



Captain Wallet
by Brevo

READY-TO-WEAR
SECTOR

CUSTOMER JOURNEY WITH THE MOBILE WALLET

Examples, visuals and templates...



How does it work?

1



Your marketing channels (i.e. customer card, loyalty card, sponsorship, gift card, etc.) will be digitized from any point of contact (e.g. email, SMS, website, QR code, etc.)

2



The card will be added to your customer's wallet in just a few clicks.

3



Personalized, automatic and/or geolocated push notifications are sent to customers who have downloaded your card to their wallet.

4



Each card can be updated in the customer's wallet according to brand campaigns, news and/or events.

Anatomy of a wallet card in IOS



Apple Card

Access to the back

logo

Variables

(Last name, first name, points, date, text, etc.)

Customizable banner

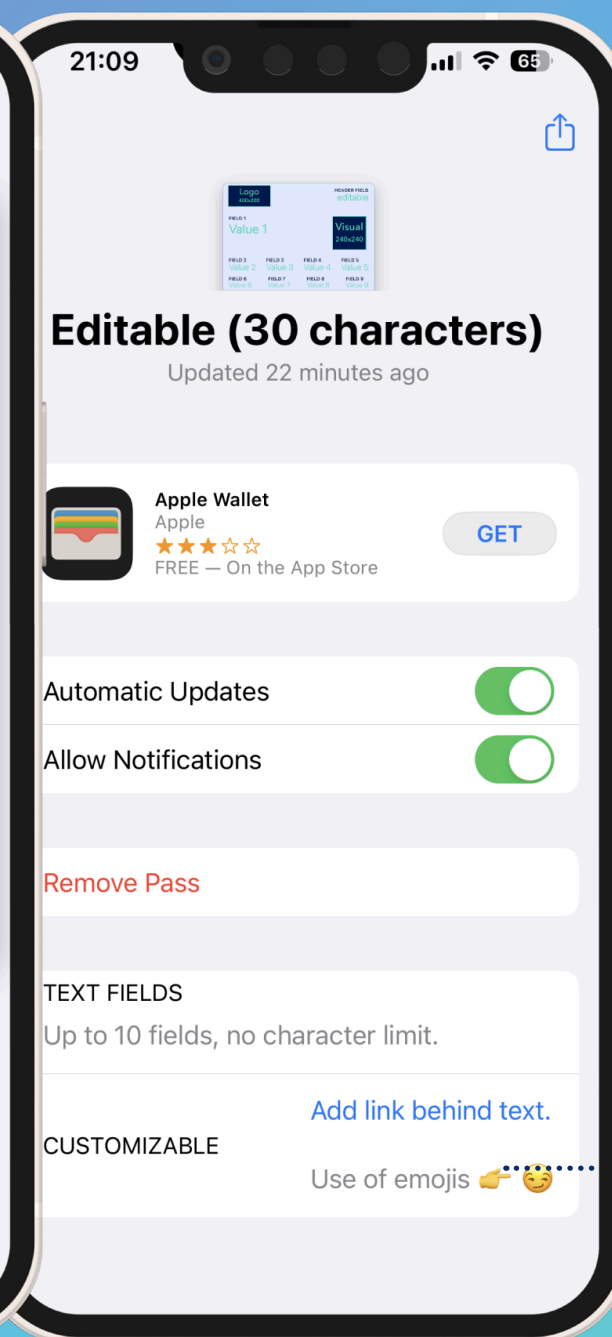
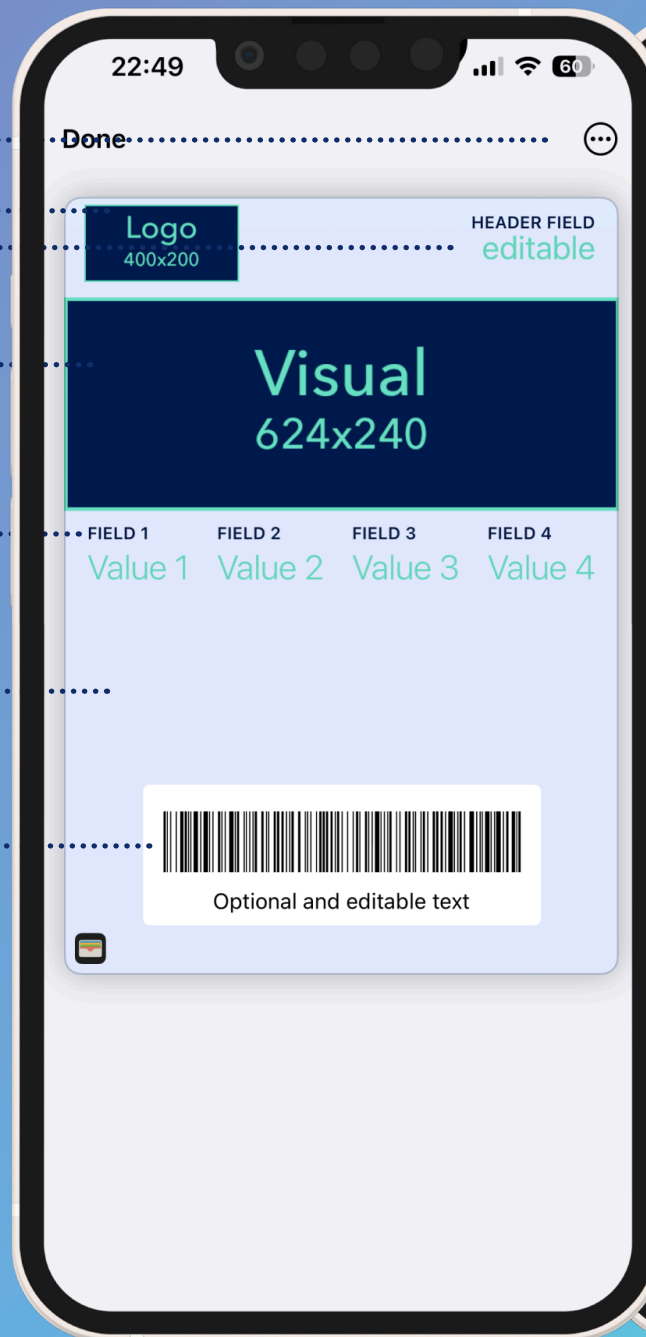
Variables

(Last name, first name, points, date, text, etc.)

Customizable card color

Barcode

(Formats : QR, Code 128, PDF 147, Aztec)



..... Further information

Anatomy of a wallet card in Android



Google
Wallet

Emergency cal... 89% 10:51

Logo Editable field (mandatory, static text)

Customizable card color Editable field (mandatory, static text)

Variables (Last name, first name, points, date, text, etc.)

Field 1 Value 1 Field 2 Value 2

Barcode (Formats : QR, Code 128, PDF 147, Aztec)

Mandatory and editable text

Customizable banner

Visual 624x240

Access to the back

Details

Emergency cal... 89% 10:51

TEXT FIELDS up to 10 fields, no character limit.

CUSTOMIZABLE use of emojis 🍌 😊

Link to a phone number

Link to an email address

Link to a website

Recevoir les notifications

Use loyalty card across Google see your points balance and loyalty benefits in places like Maps, Shopping and more

These sections are added by Google

the pass provider or merchant is responsible for the info in this pass and may send you notifications. Contact them with any questions.

