



Captain Wallet
by Brevo

Drive-to-Store & Mobile Wallet:

Maximize in-store traffic
and customer engagement



SUMMARY

Introduction

page 3

The key advantages of Mobile Wallet

page 4

Mobile Wallet: A Strategic Solution to Boost Drive-to-Store

page 6

Drive-to-Store Journeys with Mobile Wallet

page 15

Conclusion

page 18



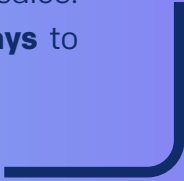
Introduction

The Mobile Wallet has established itself as an essential tool in **today's digital ecosystem**. It allows users to store loyalty cards, coupons, e-tickets, and much more directly on their smartphones. This technology transforms smartphones into **true digital wallets**, offering unparalleled accessibility and convenience.

The mobile wallet offers much more to brands. Whether it's **improving customer experience, reactivating inactive customers, or increasing in-store traffic**, the wallet addresses numerous challenges.

In this white paper, we will closely examine **everything the wallet can offer brands to boost in-store traffic**, thanks to its many features.

Drive-to-store has become an increasingly central strategy for brands to drive sales. While online shopping is crucial, it remains **essential to find innovative ways** to generate in-store traffic.



The main advantages of Mobile Wallet



The advantages of Mobile Wallet for brands

Integrated into the **native Apple Wallet and Google Wallet apps**, the Mobile Wallet is an essential ally in enhancing the customer experience. **By centralizing loyalty cards, digital coupons, and e-tickets** directly on smartphones, it simplifies consumers' lives. **Convenient and secure**, it eliminates the need to carry physical cards and **provides quick access to services and promotions**, all at your fingertips.

The Mobile Wallet proves to be **a powerful marketing tool**, especially for businesses looking to enhance their Mobile Marketing



Increased personalization: Brands can deliver tailored offers based on customer behavior or preferences.



Real-time updates: The information contained in cards or coupons can be adjusted instantly.



Push Notifications: Instant and programmable to the exact minute, they allow real-time communication with your customers.

Easy integration :

The Mobile Wallet seamlessly integrates into the digital ecosystem of brands, complementing their mobile app. It ensures an optimal omnichannel experience for the user.

Mobile Wallet : A Strategic Solution to Boost Drive-to-Store





Now that we've covered the advantages of Mobile Wallet, let's dive into the key features that can boost your in-store traffic.


Attract your customers in-store with key features for Drive-to-Store.


The Mobile Wallet has become an **essential lever for Drive-to-Store**, offering a range of features designed to **attract consumers to physical stores and increase revenue**. Here's how each key feature can optimize your Drive-to-Store campaigns, **illustrated with real-life examples**.

 Geolocated notifications

 Customer segmentation

 Push notifications

 Real-time updates

 Digitalization of discount vouchers

 Click & Collect

 Contests



1. Geolocated notifications: Capture attention at the right moment

Geolocated push notifications allow brands to **target consumers when they are near a store**. This highly targeted approach helps **capture their attention and highlight an ongoing offer**, for example, encouraging them to visit the store.



By using geolocated notifications, the brand sends ongoing offers to customers when they are near a store. This trigger helps capture a flow of spontaneous customers and increase in-store visits. The main advantage of this approach is creating an immediate need in customers who are nearby the store.

Drive-to-Store Advantage:

Create an immediate need in the customer near the store.

2. Segmentation by status and customer type: Increased personalization

Based on the data you have about your customers, **the Mobile Wallet allows you to segment audiences by type** (loyal, new customers), **demographic data** (age, gender, location), or **purchase frequency** (active, inactive, at risk of churn).

This segmentation enables you **to personalize offers according to the specific preferences and needs of each group**, which maximizes the impact of **your Drive-to-Store campaigns and encourages customers to visit the store.**

ALIGRO

Aligro perfectly leverages this segmentation by dividing its Wallet campaigns based on several criteria: reference store, customer type (individual or professional), and also by customer group (grocery, kiosk, restaurant). This precise targeting promotes increased engagement and better conversion in-store.

Drive-to-Store Advantage:

Encourage increased engagement and better in-store conversion.



3. Push Notifications: A direct link with consumers

Push notifications enhance the customer experience by enabling instant and targeted interactions throughout the customer lifecycle. **By sending personalized and targeted messages directly to their smartphones**, brands provide a seamless and proactive experience, thereby boosting satisfaction and loyalty through continuous and engaging connections. By creating a **sense of urgency**, these notifications **encourage customers to visit stores** to take advantage of ongoing promotions.



L'OCCITANE
EN PROVENCE

L'Occitane uses push notifications from the Mobile Wallet to inform its customers about in-store sales or special offers, such as for its Black Friday campaign. This leads to an increase in visits and purchases during these key in-store periods.

Drive-to-Store Advantage:

Create a sense of urgency that encourages customers to visit the store to take advantage of ongoing promotions/offers.

