

Splio



**KIABI**  
la mode à petits prix

# How predictive AI contributes to maximizing KIABI's CRM results in Europe

**Feedback from the KIABI brand**

# How to increase CRM sales?

By sending more campaigns?



## MARKETING PRESSURE

Too many campaigns generate unsubscribers



## PERSONALIZATION

Lack of campaign personalization disengages customers and deactivates prospects



## PRODUCTIVITY

CRM teams are often small yet have very ambitious CRM plans

## Welcome to KIABI

Family-owned ready-to-wear business since 1978



Since its creation, KIABI has positioned itself as a “facilitator of family life by weaving together **responsible fashion and sustainable solutions**”

**Fashion at low prices**

**Family companion**

**Responsible**

### About KIABI

- 620 points of contact, including 387 in France
- 22.3 million customers
- 9,049 Kiabers worldwide
- 30 countries of sale
- 2.2 billion euros in turnover
- 7 e-commerce sites & apps

# Towards long lasting relationships

Brand challenges and strategy

## The context

*A family brand for the whole family*

- A **brand image** that is evolving towards the status of family companion
- A **unique brand** with unmatched value for money and style, coupled with a family-friendly and accessible shopping experience.
- A **company that relies on the values of an experienced family group**

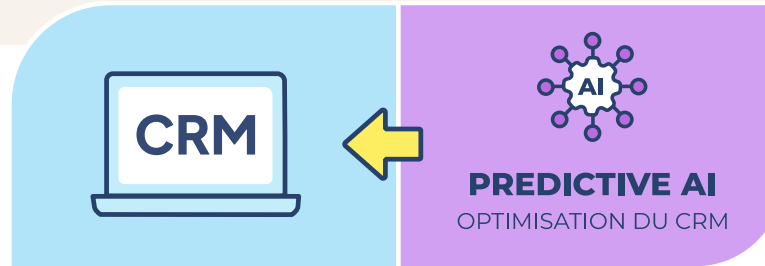
## The challenges

*A brand looking to the future*

- A transformation that goes through the product: **creating a unique experience by weaving responsible and innovative fashion**
- A desire to **move towards sustainable and customer-friendly solutions**
- **Gain in productivity and agility** when addressing multiple countries and multiple targets

# Splio Predictive AI

Increase the potential of your campaigns with predictive AI



1

## Optimize existing campaigns

Generation of unique targets and prioritization of campaigns taking into account marketing pressure

2

## Identify new opportunities

Identify new campaign opportunities not included in the initial CRM plan

3

## Gain in productivity

AI assists CRM teams and automatically calculates targeting, channel preference, etc.

# CRM optimization at KIABI

To unlock incremental value

**Increase  
the repurchase**

**Increase  
purchase frequency**

**Increase  
customer engagement**

## **Diversification of groups**

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Relying on AI recommendations to **increase cross-sell , upsell and repeat business**

**1**

## **Targeting optimization**

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Increase the number of base customers who receive communications so as **not to overlook any potential target**

**2**

## **Regular performance analysis**

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Take the time to analyze the cross-channel performance of your campaigns to **identify the top/flops**

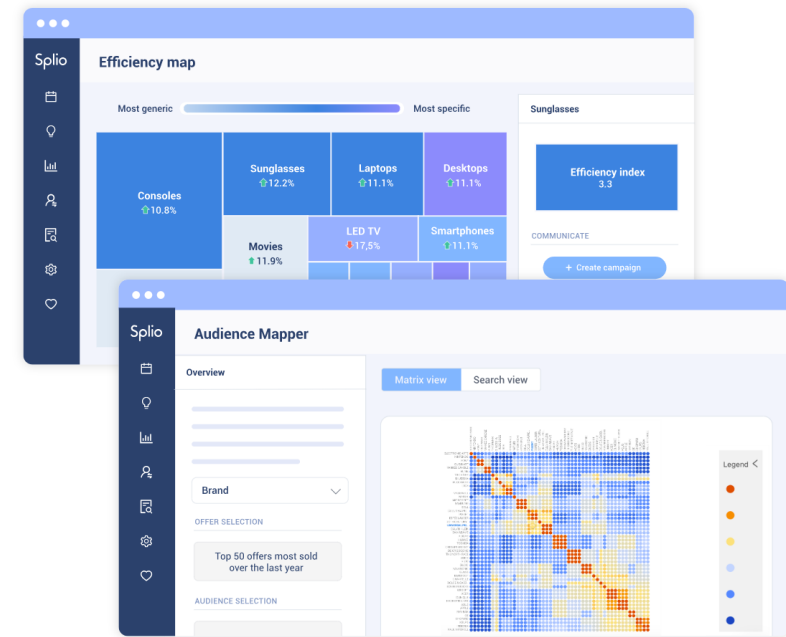
**3**

# 1

## Diversification of new groups

By combining Efficiency Map and Audience Mapper, you can determine at a glance which topics are worth linking

- **Increase upsell** by personalizing post-purchase campaigns with **preferred** category
- **Maximize cross-sell** by pushing Stores benefits to Web customers and Stores benefits to Store customers
- **Maximize click-to-store** by personalizing all your campaigns with the preferred store
- **Improve retention** by personalizing your Welcome scenarios based on the acquisition channel
- **Industrialize your reactivation campaigns** and maximize their impact using a churn score
- **Optimize the ROI of my print or SMS campaigns** based on the Customer LifeTime Value