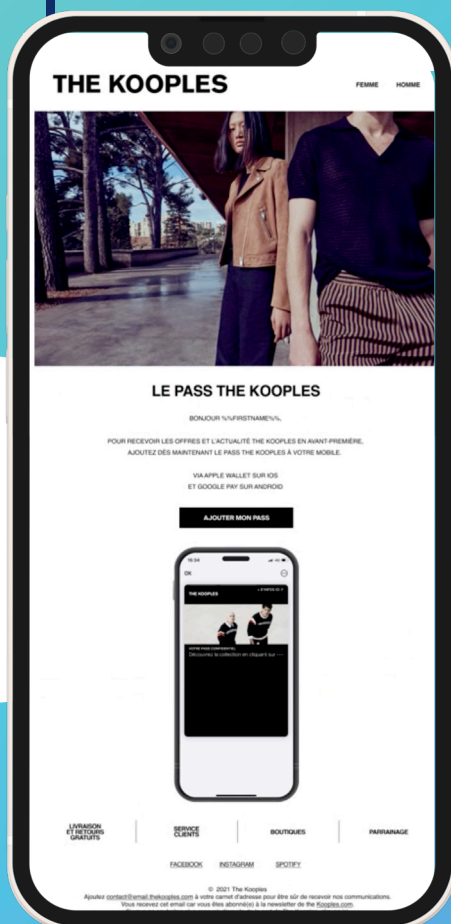
USING THE WALLET WITHOUT A LOYALTY PROGRAM



