



CASE STUDY

Etam X 

Mobile wallets,
the new ROI-oriented
lever on smartphones.



APPLE
WALLET



GOOGLE
PAY

The Etam brand
of the Etam group
(Etam, Undiz, and 1.2.3.),
is a **market leader**
in lingerie.



NETWORK: MORE THAN 1,370 POINTS
OF SALE WORLDWIDE



REVENUE: 961.7 M€



ETAM.COM



OVER 4,600 COLLABORATORS
WORLDWIDE

MECHANICS OF ETAM'S **LOYALTY** PROGRAMME

Etam
CONNECT

A **fully digitised** loyalty programme with **3 statuses** calculated according to the number of accumulated points.*



FOLLOWER

STATUS #1
- 100 points



FAN

STATUS #2
+ 100 points



ADDICT

STATUS #3
+ 800 points

*Excluding points acquired through sharing or Sponsorships

Etam

WALLET CHALLENGES FOR THE BRAND



A **new communication channel** with subscribers, offering an **alternative** to emails and text messages.



Boosts average basket size based on promotional offers and loyalty.



Strengthens digitisation at the heart of Etam's loyalty programme.



Etam

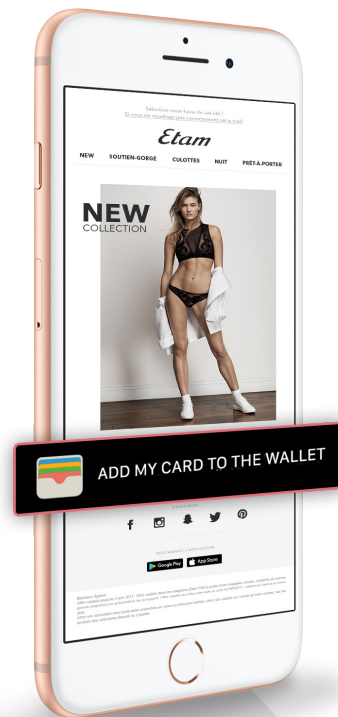


ETAM'S WALLET MECHANICS

Etam

SUBSCRIBERS ACCESS THEIR CARD FROM ANY TOUCHPOINT

1



Newsletter

Subscribers can save their card from Newsletters directly.

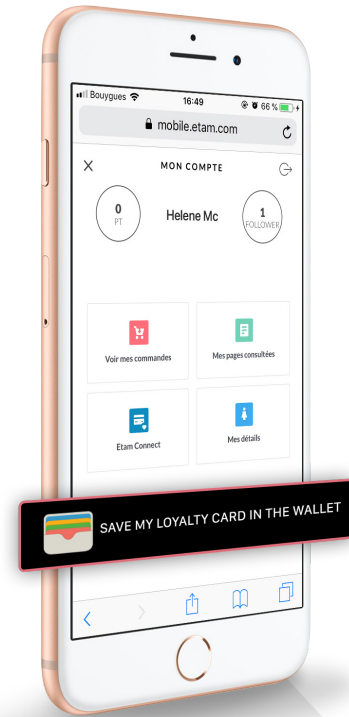
2



Dedicated email

The dedicated email is an integral part of email triggers linked to the Etam Connect programme.

3

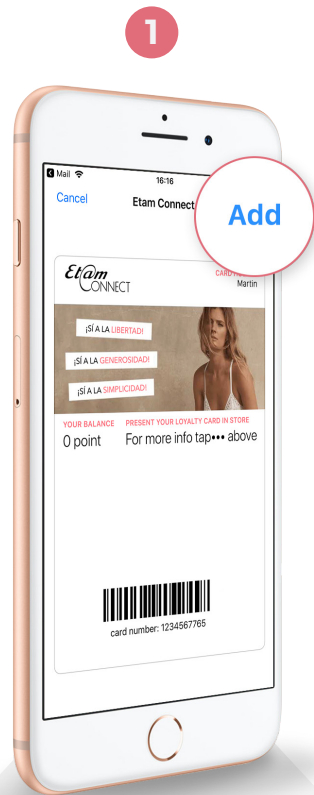


Mobile website

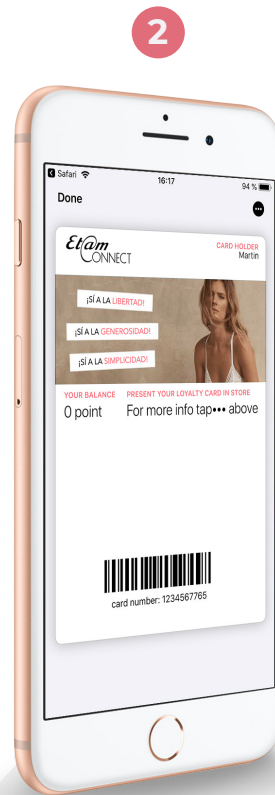
Subscribers can add their card on the mobile site via their account in the Etam Connect section.

