

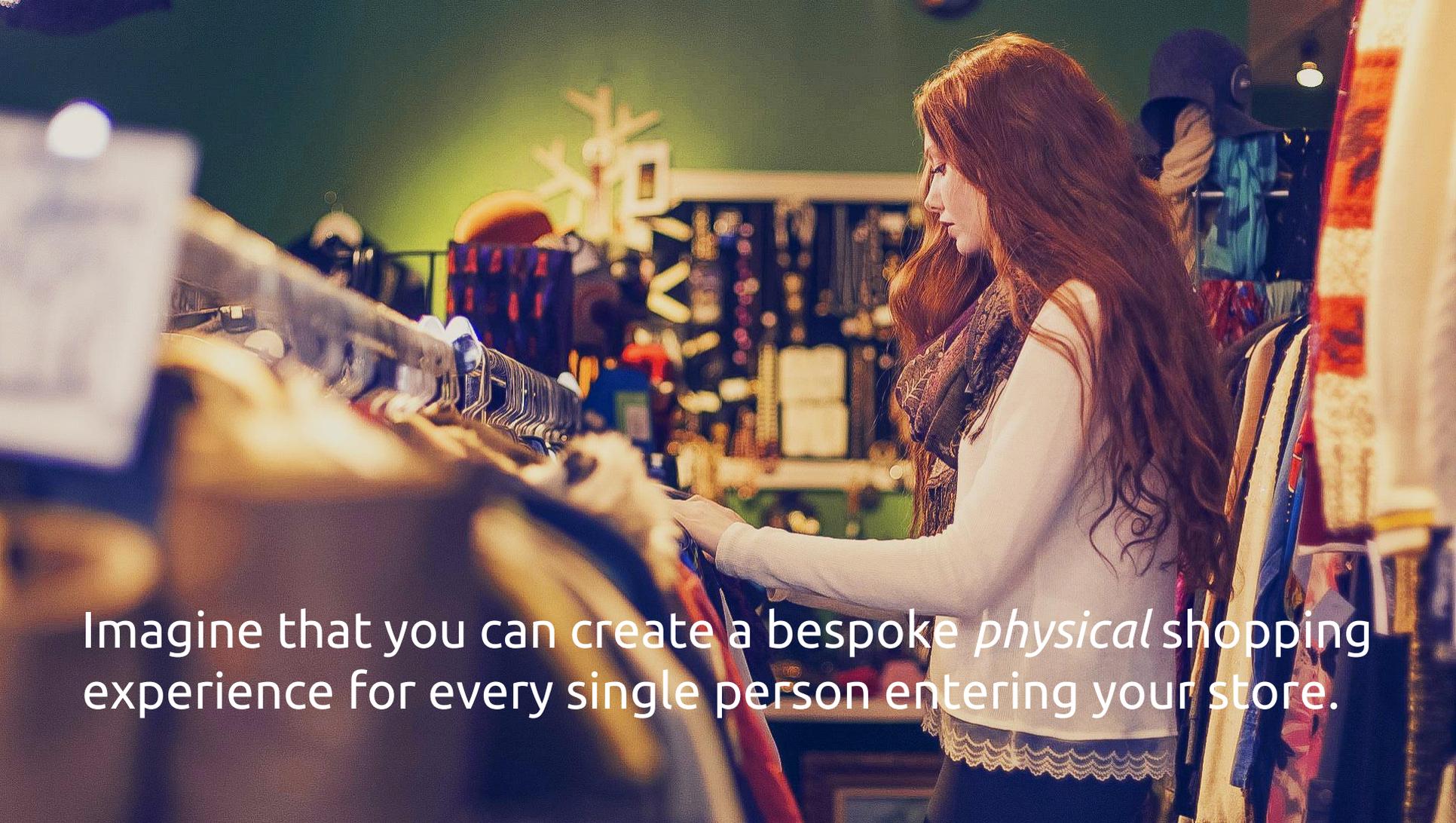
How can personalization lead to success in Fashion e-commerce:

The Abraham Industries' case study.