THE KOOPLES

The Kooples digitizes its customer relationship in the mobile wallet

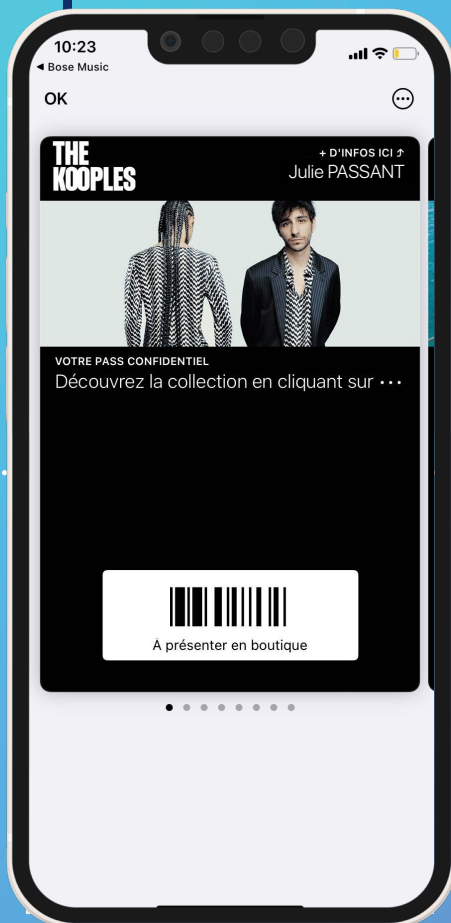
DEDICATED EMAIL



CTA to encourage adding the card to the wallet

Preview of the card

PRIVILEGE CARD



Information on offers

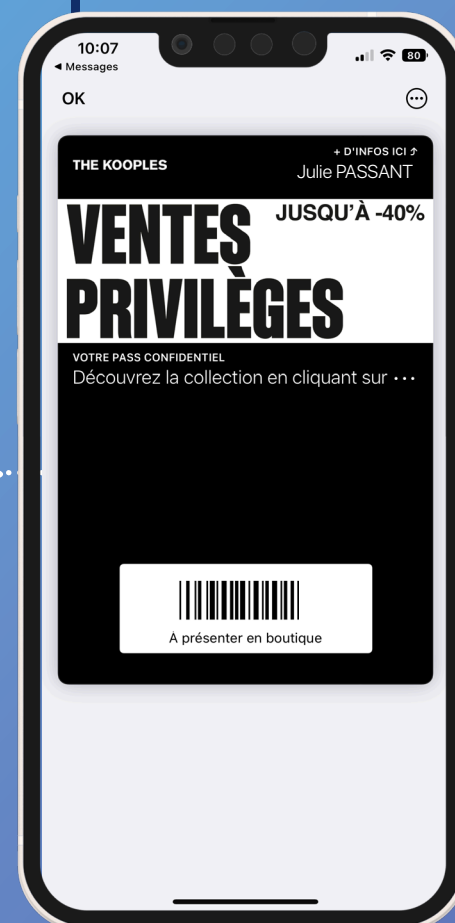
Scannable barcode

PUSH NOTIFICATION ON A HIGHLIGHT



Privilege sales campaign

UPDATED PRIVILEGE CARD

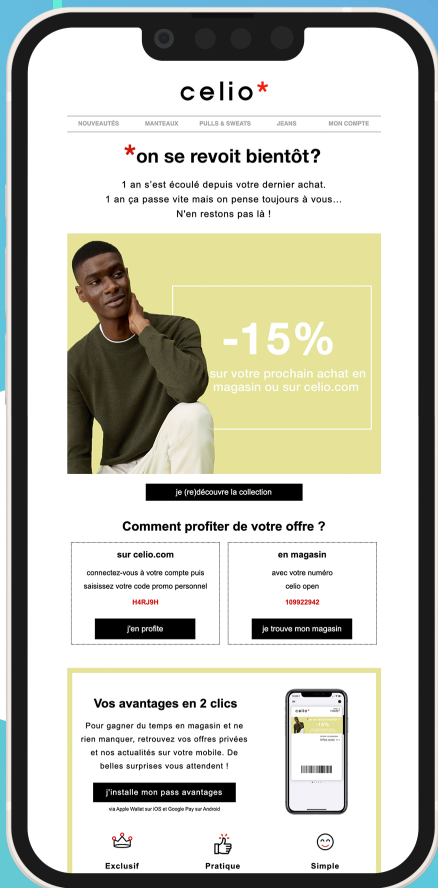


Card updated with current campaign colors

celio*

Celio communicates the offers of its sales action plan via the mobile wallet

EMAIL

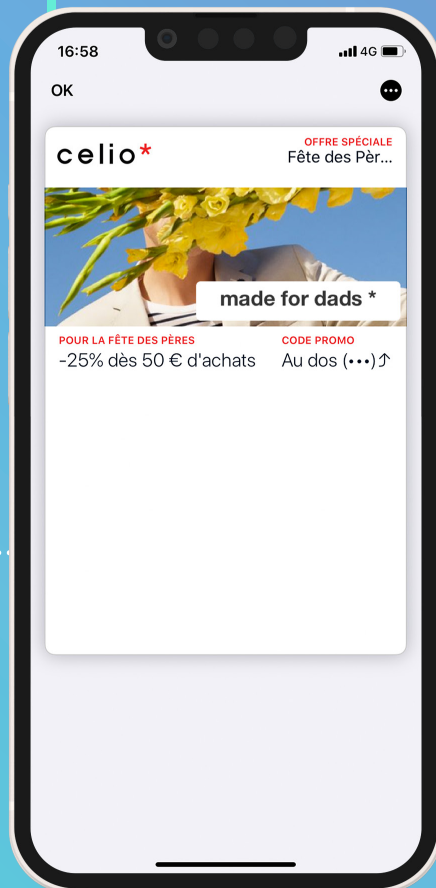


Promotional email

Insert specifically for the Wallet

Wallet CTA

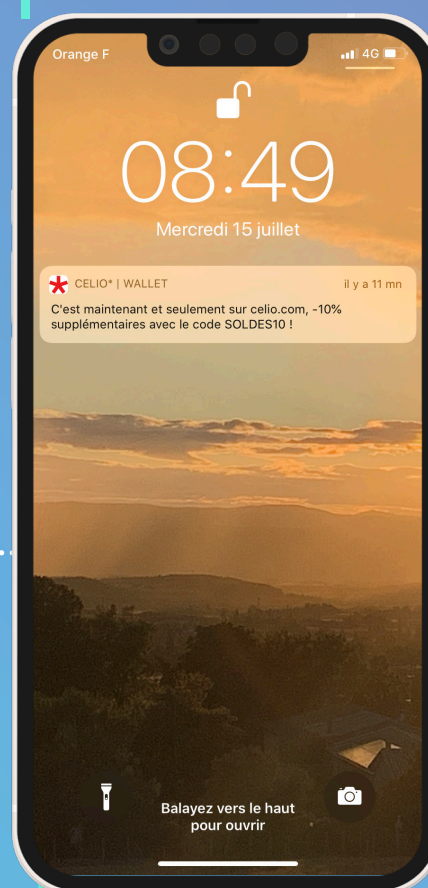
PRIVILEGE CARD



Current campaign

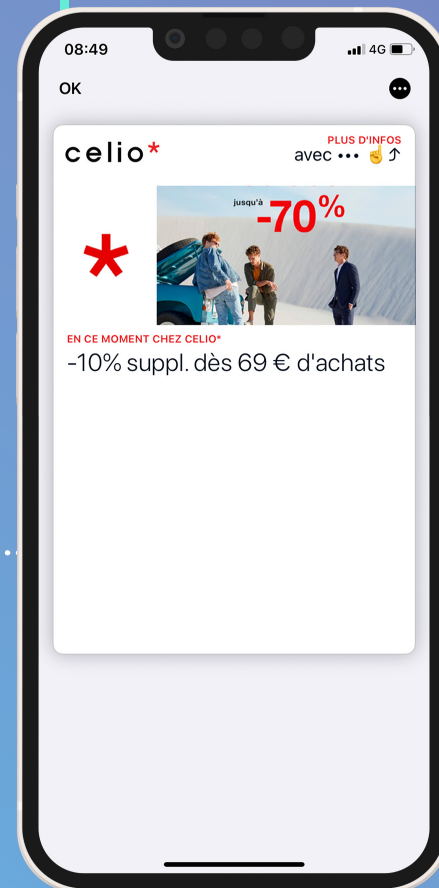