4. Real-time updating of customer loyalty data

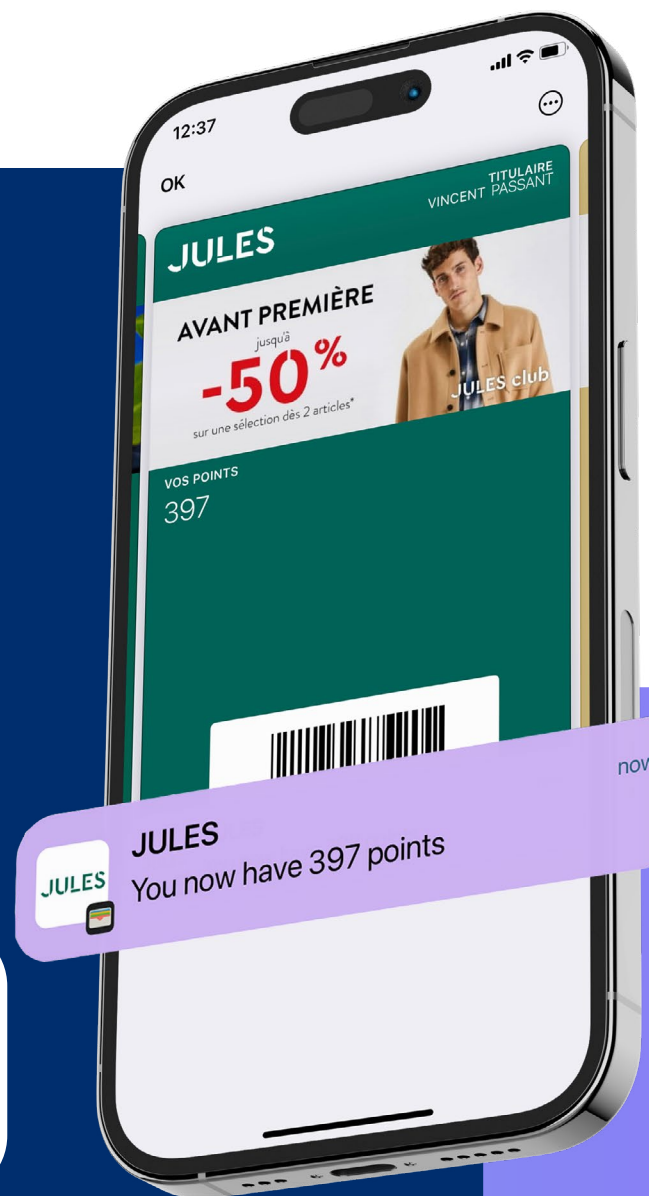
The Mobile Wallet allows brands to **instantly update loyalty information on the card**, such as points or personalized offers. This real-time update enables consumers to closely track their loyalty status and access exclusive benefits as soon as they become available. **Brands enhance the customer experience, increase the relevance of interactions, and encourage customers to return more frequently to the store** to take advantage of these offers.

JULES

Jules regularly updates its loyalty cards throughout the customer lifecycle. As soon as a customer's loyalty points balance increases, the customer is notified directly via the Mobile Wallet. Their card evolves based on the different tiers of the store's loyalty program. Regularly engaging with the Wallet card effectively engages loyal customers and increases their in-store purchase frequency.

Drive-to-Store Advantage:

Enhance the customer experience and strengthen the relevance of interactions to encourage customers to return to the store more frequently.



5. Digitalization of discount vouchers: Streamlining the customer experience

The Mobile Wallet allows for the digitalization of discount vouchers, gift cards, or loyalty checks. By making these offers easily accessible directly on the smartphone, brands simplify the shopping experience and encourage in-store visits to redeem their loyalty benefits.



Conforama

By digitalizing its discount vouchers and gift checks linked to its loyalty program and Click & Collect, the brand encourages customers to visit the store to redeem their loyalty benefits. This not only boosts sales but also promotes additional in-store purchases when using the voucher.

Drive-to-Store Advantage:

Boost additional sales and encourage the use of vouchers in-store.

6. Perfect support for Click & Collect

The Mobile Wallet is an ideal solution **to support Click & Collect strategies**. By digitalizing order confirmations and integrating e-tickets for pickup, **the Mobile Wallet simplifies the shopping experience for consumers**. They can easily **access their reservations and order details** directly from their smartphone, without the need for printed documents.



With an optimized Click & Collect strategy for its omnichannel journey, the brand can offer customers the entire Click & Collect process directly in the Mobile Wallet. This seamless experience reduces friction during product pickup while encouraging in-store visits, where additional sales can occur.

Drive-to-Store Advantage:

Simplify the customer experience and optimize the Click & Collect strategy.

Downloading my voucher to my mobile!



