

Galerias Lafayette

At-a-Glance

Part of the Galeries Lafayette Group - whose retail sales total 4.5 billion Euros - and founded in 1894, Galeries Lafayette is Europe's leading department store, hosting 2,000+ brands in 10 countries.



#1	65	37MM	5.4MM
European Department Store	Stores Worldwide	Visitors Annually	Monthly Website Visits

Challenges & Objectives :

-  Better identify purchase intent
-  Decrease fatigue globally
-  Decrease reliance on RFM segmentation and assumptive targeting
-  Increase productivity and agility of teams to better meet partner demands

Results :

With Tinyclues, Galeries Lafayette

- ✓ Extended reach to new buyers who could not previously be identified
- ✓ Increased campaign volume and revenue, promoting more products *without* increasing message saturation
- ✓ Reinforced partner marketing relationships through improved targeting and increased campaign loads across even niche brands and products *without* increasing team workload
- ✓ Reduced campaign creation time from 30 minutes to 5 minutes

+34% Revenue	+42% Buyers
+25% Click Rate	-33% Opt-Out Rate

“ With Tinyclues, our messages are more relevant & engaging. We're finding buyers unreachable before with our internal methods... [Tinyclues] offers a great experience to the marketing teams using it by quickly and easily finding the best target and plan for our campaigns. *Cecilia Lunati, Head of CRM* ”