Campaign information

PUSH NOTIFICATION ON A HIGHLIGHT



Flash sale campaign

UPDATED PRIVILEGE CARD



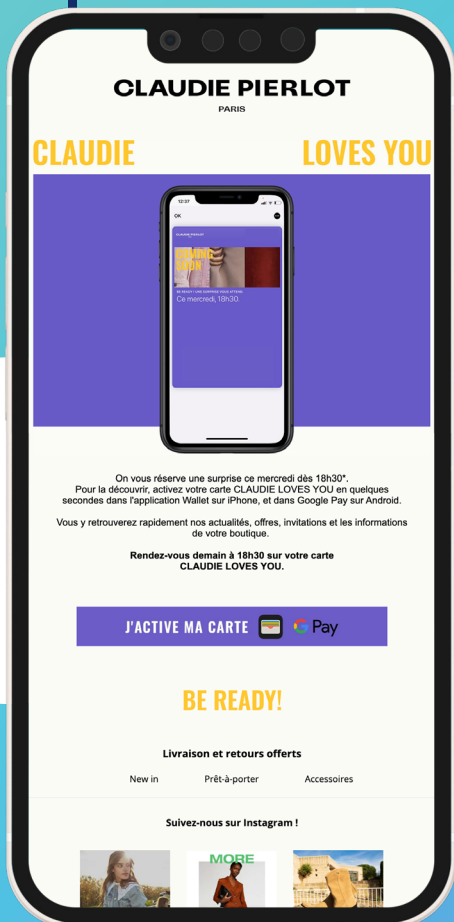
Card updated automatically

Card in flash sale campaign colors

CLAUDIE PIERLOT

Claudie Pierlot digitizes its promotional offers and coupons

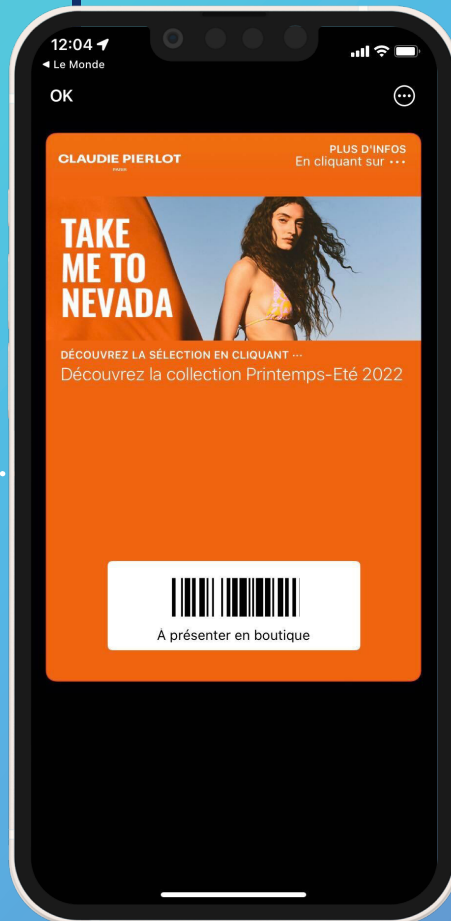
DEDICATED
EMAIL



Link to download card

Card preview

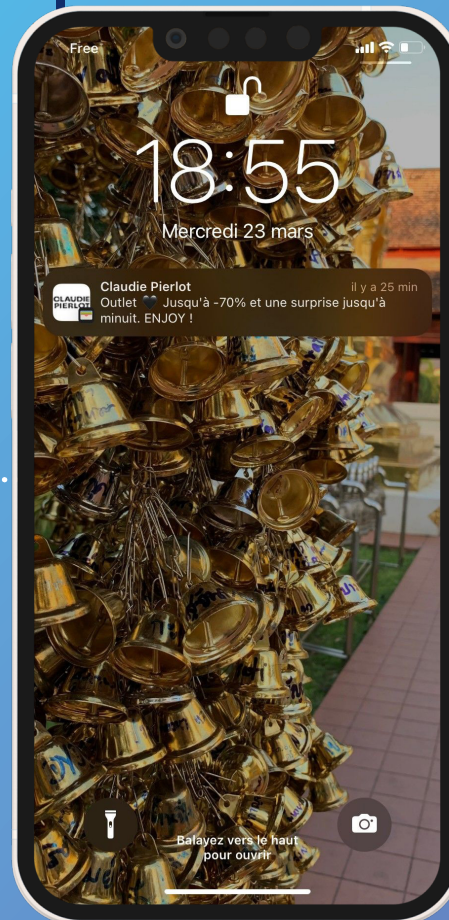
PRIVILEGE CARD



Current offer

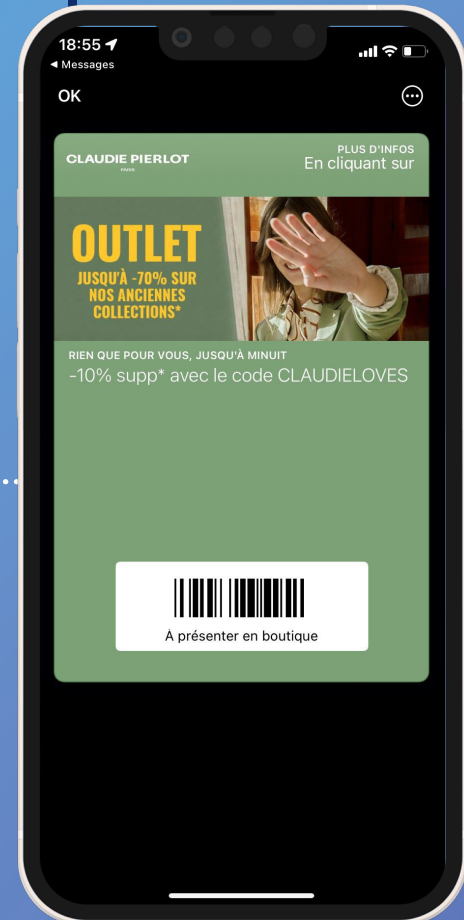
Scannable barcode

PUSH NOTIFICATION
ON A HIGHLIGHT



Outlet campaign

UPDATED CARD

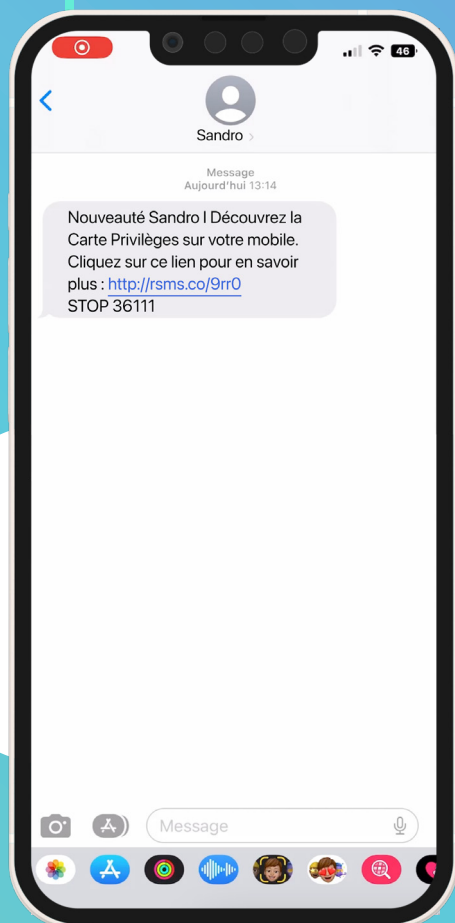


Card updated with
current campaign
colors

SANDRO

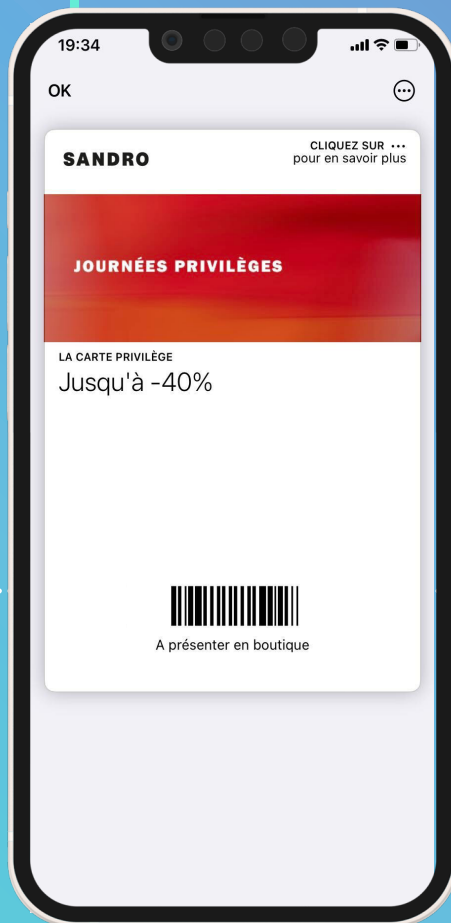
Sandro digitizes its privilege card and relays all its offers