1

# Encourage repurchase

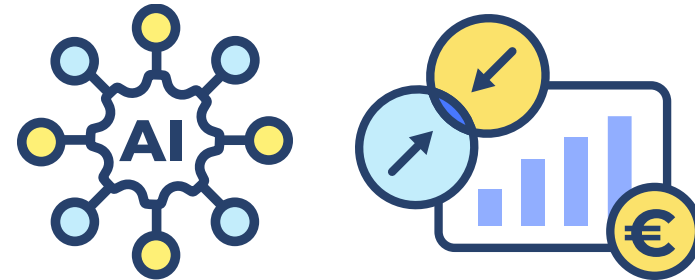
Through the implementation of cross- sell and upsell campaigns

## Context



KIABI has a **large catalog** and a **substantial customer base**.

## Strategy



Using AI to detect **new product combinations** , and therefore sales.

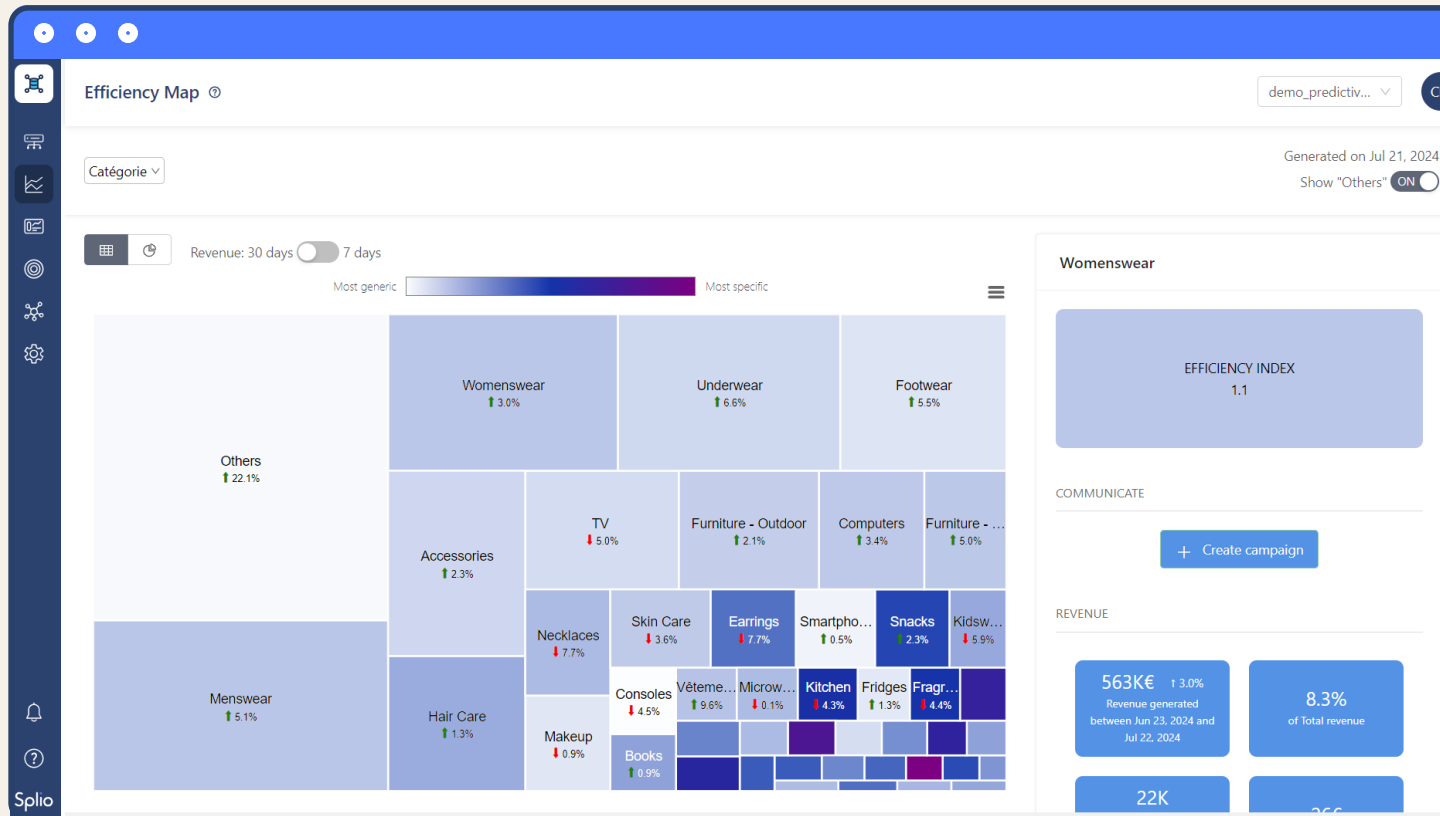


1

# Encourage repurchase

Through the implementation of cross- sell and upsell campaigns

1. The KIABI teams can find in the **Efficiency Map** the subject they wish to address **to assess the business potential**