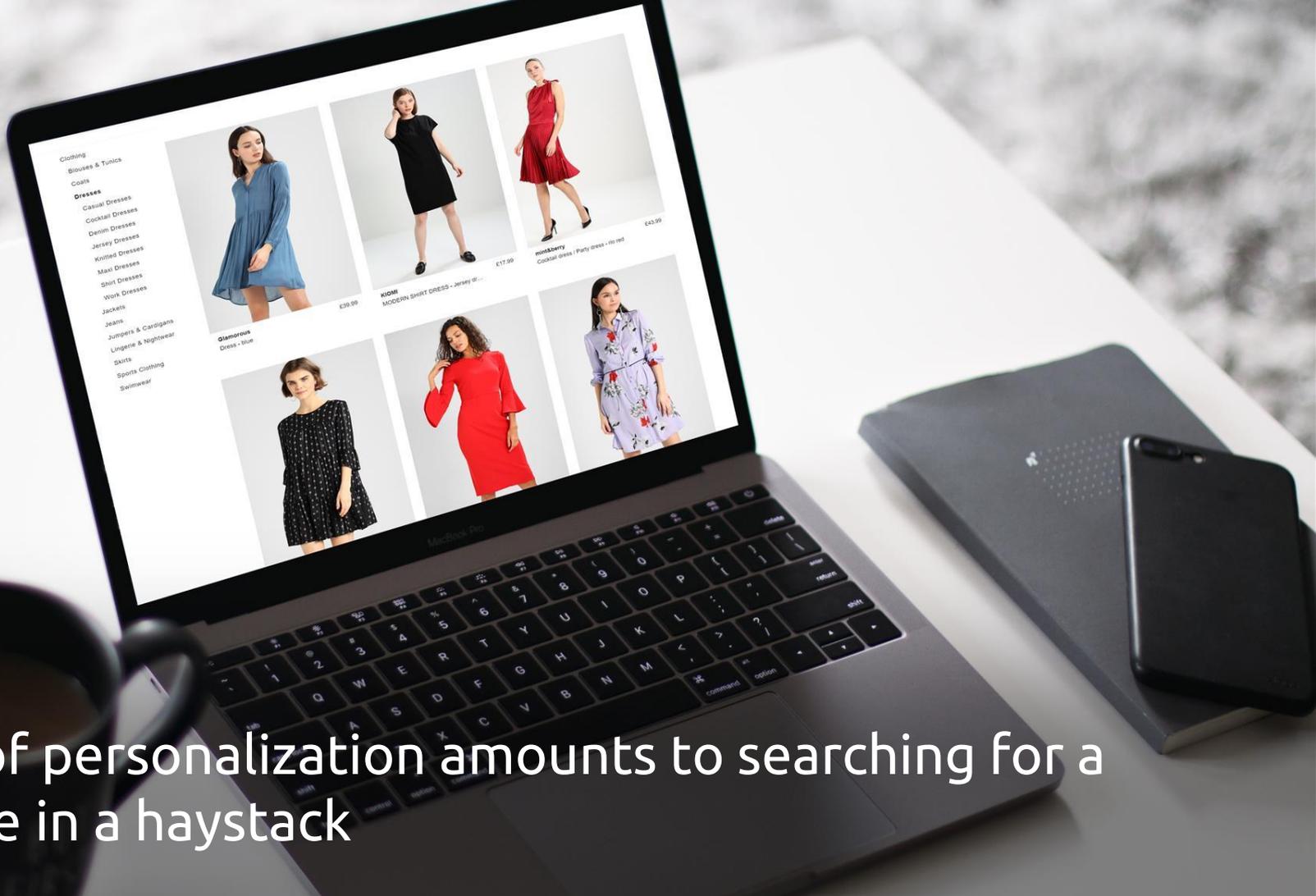
Pauline Blanckaert

26 March 2018

Confidential.