SMS



Download link

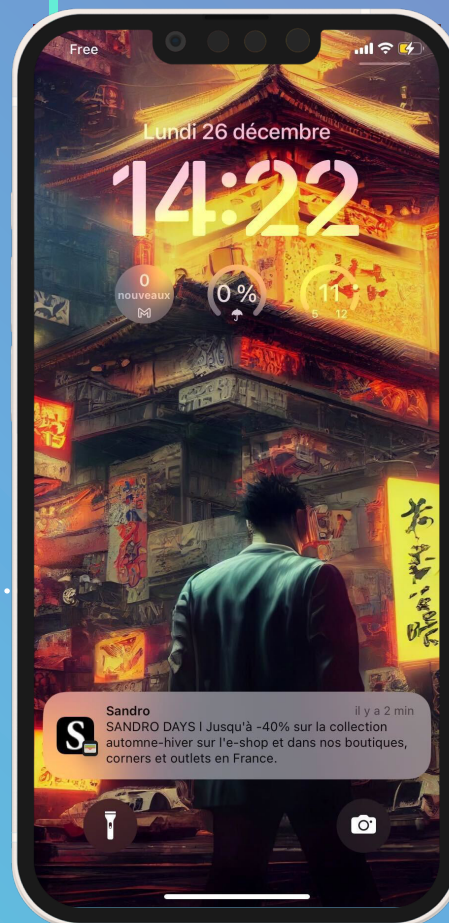
PRIVILEGE CARD



Current campaign

Scannable barcode

PUSH NOTIFICATION ON A HIGHLIGHT



Sandro Days campaign

UPDATED CARD



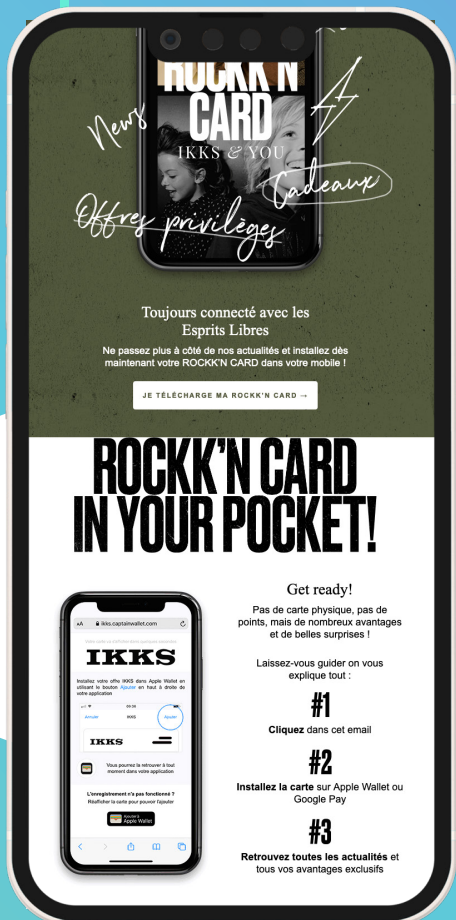
Card updated automatically

Card in Sandro Days campaign colors

IKKS

IKKS digitizes and relays its offers and news

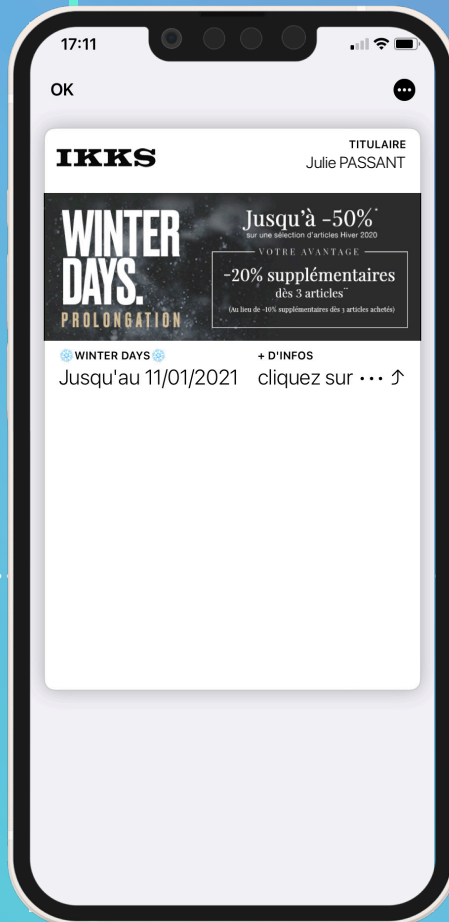
DEDICATED EMAIL



Wallet CTA

The wallet explained

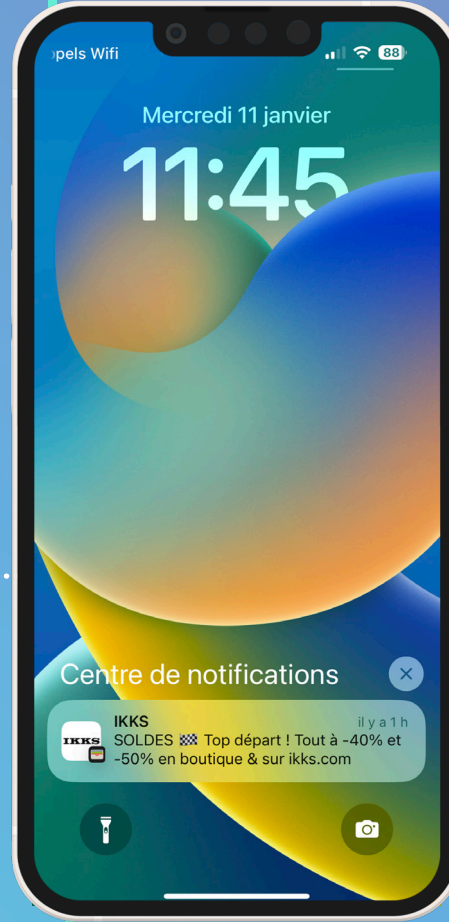
PRIVILEGE CARD



Current campaign

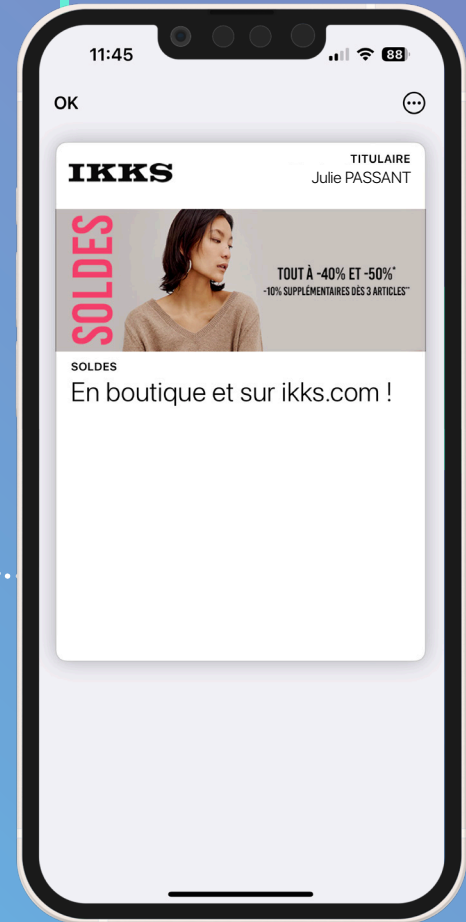
Campaign end date

PUSH NOTIFICATION ON A HIGHLIGHT



New sale campaign

UPDATED CARD



Card updated automatically

Card in sale campaign colors

COMPETITION GAME CARD IN THE MOBILE WALLET





Courir implemented a competition through the mobile wallet

PRINT IN STORES



QR code to download card

Explaining the event

COMPETITION GAME CARD



Banner in offer colors

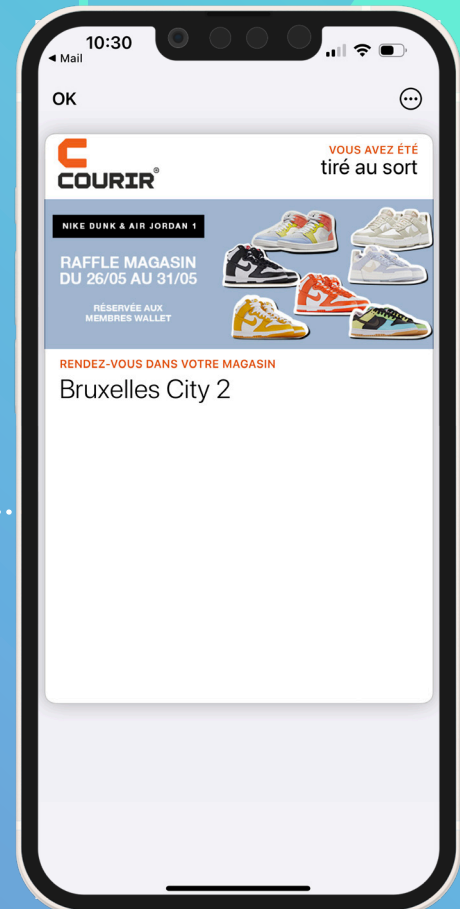
Customer status

DRAW NOTIFICATION



Notification of draw results

UPDATED CARD



Updated card

Name of the store where you can collect your winnings



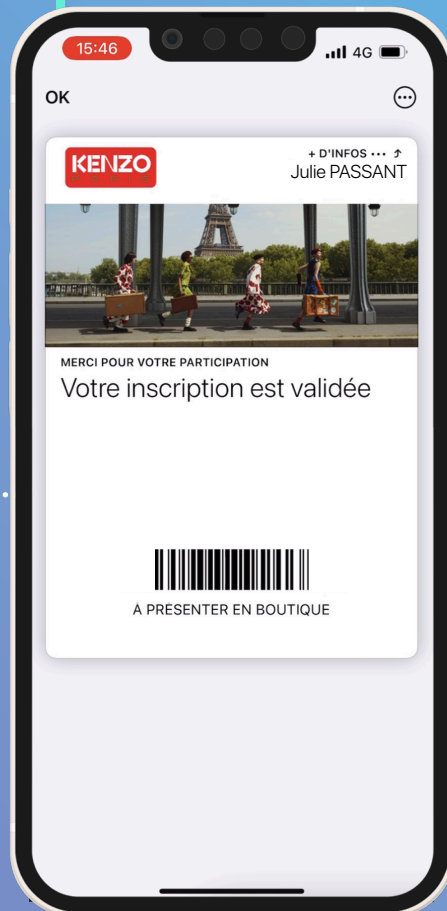
Kenzo implemented a competition through the mobile wallet