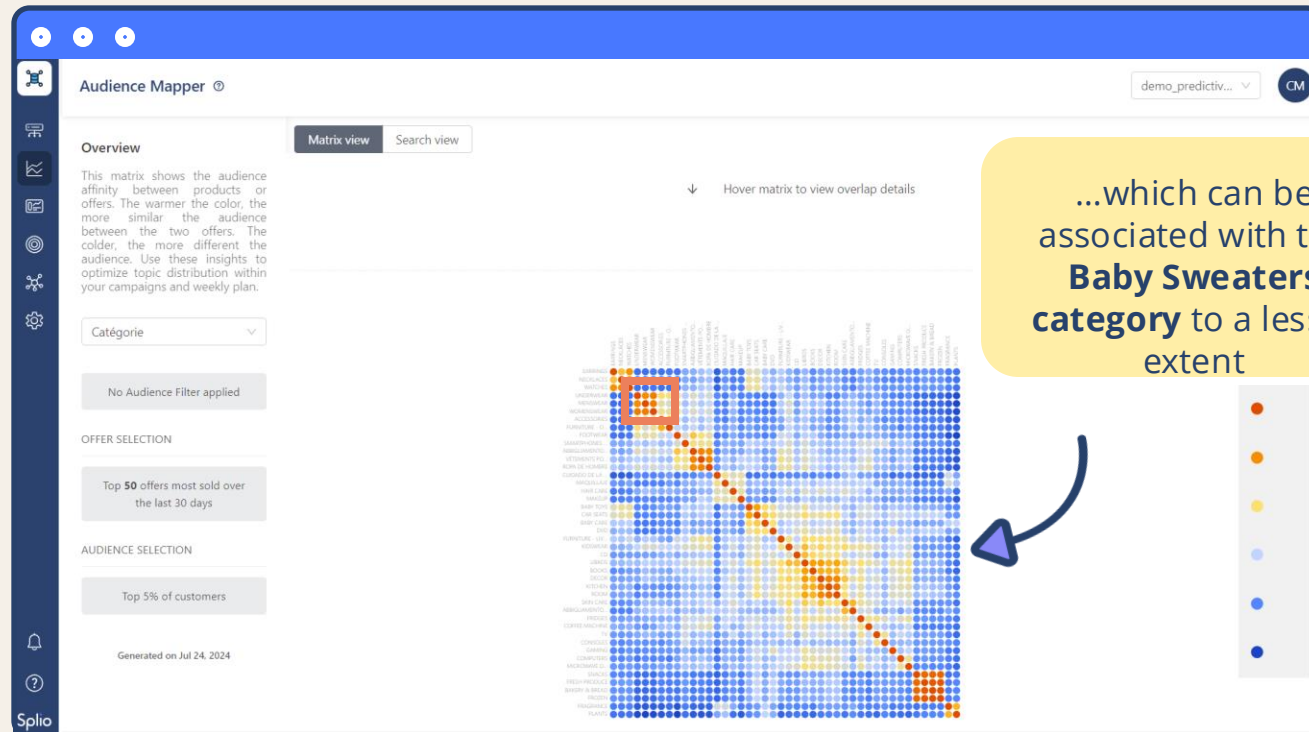
**Baby Shorts category** is a topic that has business potential according to AI predictions for KIABI

1

# Encourage repurchase

Through the implementation of cross- sell and upsell campaigns

2. They identify in Audience Mapper the subjects to associate it with to build relevant communication



...which can be associated with the **Baby Sweaters category** to a lesser extent

Next step  
Build a **design** and implement **your activation strategy** for this new sales opportunity

**20+**  
Number of **new cross- sell subjects detected** thanks to Splio's Predictive AI at KIABI

# 1

## Campaign Cross-Sell Results

Baby shorts and sweaters

The screenshot shows a KIABI website page for baby shorts. The header includes the KIABI logo and navigation links for 'Femme', 'Homme', 'Fille', 'Garçon', and 'Bébé'. The main image features a young child sitting on a wooden chair, wearing a striped t-shirt and dark shorts. Below the image is a text block titled 'Les shorts bébé' with a description and a 'Je découvre la collection' button. At the bottom, three product images of different styles of shorts are displayed with their respective prices: 9€, 7€, and 7€.

### One-shot campaign – April 2024

#### AI Recommendation :

- ✓ Combine the category “baby shorts” with the one dedicated to “baby sweaters”