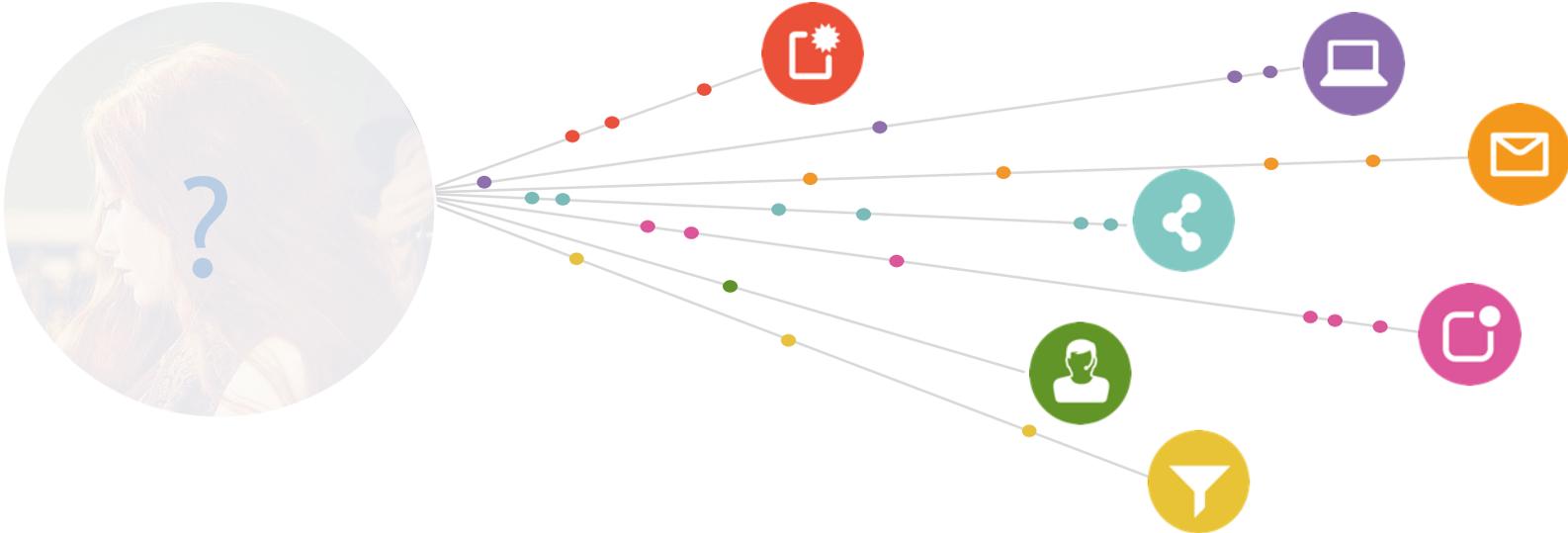


Imagine that you can create a bespoke *physical* shopping experience for every single person entering your store.



Lack of personalization amounts to searching for a needle in a haystack

The concept of personalization has been around for a while, yet many are still struggling to turn customer data into actionable insights...



Some relevant stats.

50%

consumers say that they are likely to switch brand if a company doesn't anticipate their needs.

63%

Millennials are willing to share their data for personalized offers or discounts.

73%

customers feel frustrated when website content is not personalized.

15%

By 2020, smart personalization recognizing customer intent would enable a 15% profit increase to companies.

Don't get stuck, come and talk to us.

Since 1995, our teams have conceived, delivered, deployed and maintained more than 800 successful mission-critical digital projects.

Tinext has a long-standing consultancy experience, analyzing current customer journeys and envisioning a roadmap to enhance Customer Experience & Engagement in order to meet your company's goals.

Thanks to a full range of professional figures, starting from expert digital Consultants to Project Managers, Designers, Solution Architects, Developers etc... Tinext stands out as a strong and trustworthy partner with seasoned technical skills to implement and customize industry-leading solutions.

Tinext is partner and expert on **Magnolia CMS** and **Salesforce Marketing Cloud** technologies.

We proudly work with:



Salone
del Mobile
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ACQUA
DI
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UNITED COLORS
OF BENETTON.

