



USE CASE BOOK MASS DISTRIBUTION



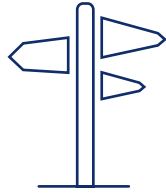
TWO SPECIFIC CUSTOMER CASES USING THE MOBILE WALLET

Examples, strategies, figures and visuals

MASS DISTRIBUTION SECTOR



SUMMARY



**INTRODUCTION TO THE WALLET
AND ITS FEATURES
P.1-2**



**MASS DISTRIBUTION SECTOR
P.3-15**

**ALIGRO
P.3**

**PICARD
P.10**

HAVE YOU HEARD OF THE MOBILE WALLET?

The mobile wallet is **a native mobile application** on all iPhones (named "Cards") and tends to be included on all Android devices (named "Google wallet", formerly "Google Pay").

Thanks to these wallet applications, **a user can digitize any media on their smartphone** : loyalty cards, discount vouchers, boarding passes, third-party payment cards, click & collect receipts, and more !

In 2021, **38.7% of French people were aware of this application**, and, within this group, **56% used it** to store their loyalty cards. These figures continue to increase year after year.

As the ultimate new relational channel, the mobile wallet **allows you to send push notifications** to all your "walletized" customers. It therefore appeals to companies in all sectors.

HERE ARE SOME SCENARIOS YOU WILL SEE IN THIS BOOK

**LOYALTY
CARDS**

ALIGRO
Fraîcheur. Qualité. Inspiration.

COUPONS

 **picard**

**RECRUITMENT
AT POS**

 **picard**



MASS DISTRIBUTION SECTOR

ALIGRO

Fraîcheur. Qualité. Inspiration.

**How can the wallet be used
in mass distribution and allow
Aligro to boost its revenue/
customer by up to +60%?**



GOALS



Aligro wanted to find an innovative digital method to effectively communicate all offers linked to a customer's card, that would be accessible to professionals and individuals alike.

1

Increase purchase frequency

2

Improve visibility of actions and relationship with customers

3

Generate traffic in store and on the website

5

MASS DISTRIBUTION

STRATEGY SUMMARY

1 CONTACT POINTS



QR CODE ON CADDIES

Aligro has placed shopping carts with posters allowing customers to download the wallet card by scanning a QR code



WEBSITE AND SOCIAL NETWORKS

The brand offers digitization of the card from publications on social networks and from the customer area of their website



EMAILS

Dedicated emails and contests sent by email allow customers to download the card easily



PAPER MAIL

After requesting card, the customer receives a letter with a QR to download the card into the wallet

2 THE CARD IS IN THE CUSTOMER'S MOBILE



THE CARD IS DOWNLOADED

Customers can retrieve their loyalty card in their wallet in 2 clicks



INFORMATION ADAPTED TO LOCATION

The loyalty program information on the back of the card is adapted to the location of the customer's reference store



THE CUSTOMER IS NOTIFIED

Aligro sends notifications to customers when a new promotion takes place in its reference store

3 THE BRAND RETARGETS ITS CUSTOMERS



THE CARD IS UPDATED

The wallet card is automatically updated (design and information) during special highlights



THE CUSTOMER IS RETARGETED

Wallet customers are notified by notification of new contests, promotions, news, etc.

MASS DISTRIBUTION

RESULTS

ACTIVE WALLETIZED BUSINESS CUSTOMERS

+60% Revenue

Frequency of purchase

+40%

+10%

On the average cart spend



RESULTS

ACTIVE WALLETIZED INDIVIDUAL CUSTOMERS

+30%

Revenue

Frequency of purchase

+20%

+10%

On the average cart spend



TESTIMONY



The wallet now allows us to offer our customers an innovative and seamless purchase process. Through regular push notifications, we can effectively energize our customer base, and this is true for both our customer types business customers and individuals. The results speak for themselves !

*Xavier Trouseau
Marketing & Communication Department Manager at ALIGRO*





How does Picard offer its discount vouchers in the wallet and record a 50% conversion rate in store?

GOALS

Picard implemented its loyalty program relational strategy based on intelligent coupon logic. The brand therefore chose the wallet to dematerialize its coupons.

- 1 **Boost in-store traffic**
- 2 **Digitize personalized offers in discount voucher format**
- 3 **Develop a preferred communication channel with customers**



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MASS DISTRIBUTION

RESULTS

obtained from
clicks in emails
are captured by
the wallet CTA

60%

70%

of people who clicked
added the coupon to
their wallet



RESULTS



Up to 50%
transformation at POS

50%

90%

of customers store their
Picard coupon in the wallet
application after use
at a POS

TESTIMONY

”

The Captain Wallet solution far exceeded our expectations in terms of drive-to-store and in-store coupon redemption. We have seen a coupon redemption rate of 50% on some of our offers among customers who installed the Picard coupon in the wallet

Emmanuelle Bazin
Director of Customer Marketing, Digital and Home Delivery at PICARD



THE LAST WORD

An infinite number of scenarios can be achieved using the wallet ! Whether in the retail, mass distribution, insurance or tourism sector, **each customer case is unique** and uses the wallet in its own way. Digitization of loyalty cards, third-party payment cards, discount vouchers... **all work well with this relational channel ! Discover the Captain Wallet solution for yourself** and how it can adapt to your business.

Thanks to all the brands in this book

 **ALIGRO**

 **picard**



Captain Wallet
is made with love by Carving
Labs

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More than 200 customers put their trust in us