Open rate

33%

Click-through rate

8%

Conversion rate

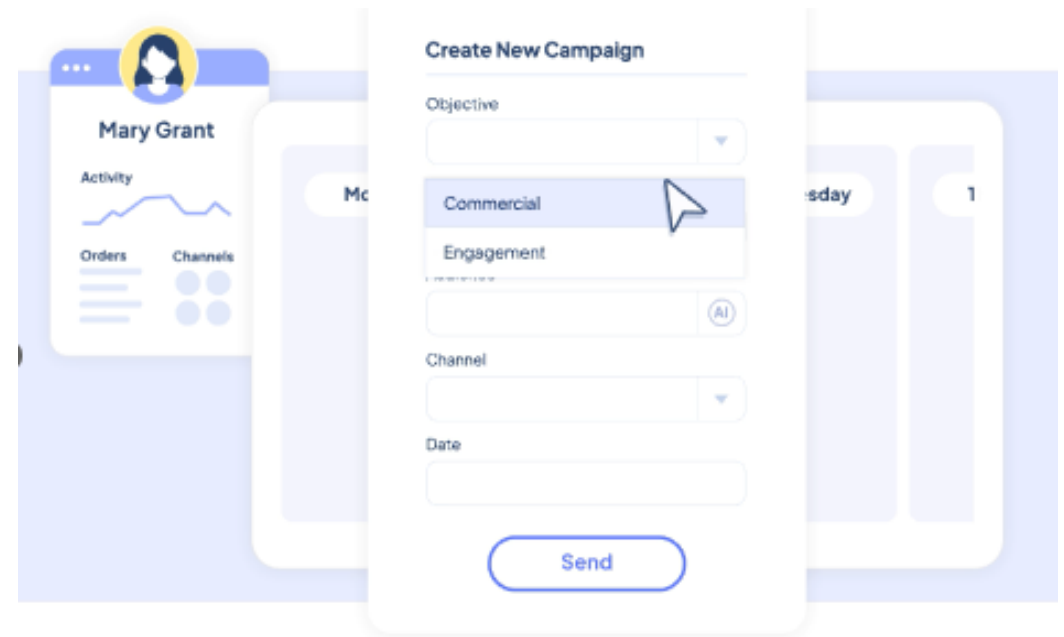
6%

## 2

# Create new high-performing campaigns

**In 2 minutes, Splio's predictive engine identifies the best audience for your campaign depending on the subject & the distribution channel**

- **Boost visits** to the new collection page
- **Highlight the Flash Sale that ends tomorrow**
- **Satisfy the request of your partner** with whom you have created a new Collab and that you would like to highlight
- **Increase sales on men**, your new growing category still little known to your customers
- **Communicate more often** about your brand benefits and high-margin products



## 2

# Increase purchase frequency

For occasional buyers between the commercial peaks

### Context



Some KIABI customers come back every year on the occasion of very specific retail peaks. This share of **occasional customers** did not receive any communication after 6 months after their last purchase.

### Strategy



Let predictive AI decide which communications they should receive by **basing targeting on collected data and profile similarities**, going beyond "classic" targeting.

# 2

## Increase purchase frequency

For occasional buyers between the commercial peaks

1. Last August, the KIABI teams created **a campaign from the Campaign Plan to promote their “standard women’s lingerie” category**

Some **key parameters to define** such as the campaign name, sending date and distribution channels

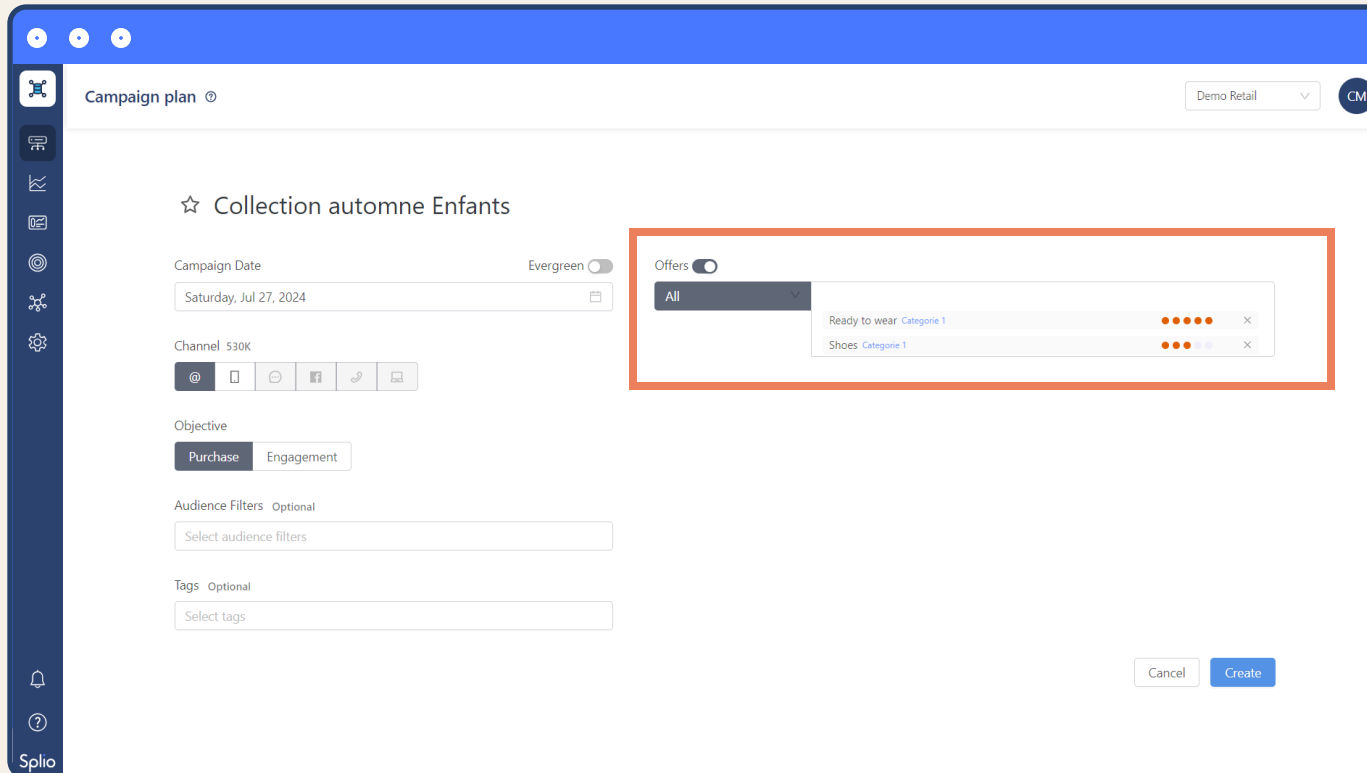
The screenshot displays the Splio Campaign Plan interface. The campaign name is "Collection automne Enfants". The Campaign Date is set to "Thursday, Jul 25, 2024" with an "Evergreen" toggle. The Business Unit is "Artefact". The Channel is "Channel 767K", which includes icons for email, social media, and other distribution methods. There are also fields for Audience Filters, Exclude recent buyers, and Tags. The interface includes a "Cancel" button and a "Create" button.