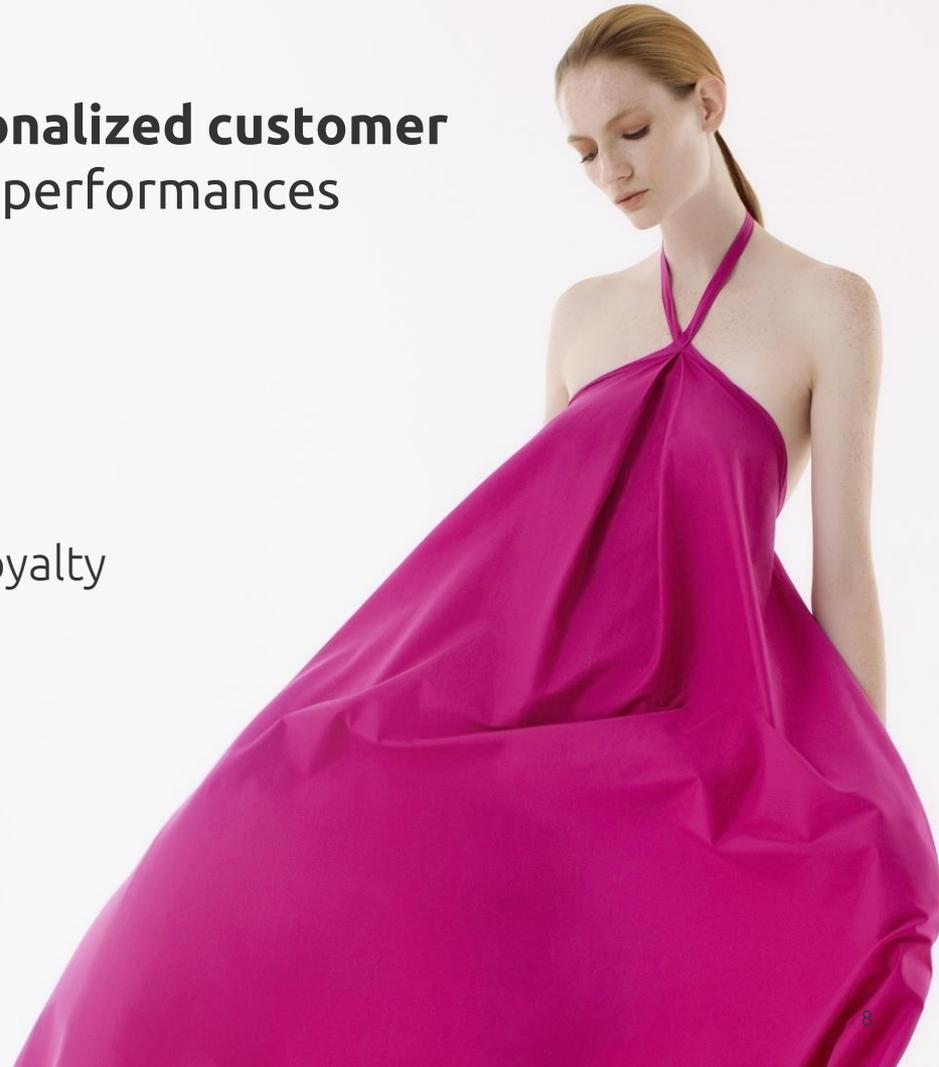
Abraham
INDUSTRIES

Abraham

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A single platform to initiate personalized customer journeys and improve e-commerce performances

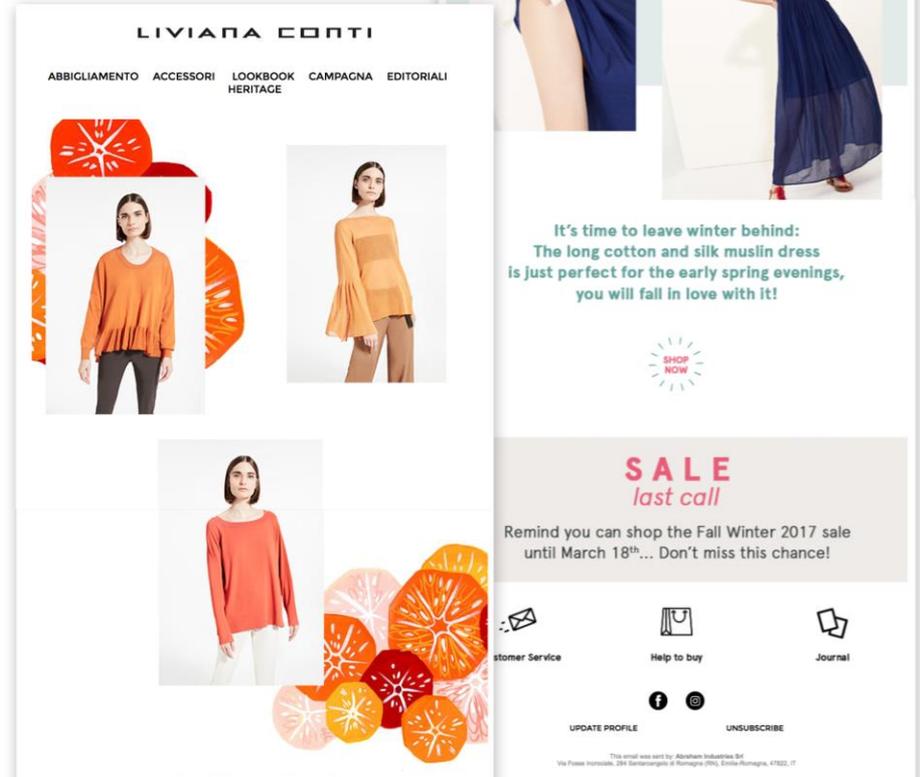
- ✓ Increase in Sales revenue
- ✓ Increase in Client engagement and Loyalty
- ✓ Lead generation boost