7. Contests: Engage your customers in a fun way

Contests integrated into the Mobile Wallet are an interactive way to **capture customers' attention and encourage them to visit the store** to participate or claim their prize. This creates an **engaging dynamic and strengthens consumer loyalty**.



Courir launched a contest campaign through the Mobile Wallet, encouraging customers to visit the store to participate. This fun initiative boosts foot traffic to the store and also strengthens participants' engagement with the brand.

Drive-to-Store Advantage:

Generate customer interest in wanting to participate in the in-store contest.

The Drive-to-Store journey with the Mobile Wallet

For brands and consumers



For brands

Creation and distribution of Wallet cards

Brands design their wallet cards in advance: design, push notifications, key information, etc. These cards are then distributed through various channels, such as emails, social media, or directly in-store via QR codes (flyers, stickers, point-of-sale displays, checkout, etc.).

For consumers

Downloading and adding to the Wallet

Consumers add the brand's card to their mobile wallet. This can be done with a simple click on a link received via email, a push notification, or a QR code in-store.



For brands

Sending targeted push notifications

Brands leverage the mobile wallet to prepare their push notification campaigns. Personalized and/or geolocated, these notifications can include special offers or exclusive promotions available only in-store.

For consumers

Receiving personalized notifications

The consumer receives push notifications related to their lifecycle with the brand: current offers, loyalty points updates, birthdays, in-store events, etc.



For brands

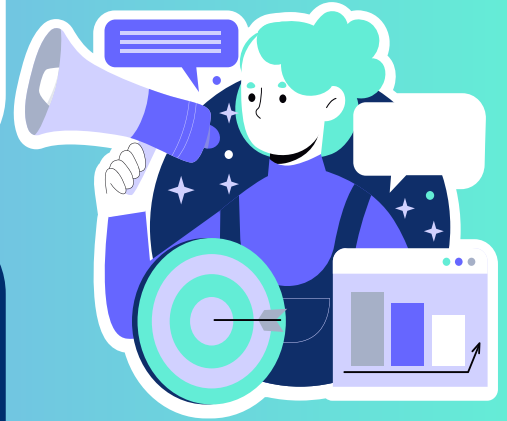
Integration with checkout systems

In-store, staff can quickly identify customers at checkout using the digital card in the Wallet: QR code, barcode, NFC, etc. This simplifies the process of redeeming offers and accumulating loyalty points.

For consumers

In-store interaction

In-store, consumers can quickly access their card in the Mobile Wallet to redeem their benefits: offers, coupons, loyalty points, etc. Fast and hassle-free, the Mobile Wallet user experience simplifies the customer's journey throughout their shopping process.



For brands

Continuous analysis and optimization

Brands can analyze the impact of a wallet campaign: the number of new card downloads, increased average basket size, revenue per customer, and more. This is all made possible through a detailed ROI analysis.

For consumers

Post-purchase follow-up and engagement

After the purchase, consumers can receive thank you messages, updates on their points or rewards balance, or incentives to return to the store, thereby strengthening their loyalty.



Conclusion

50% Wallet-format coupons are used in-store.

20% The frequency of in-store purchases is boosted by the wallet.

10% In-store revenue is boosted by the wallet.

The Mobile Wallet is **much more than just a digital storage tool**; it is a powerful strategic lever in today's retail landscape. **When integrated into an omnichannel marketing strategy, it transforms the customer experience while driving in-store traffic.** Real-life examples from brands like **Intersport Rent, Conforama, La Grande Récré, L'Occitane, and Jules** showcase the potential of this technology to **transform interactions** with consumers and maximize sales opportunities.

By **leveraging its key features**, businesses create a direct and engaging connection with their customers, meeting their needs in real-time. In short, **the Mobile Wallet represents a golden opportunity for brands looking to stand out in a competitive market**, combining innovation and personalization to attract customers to stores and strengthen long-term loyalty. **The future of in-store commerce lies in the optimization of phygital technologies, paving the way for enriching, connected shopping experiences.**



Captain Wallet

by Brevo



Captain Wallet

by Brevo

Address

7 Rue de Madrid
75008 Paris, France

Email

hello@captainwallet.com

Phone

+ 33 1 75 43 60 71

[Request a demo](#)

Over 300 clients trust us

MAISON KITSUNÉ
PARIS

MAISONS
DU MONDE

alinea

celio*

COURIR®

McDonald's

april

Intermarché

JULES

LACOSTE

CENTRAKOR

PEFIT BATEAU

TRUFFAUT

TE
TotalEnergies

DECATHLON

CORSAIR

GÉMO

IKKS

INTERSPORT

YVES ROCHER

ACCOR

L'OCCITANE
EN PROVENCE

Ruchan

Carrefour

botanic

BW | Best Western
Hotels & Resorts

NATURE &
DECOUVERTES

castorama

maison 123
PARIS

PARTOUCHE

AU BUREAU Feu Vert

Jacadi
PARIS