# 2

## Increase purchase frequency

For occasional buyers between the commercial peaks

2. They **selected the offer(s) concerned** by the campaign with a recommendation indicator by Predictive AI



### Key step

It has a **direct impact on the activation of customers** who will be targeted based on their desire for purchasing the selected offers.

2

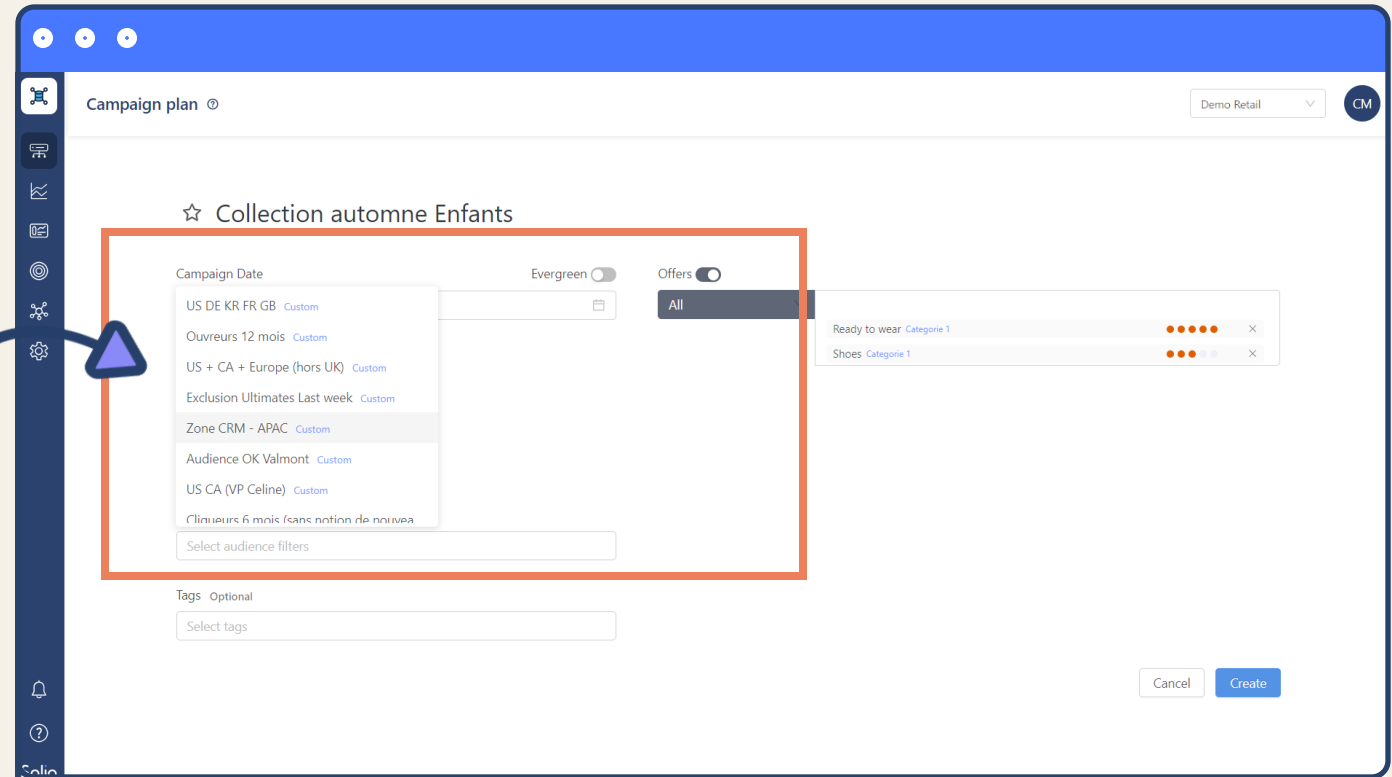
# Increase purchase frequency

For occasional buyers between the commercial peaks

Splio's predictive engine takes care of targeting the customers most likely to buy



It is possible to exclude certain customer populations for the campaign if needed