Data-driven email marketing campaign to communicate with clients in real-time

A unique platform to manage multi-brands weekly newsletters in 2 languages

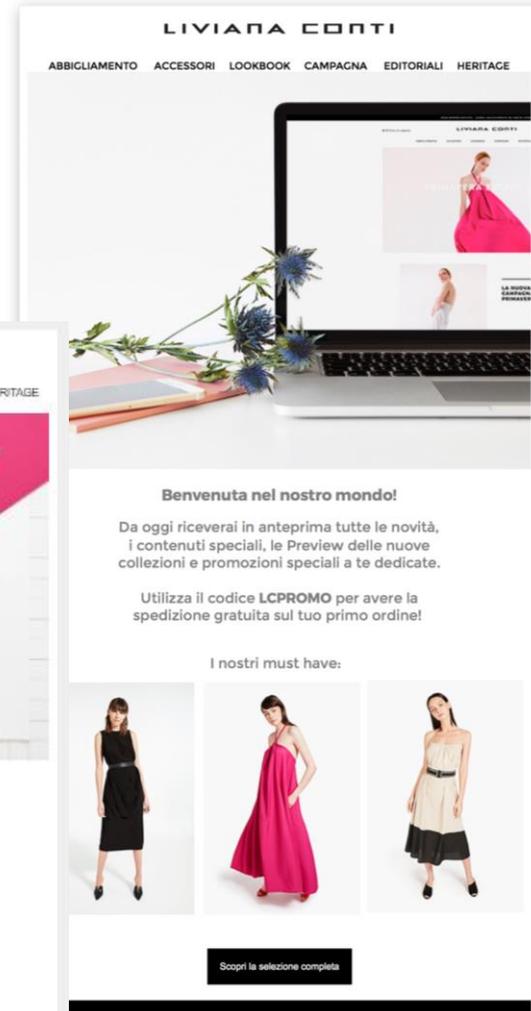
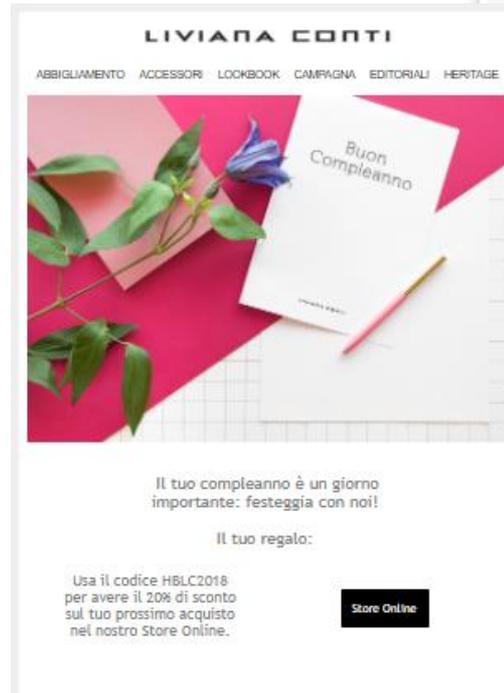
Better e-commerce performances and customers' insights on product's views, purchases and abandoned carts thanks to Collect Codes that further maximize email campaign efficiency.



Marketing Automation: the Heart of Digital Communication

To create a one-to-one unique relation with every single shopper such as Welcome & Birthday emails...

Implementation of personalized automated communications that respond to customers' specific actions and behaviors.



Results

15%

Increase in
Sales Conversions

21,8%
Open Rate

Vs 18% industry
average

5%

Conversion Rate

Vs 1% industry
average

3,2%
CTR

Vs 3% industry
average





Thanks for your attention

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