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REVOLUTIONISED LOYALTY PROGRAMME COMMUNICATION AND PERSONALISATION



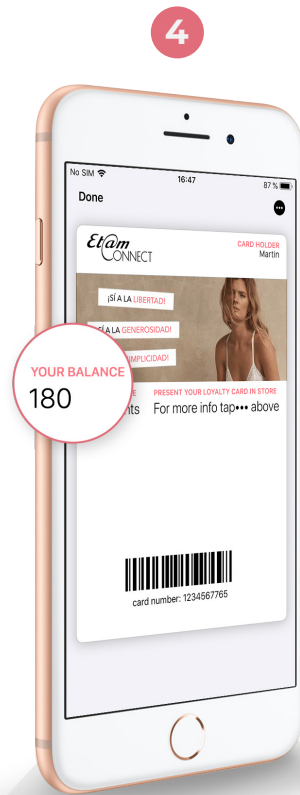
By clicking on **Add**, the card is **directly saved on the smartphone**.



All information related to **loyalty benefits** is available on the card.



Whenever subscribers checkout at the store, **Etam updates their accumulated points**.



The same card is updated with the new amount of points.

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THE WALLET INCREASES THE AVERAGE ORDER VALUE ON SPECIAL OFFERS

The automatic update of special offers on the loyalty card is complemented by push notifications sent by Etam to **increase customer value and boost the purchasing frequency** of its subscribers.



Subscribers are notified about new offers via push notifications.



The loyalty card is updated with the offer's content.



Before offers end, Etam reminds its subscribers via push notifications..

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**A NET
INCREMENTAL
BENEFIT ON
CUSTOMER
VALUE FOR
LOYALTY
AND OFFERS**

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THE WALLET'S IMPACT ON THE LOYALTY PROGRAMME

Loyalty impacts all the activities of customers who have subscribed to the Etam Connect programme in the past 12 months.

€43

Wallet users spend, on average, €43 more compared to subscribers who don't have their card in the wallet..



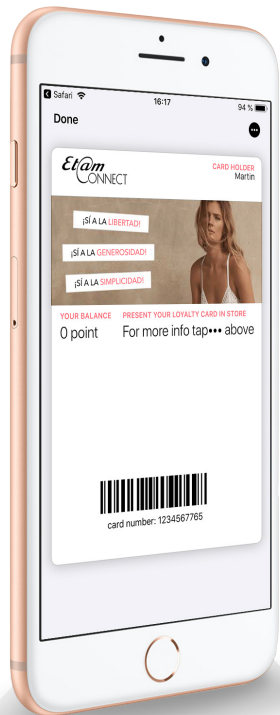
+32%

purchasing frequency for those who have their loyalty card saved in their wallet.

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THE WALLET'S IMPACT ON OFFERS

The wallet also impacts promotional offers that are shared through the wallet card.



+8,7%

average basket size increase for online offers.

+6,4%

customer value increase on average (in-store and online).

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IMPACT ON THE BRAND



“ Far stronger commitment to the loyalty programme

The share of wallet subscribers in the Fan category (2nd status of the brand) is **12 POINTS HIGHER** compared to non-wallet subscribers.



“ Recruitment of a younger generation of customers

The average age of wallet users is 26, **ALLOWING US TO GENERATE THE LOYALTY OF A MUCH YOUNGER POPULATION.**



“ Meet consumer demand

75% OF CUSTOMERS who clicked on the Call to Action **ADDED THEIR CARD TO THE WALLET**



Wallet technology is a genuine asset :

For subscribers, who can access their digitised card in one click as well as exclusive offers, without having to sign into an account or app.

For our teams, who can save lots of time by easily identifying subscribers.

This new communication channel makes it possible to send messages through a medium that serves as an alternative to the usual emails and text messages.

It is important to note that the customer value of wallet users is higher than others. To spread its use could therefore trigger growth substantially.

Inès de Champroux
Head of CRM.

Etam