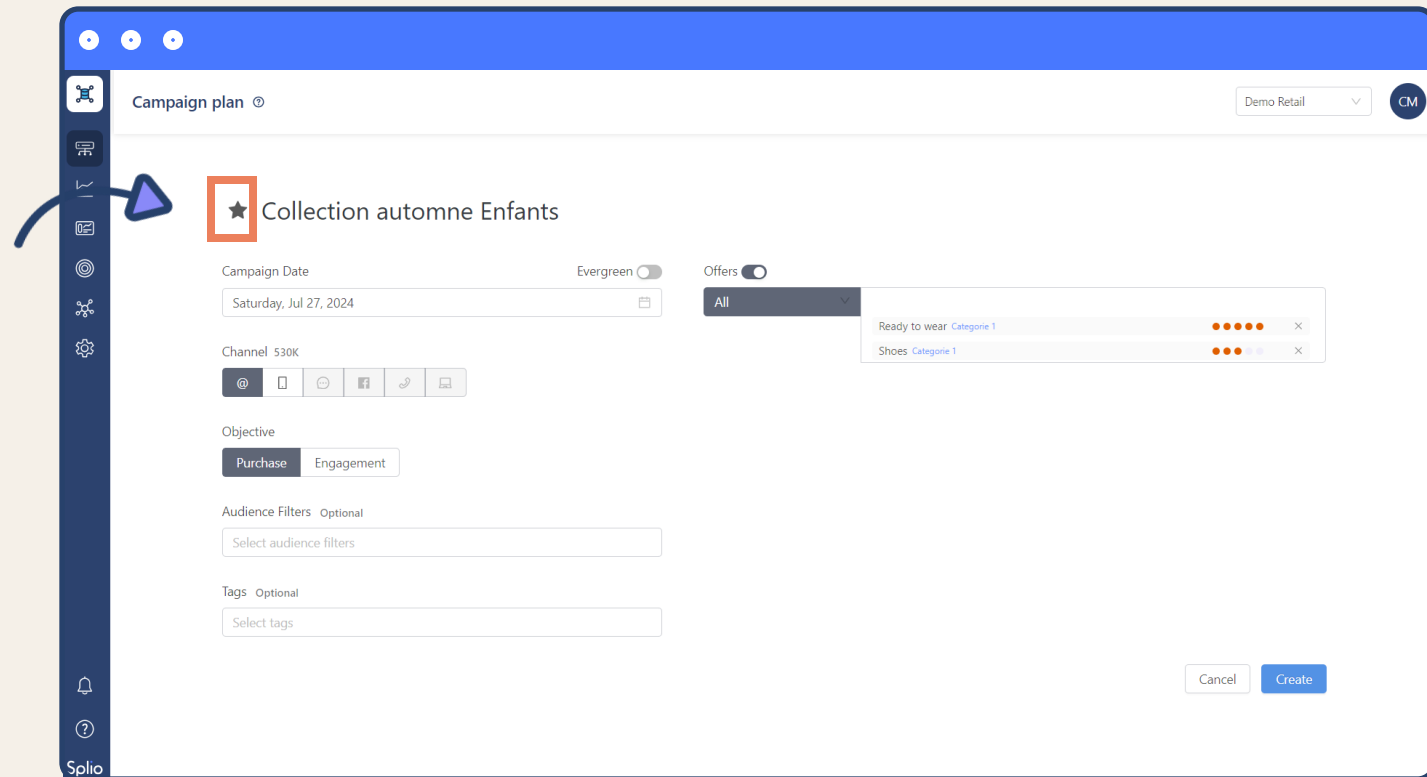
2

# Increase purchase frequency

For occasional buyers between the commercial peaks



It is **possible to prioritize the campaign**, which will then be favored by the algorithms

