

Jean  
Louis  
David



## CASE STUDY

**DATADRIVEN OMNICHANNEL CAMPAIGN**

STORY OF OMNICHANNEL CAMPAIGN SUCCESS

BASED ON DMP FOR JEAN LOUIS DAVID



# Jean Louis David

CREATING ACTIVITIES FOR JEAN LOUIS DAVID, WE BASED ON ADVANCED SYSTEMS FOR INTEGRATION AND DATA MANAGEMENT - DMP.

**OBJECTIVE:** Increase number of monthly reservations for visits to JLD salons

Using capabilities from DMP created by Hitspot Media, we integrated data from CRM created on Salesforce platform with many communication channels, including website. It allowed managing campaign groups in seven communication channels at the same time. Personalization activities have been directed to customers who have loyalty cards, which are a source of information in campaign targeting. Data integration was crucial for effective omnichannel communication.

# 438%

Higher conversion rate compared to standard activities in AdWords environment

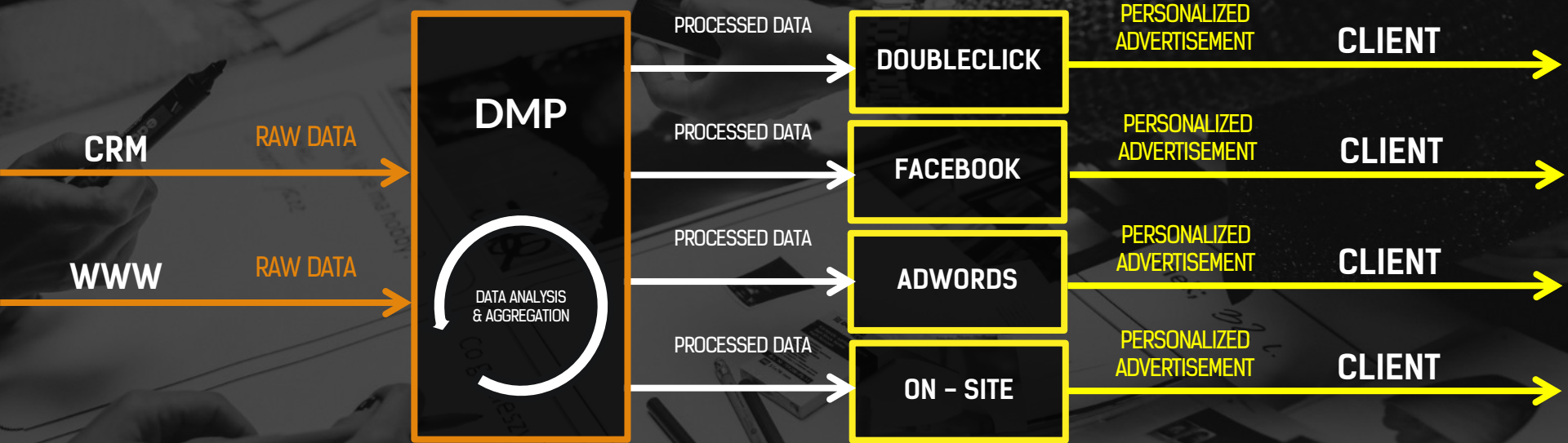
# 151%

Higher conversion rate compared to standard activities on Facebook platform

# 50%

Lower cost per conversion compared to standard remarketing activities

# DATA MANAGEMENT





# PRIORITIZATION OF CAMPAIGN EMISSION BASED ON THE BEST UTILITY FOR CUSTOMER



Jean Louis David  
Urodzinowy  
Rabat  
Na wszystko w tym miesiącu **20%**

Jean Louis David  
Rabat  
**20%**  
Na usługi fryzjerskie dla kobiet  
za 400 pkt.

Jean Louis David  
Rabat  
Kosmetyki o wartości  
89 zł dla każdego  
kupu tylko za 50 zł  
i dopłać 400 pkt.\*

MULTI-CHANNEL  
ADVERTISEMENT EMISSION

On the basis of customer browser history, client is qualified for three campaigns. However, due to the fact that the birthday campaign is time-limited (up to month od birth), it has highest emission priority. After using this promotion, the next campaign will be displayed.

# ON-SITE

WE KEEP CONTINUITY OF OFF-SITE AND ON-SITE COMMUNICATION, WITH HELP OF DYNAMIC PERSONALIZATION OF CONTENT ON VISIT RESERVATION PAGE. FOR EACH ONE OF USERS, WE SHOW TERMS OF PROMOTION TAILORED TO THEM.



Birthday discount is valid throughout the entire month.  
You can use it in any salon. Happy birthday!



# STAY IN TOUCH

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