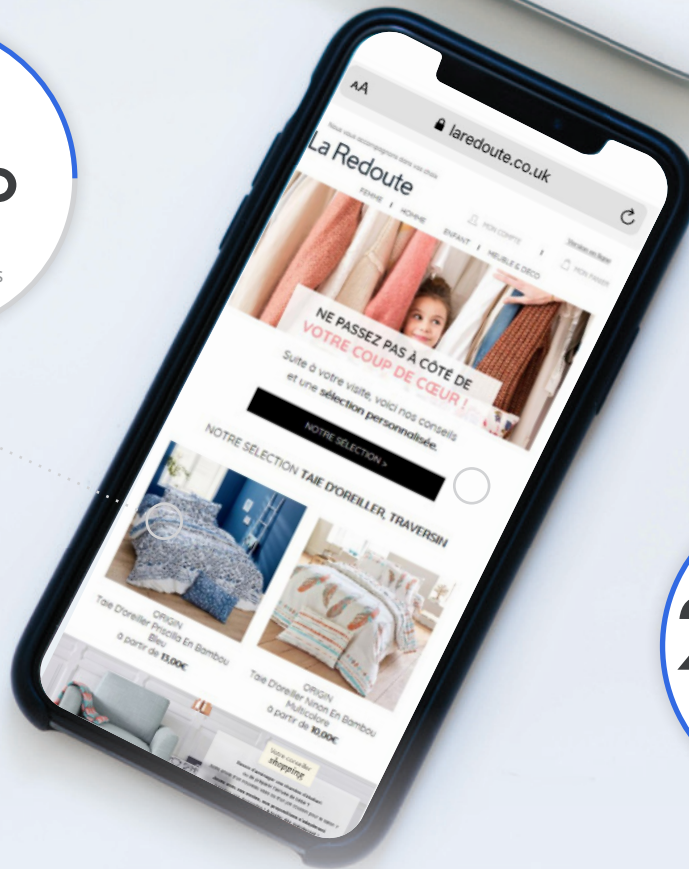


+
40%

increase in CTR
directly from
recommendations



+
25.5%

overall increase in
email CTR

Attraqt + La Redoute

Email Personalization

La Redoute implemented Attraqt Experience Orchestrator (XO) to provide a personalized cross-channel customer experience and increase its customer loyalty



"Integrating personalization into a trigger strategy has allowed us to put the customer back at the center of our decision-making process, strengthening our relationship with them."



Laurie Verhaeghe
Marketing Project Manager, La Redoute

Customer Profile

La Redoute is a French multichannel retailer with over 10 million customers across 20 countries worldwide. La Redoute specializes in ready to wear apparel and home decor and is the 2nd largest seller of women's apparel and the 3rd largest seller of linens in France.

The retailer has a strong online presence with +550K online products and 90% of the revenue generation coming from online sales.

Market Challenge

La Redoute needed a solution that would help the retailer to take its personalization to the next level. In particular, La Redoute was keen to make improvements in the following three key areas:

- Integrate the trigger email program into a global personalization experience
- Improve and apply the personalized customer experience across all sales channels
- Create a unique personalized cross-channel journey

The Solution

Working with Attraqt Experience Orchestrator (XO), La Redoute was able to apply the following strategies to improve their personalization:



- **INSPIRE & CONVERT: Provided highly targeted content for each profile**
 - Discovery email with a selection of products + Personalized landing page
 - 1to1 recommendations - Products similar to the last category visited + Most popular
- **ENGAGE & BUILD LOYALTY: Capitalized on customer key milestone**
 - Birthday email + Personalized landing page
 - 1to1 recommendations filtered on the 'Clothes' category
- **RE-ENGAGE & RE-ACTIVATE: Followed-up after a visit to re-engage the customer**
 - Email following a rebound + Personalized landing page
 - 1to1 recommendations + Most popular, filtered on fashion categories (clothes, shoes, accessories)

Results



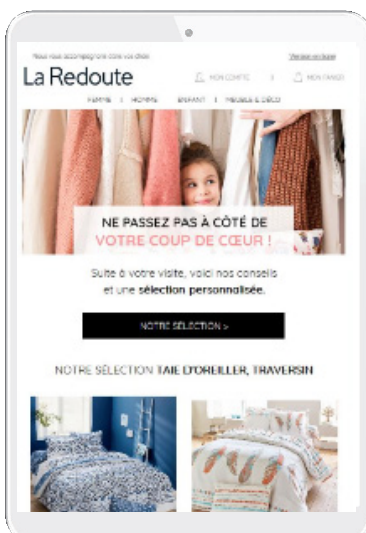
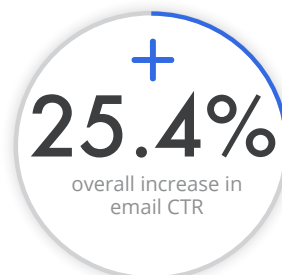
Inspire & Convert

- Providing a highly targeted content for each shopper profile resulted in:



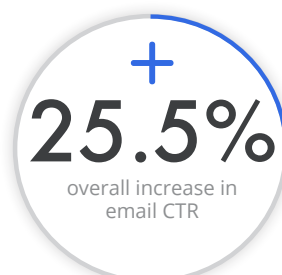
Engage & Build Loyalty

- Capitalizing on customer key milestones resulted in the following results:



Re-engage & Re-activate

- Personalized follow-up activity after a visit to re-engage the customer resulted in the following results:





Attraqt™

Attraqt powers exceptional shopping experiences for over 300 of the world's leading retail brands.

Attraqt's core products; Fredhopper Discovery Platform and the Experience Orchestrator (XO) drive relevant and inspiring ecommerce experiences through personalization, search, recommendations, internationalization and Merchandising SaaS solutions. We enable international brands, manufacturers and retailers to optimize their e-commerce site performance by delivering exceptional shopping experiences to their customers.



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