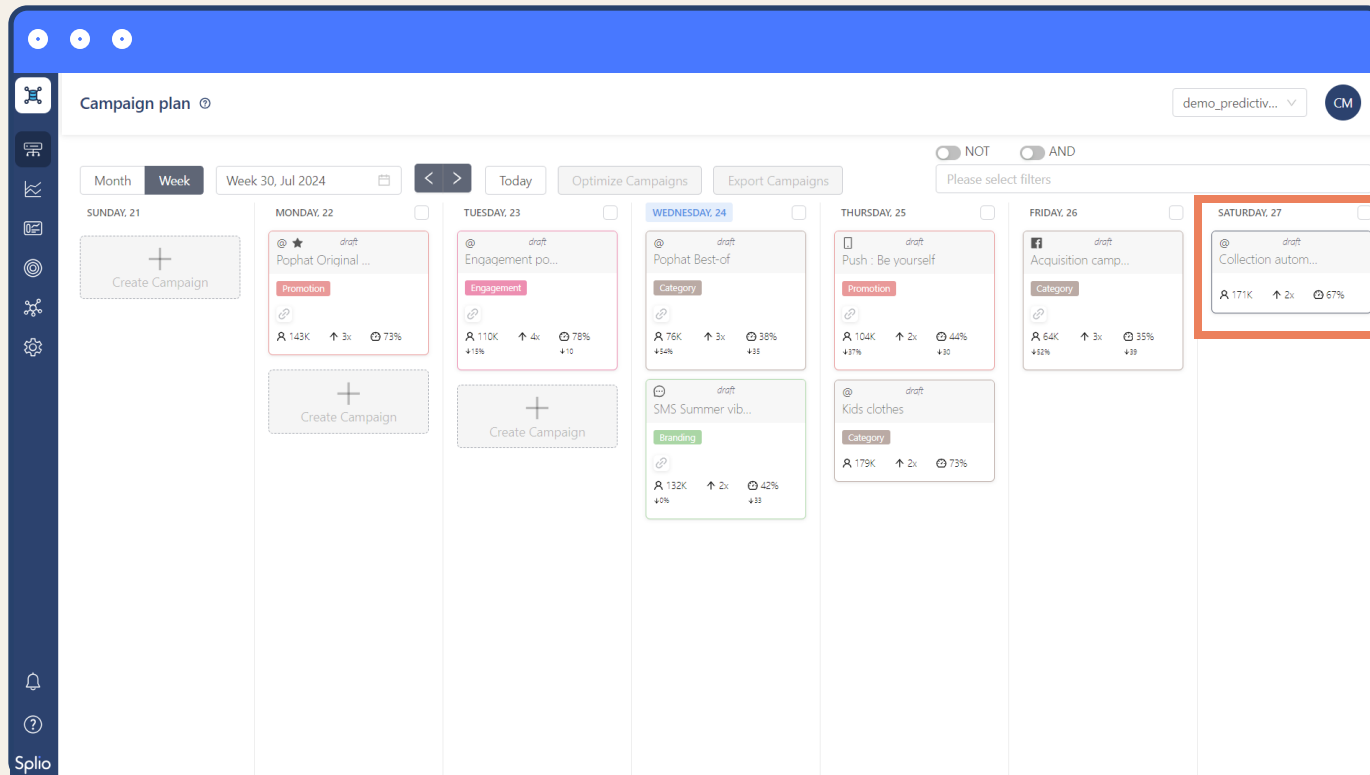


# 2

## Increase purchase frequency

For occasional buyers between the commercial peaks

5. The campaign is now created and starts to be scored by the algorithms



Within minutes, algorithms **identify individuals** in the audience who are most likely to buy and **calculates recommended audience sizes** based on customers' likelihood to purchase.

2

# Increase purchase frequency

For occasional buyers between the commercial peaks



The audience can be manually adjusted by the brand teams

The screenshot displays the Splio Campaign plan interface. The main view shows a grid of campaigns for the week of July 30, 2024. The 'Campaign Details' sidebar is open, showing settings for a campaign named '@ Collection automne Enfants' scheduled for Saturday, Jul 27, 2024. The sidebar includes sections for SETTINGS, AUDIENCE FILTERS (None), OFFERS (Shoes), and OBJECTIVE (Purchase). The AUDIENCE section is highlighted with a red box and contains a slider and a VOLUME field set to 19,476 (3%). Other metrics shown include LIFT (5x) and POTENTIAL (17%).

It is recommended to choose a volume between 5 and 20% of the customer base



# Standard Lingerie Campaign Results

## One shot campaign - August 2024

### Setting targeting based on AI recommendations:

- ✓ Contacts with an interest in the standard women's lingerie category
- ✓ Contacts with an interest for the women's night category

	Results of this campaign	vs. average without AI
<b>Open rate</b>	<b>32 %</b>	<b>+ 18%</b>
<b>Click-through rate</b>	<b>11%</b>	<b>+ 143%</b>
<b>Conversion rate</b>	<b>10%</b>	<b>+ 2%</b>

