailor and personalize the various campaigns sent to each store.

The customer finds news and events from their chosen store within their wallet card ! **This strengthens the relationship between the brand and its customers.**



The wallet at The Kooples : a few figures

89%

turnover per
walletized customer

90%

purchase frequency
for walletized
customers

72%

card retention rate

CONCLUSION

The Mobile Wallet is a very strong vector for increasing purchase frequency! Engaging customers in order to boost sales is a major challenge for brands. Thanks to the Mobile Wallet and its numerous applications and features, businesses are able to reach, communicate with and engage their customers much more effectively throughout their life cycles.

A walletized customer will consume up to twice as much as other customers (and sometimes even more depending on the brand).

A walletized customer is also an engaged and loyal customer who doesn't hesitate to participate in the various events offered by brands via the Mobile Wallet.

The Mobile Wallet is the ideal channel to boost purchase frequency and average cart. Intuitive and efficient, the Mobile Wallet is accessible to everyone ! Both for customers and businesses.

The channel also facilitates better conversion rates on communication campaigns (offers, news, etc.) and allows you to create a close and personalized customer relationship.





Captain Wallet

by Brevo



Captain Wallet

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START A DEMO



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experience**



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More than 200 customers put their trust in us