PRINT IN STORES



QR code in store and in the window to download card

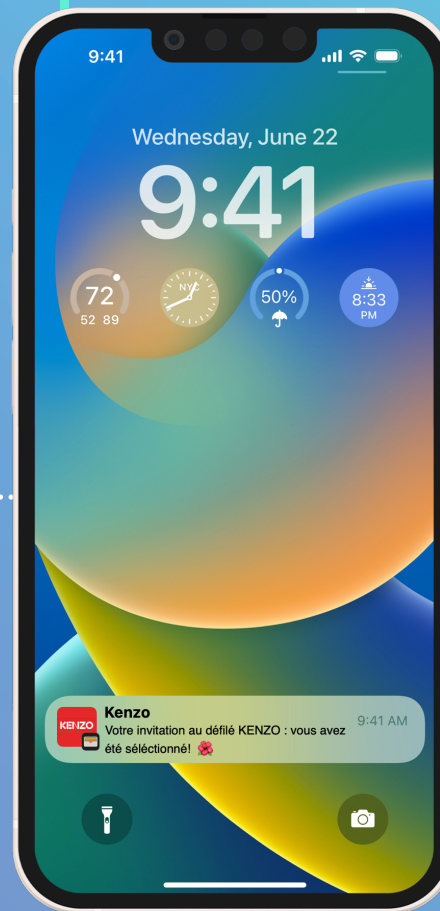
COMPETITION GAME CARD



Banner in offer colors

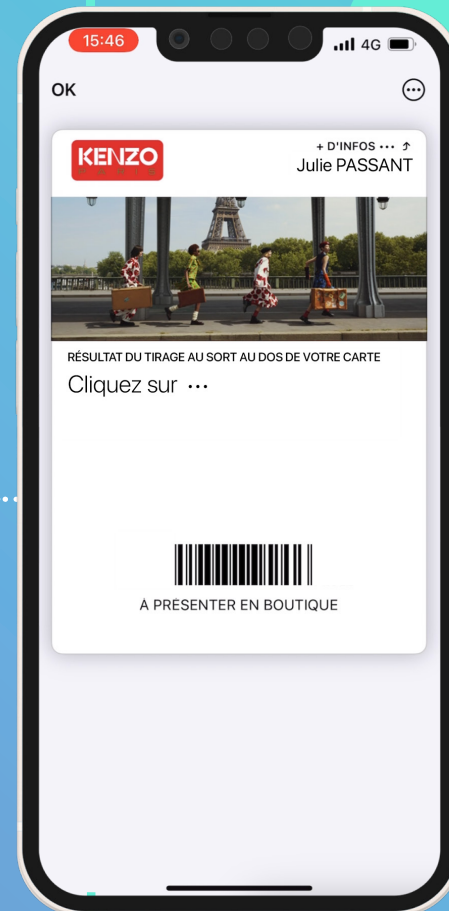
Registration validated

DRAW NOTIFICATION



Notification of draw results

UPDATED CARD



Updated card

All information on the back of the card

LOYALTY CARD IN THE MOBILE WALLET





Lacoste digitizes its loyalty program and relays its offers

Status and points program

DEDICATED EMAIL



Android & iPhone
Wallet CTA

Preview of the
card

UPDATED LOYALTY

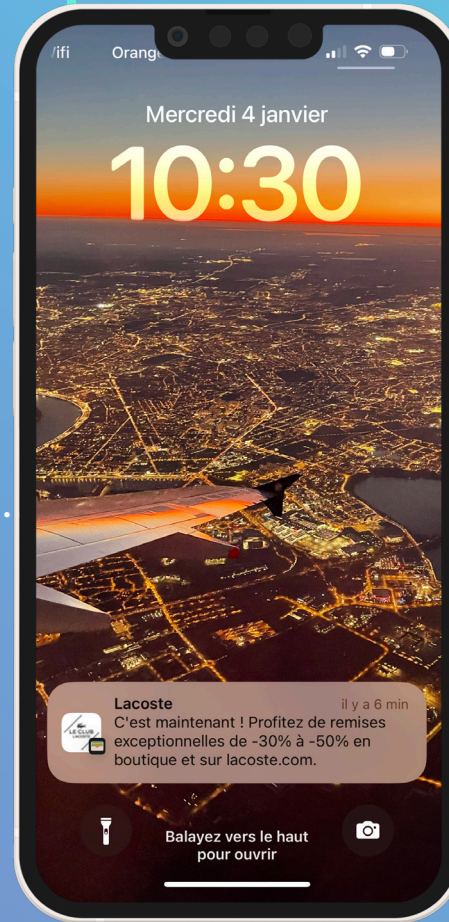


Personal balance

Customer status

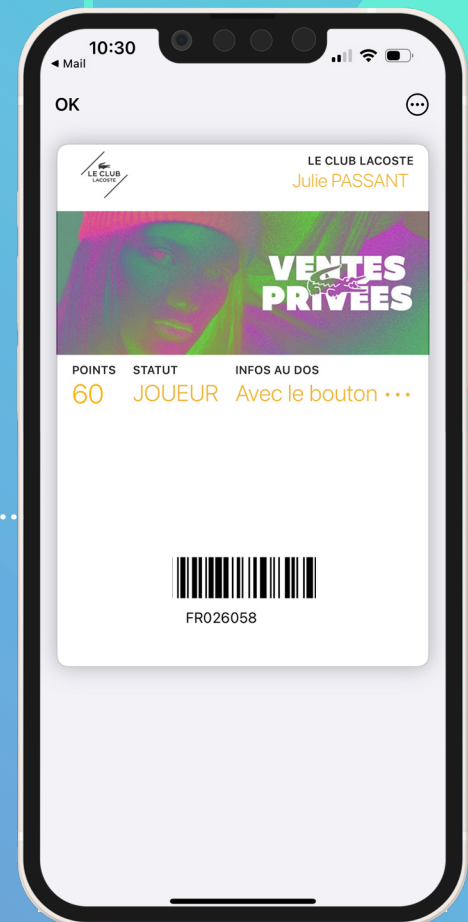
Scannable barcode

PUSH NOTIFICATION ON A HIGHLIGHT



Private sales
campaign

UPDATED CARD



Card in private
sales campaign
colors

Maison 123 digitizes its loyalty card and relays its news and offers

Loyalty points program

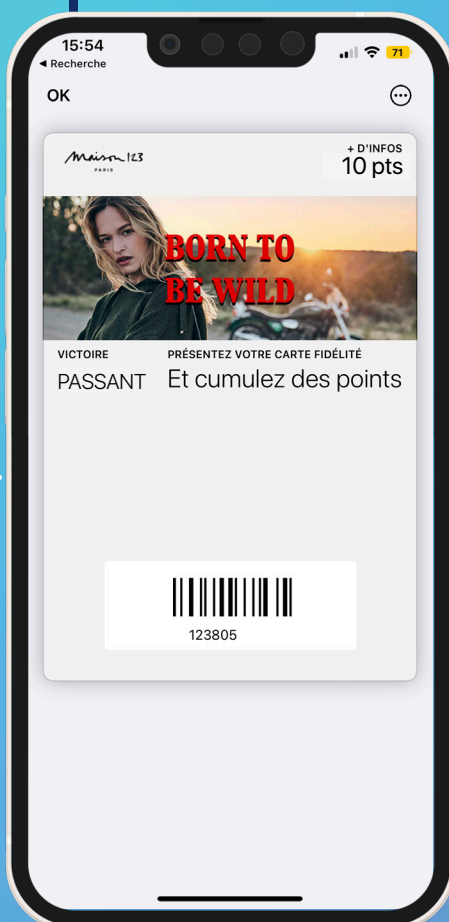
INSTAGRAM STORY



Link to download card

Preview of the card

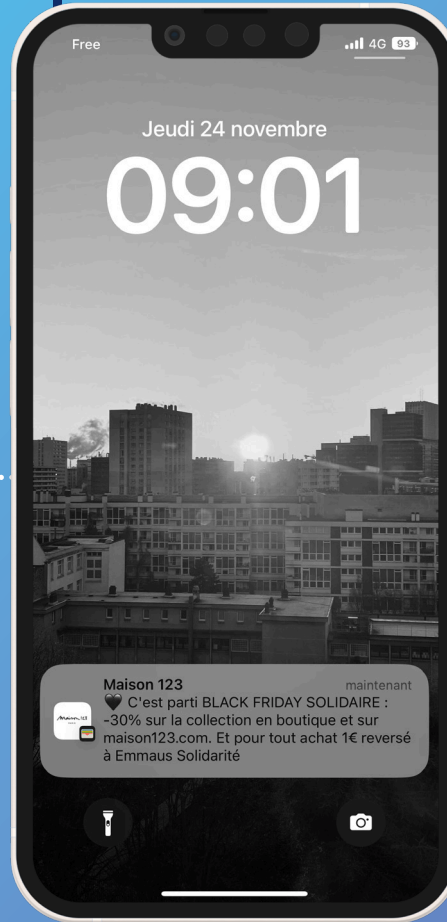
LOYALTY CARD



Number of loyalty points

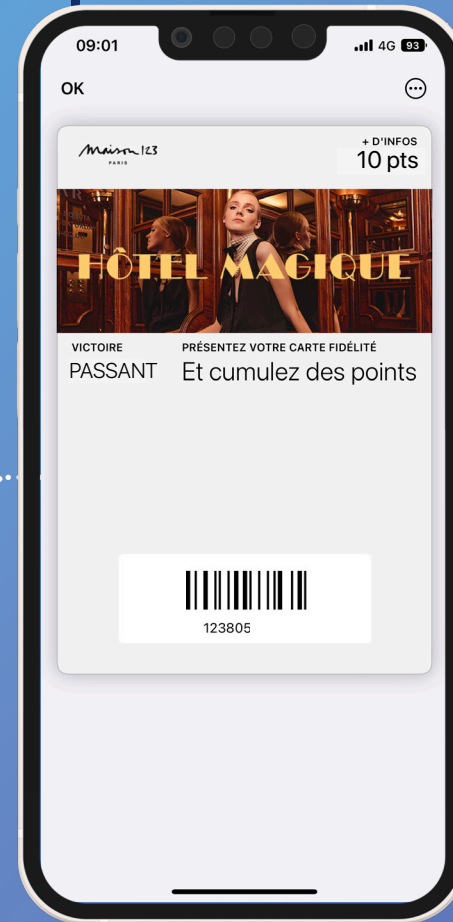
Scannable barcode

PUSH NOTIFICATION ON A HIGHLIGHT



Black Friday campaign

UPDATED CARD



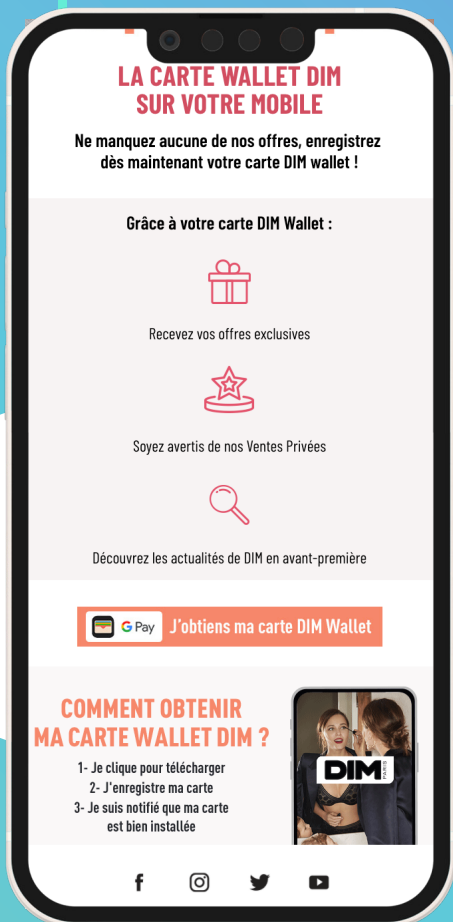
Card updated with current campaign colors