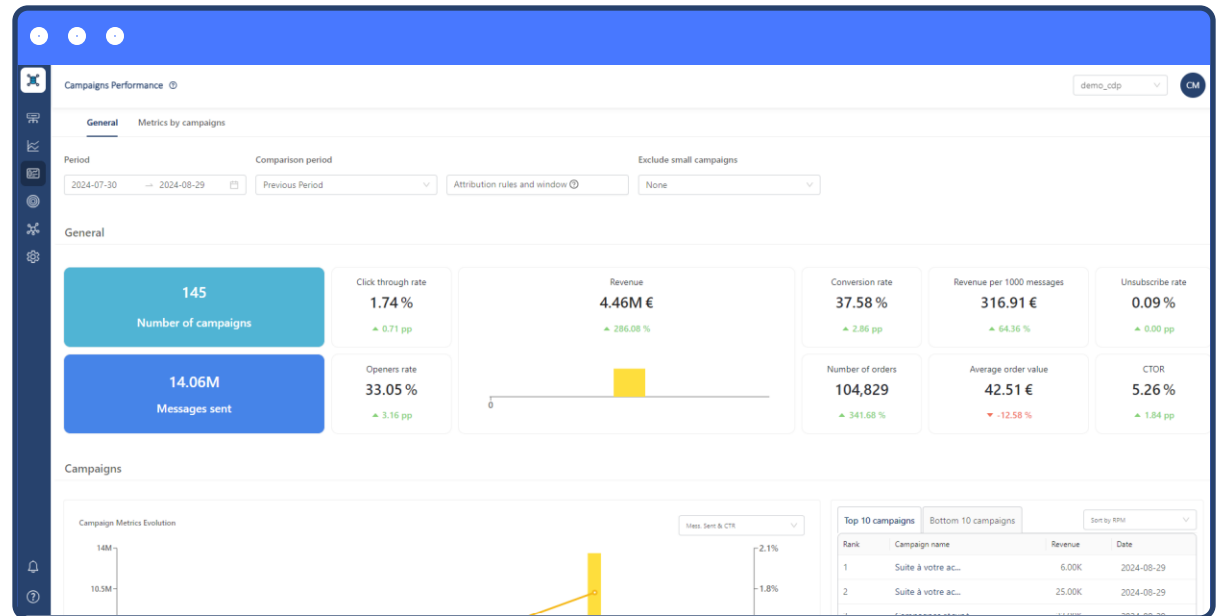
# 3

## Track the impact of your marketing actions

### Campaign Performance Dashboard

A suite of dashboards to understand and monitor your business, customers and prospects at a glance

- Performance across all your email campaigns (one shot, automatic, etc.)
- Global analysis by customizable period
- Visualize trends via turnkey charts
- Highlighting the top and flops of your campaigns
- Web and store turnover
- Data download possible



# 3

## In-depth analysis of our campaigns

### Campaign Performance Dashboard

Campaign Type	Period	Exclude small campaigns	Tags	Search Campaigns
One-Shot	240727_news_soldes_promo_a...	2024-07-27	status: [icon] 92% 25.0%	20%
One-Shot	240727_news_soldes_promo_a...	2024-07-27	status: [icon] 92% 25.0%	20%
Ext.	240726_tam_10_benl	2024-07-26	status: [icon] 92% 25.0%	20%
Ext.	240626_renfort_jo_fr	2024-07-26	19537 143543 24.1%	3%
Ext.	240726_news_mag_local Ouver...	2024-07-26	status: [icon] 92% 25.0%	20%
Ext.	240726_soldes_70_derniers_jou...	2024-07-26	status: [icon] 92% 25.0%	20%
One-Shot	240726_new_in_gt_robex_tc_es	2024-07-26	Com close 0%	status: [icon] 92% 25.0%
One-Shot	240726_TC_stitch_fr	2024-07-26	status: [icon] 99% 25.0%	3.0%

With the dashboard view by campaign, we detected that the **Stitch campaign (Lilo & Stitch)** launched in one of the countries, was also a subject with strong business potential for other European countries looking for a more “child-like” subject



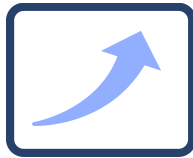
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# Fewer messages sent for more performance

Through an individually managed marketing pressure

## CRM

### Customer Commitment and Satisfaction



**The click-through rate has doubled**, highlighting the relevance of the messages sent to each of the customers in the database.



**The unsubscribe rate has been divided by three**, indicating that the targeting of messages and marketing pressure are meeting the expectations of our customers.

## Retail

### Sales



Targeted campaigns on Splio Predictive AI now represent **15% of the volume of sendings** for **30% of the total turnover** generated by CRM emails.

# The Benefits of Predictive AI for CRM

Changing our habits for better visibility on the overall CRM plan



**Julie Huguet-Macquart** – CRM Lead Worldwide at KIABI

## Freeing ourselves from commercial peaks

Having **more freedom** in our choice of subjects and proposing more campaigns per day without impacting marketing pressure

## Internal Collaboration

Testing new things and **sharing *best practices*** within the team to grow together

## International visibility of the CRM plan

Have a global vision of our plan to **pilot it internationally and locally**

## Save time

Take your time to establish the plan and save time for **operational teams on a daily basis**



# Welcome to Splio

The Retail and customer marketing SaaS specialist



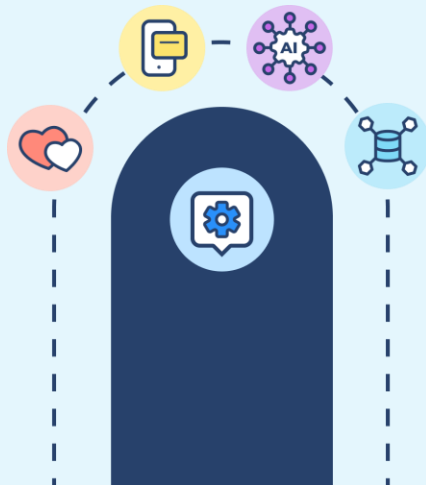
Splio

# The Marketing Platform Exclusively for Retailers

Splio has been keeping pace with retail for over 20 years

## All the essential CRM functions

Intergrated into a platform powered by AI



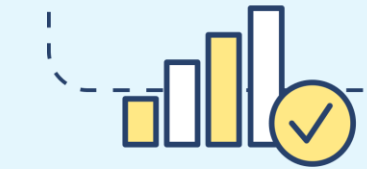
## A powerful ecosystem

More than 100 partners and 80 POS and e-commerce software packages integrated with Splio.

 **shopify**  **PRESTASHOP**  **cegid**  **Magento**

## Expert support from retail CSMs

helping you achieve your retention and sales targets



## From campaign deliverability to on-call teams during seasonal peaks

our support service is included in the license and is there for you at all times.



**To know more on Splio and to schedule a personalized demo of the platform**



**Schedule a demo**