Dim digitizes its loyalty program directly through the wallet

Points-based loyalty program and direct access to coupons

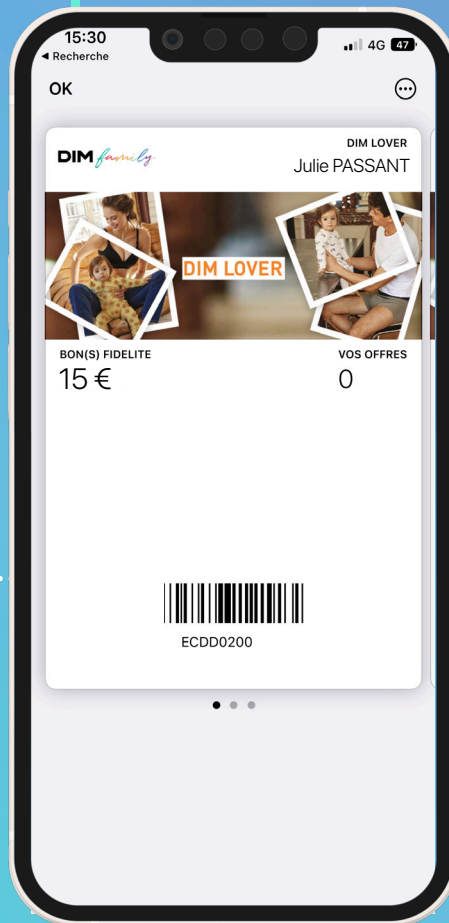
EMAIL



Wallet CTA

Insert specifically for the Wallet

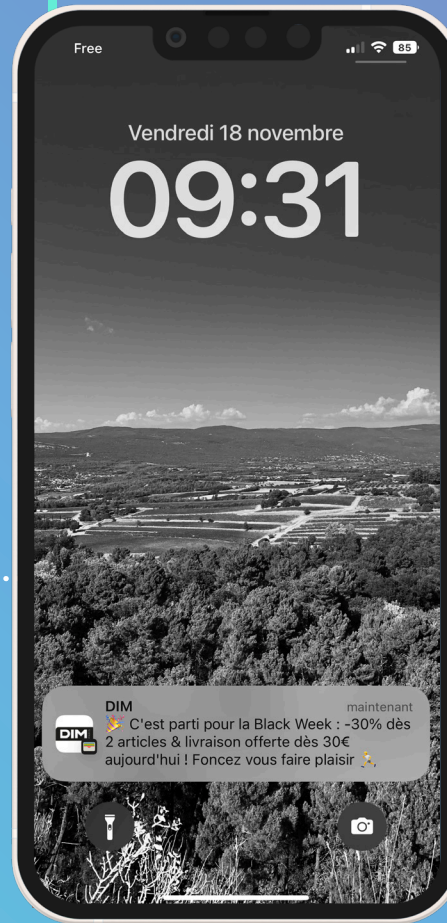
LOYALTY CARD



Current campaign

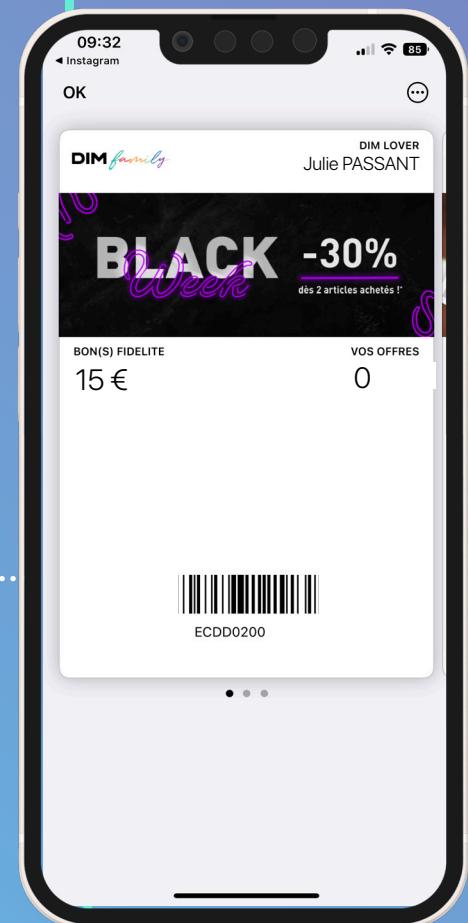
Available offers and coupons

PUSH NOTIFICATION ON A HIGHLIGHT



Black Week Campaign

UPDATED CARD



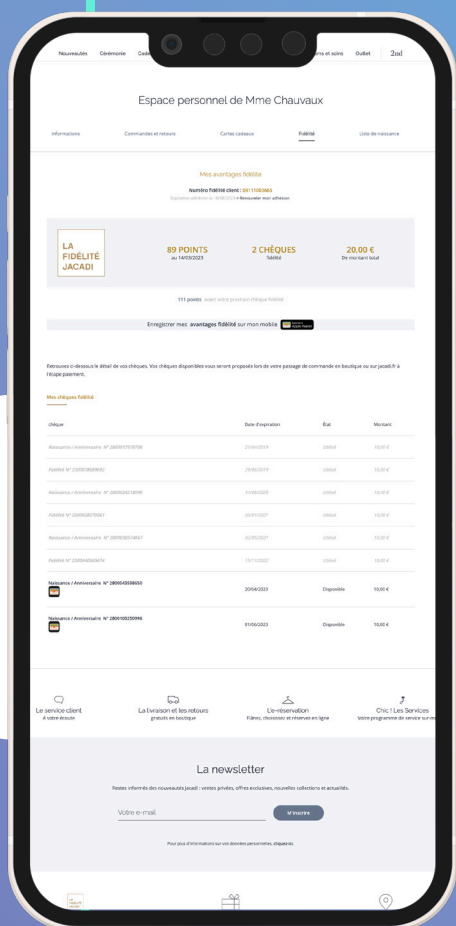
Updated card automatically

Card in Black Week campaign colors

Jacadi digitizes its loyalty card and relays its exclusive offers

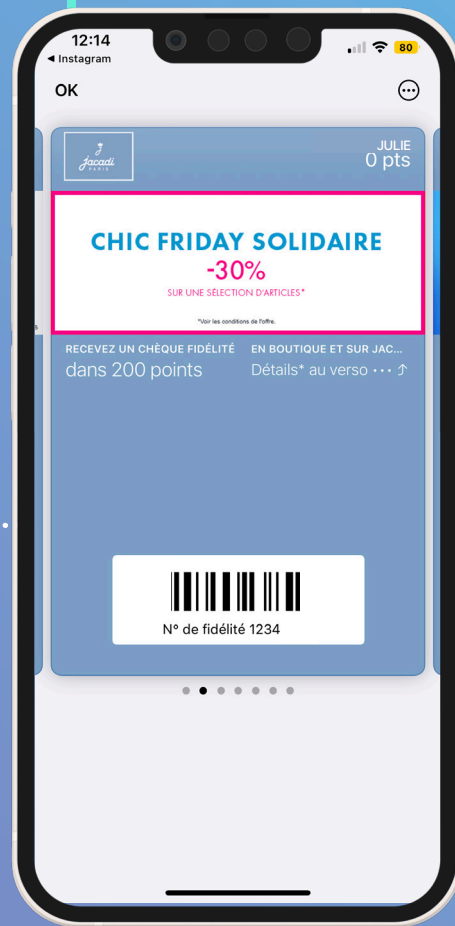
Points-based loyalty program and direct access to coupons

PERSONAL AREA



Wallet icon

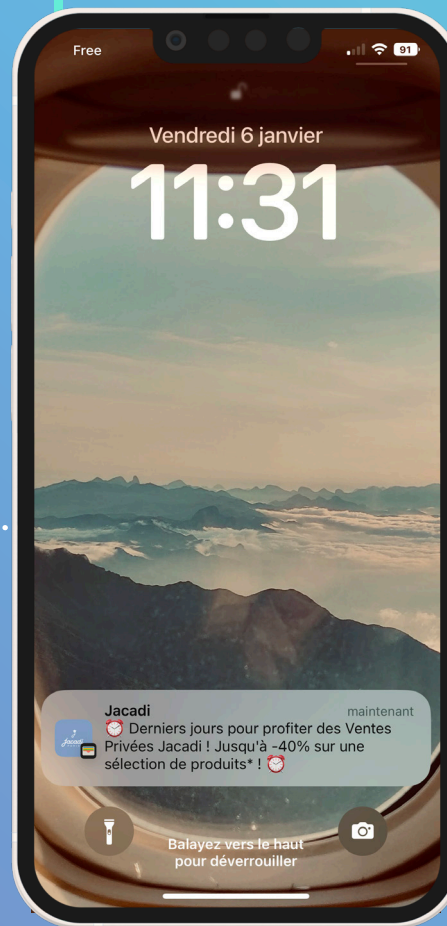
LOYALTY CARD



Banner in offer colors

Information about your loyalty checks

NOTIFICATION ON A HIGHLIGHT



Notification to announce a new offer

UPDATED CARD



Updated card

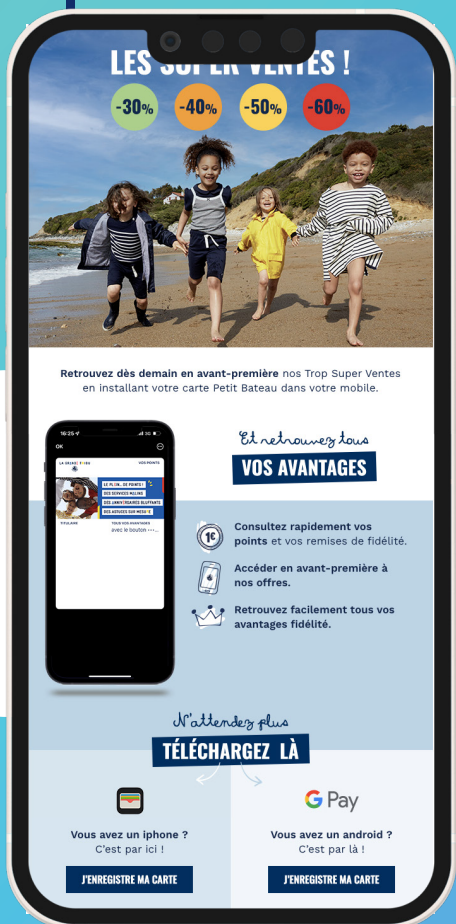
Scannable barcode



Petit Bateau digitizes its loyalty program and relays its offers

Points program

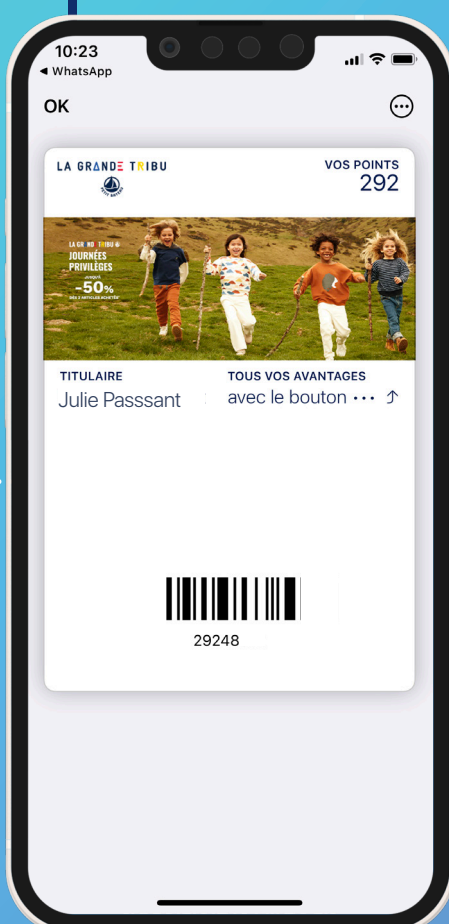
DEDICATED EMAIL



Link to download card

Card preview

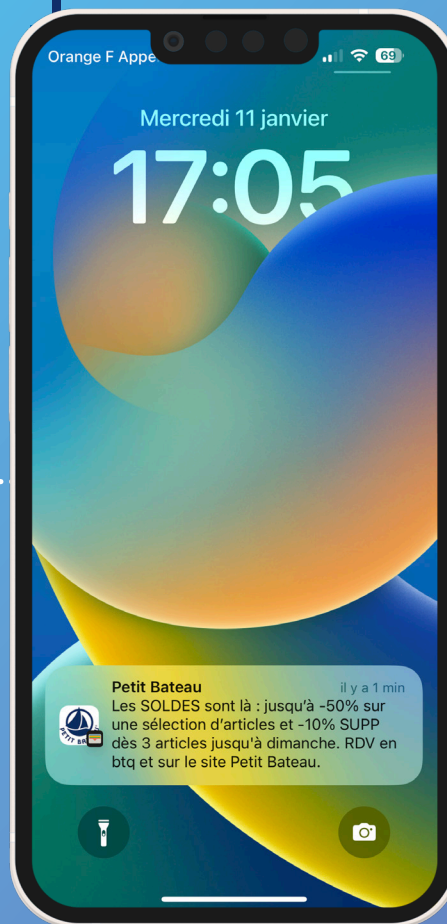
LOYALTY CARD



Number of loyalty points

Scannable barcode

PUSH NOTIFICATION ON A HIGHLIGHT



Sales campaign

UPDATED CARD



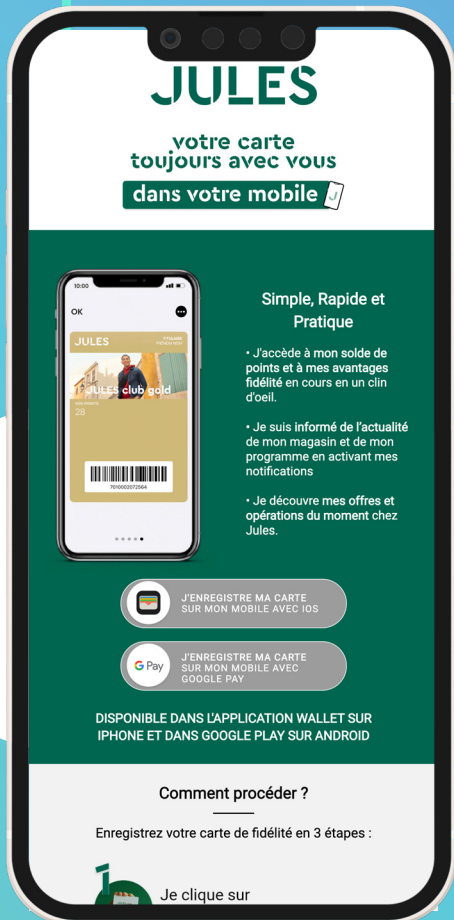
Card updated with current campaign colors

JULES

Jules digitizes its loyalty program and relays its offers

Status and points program

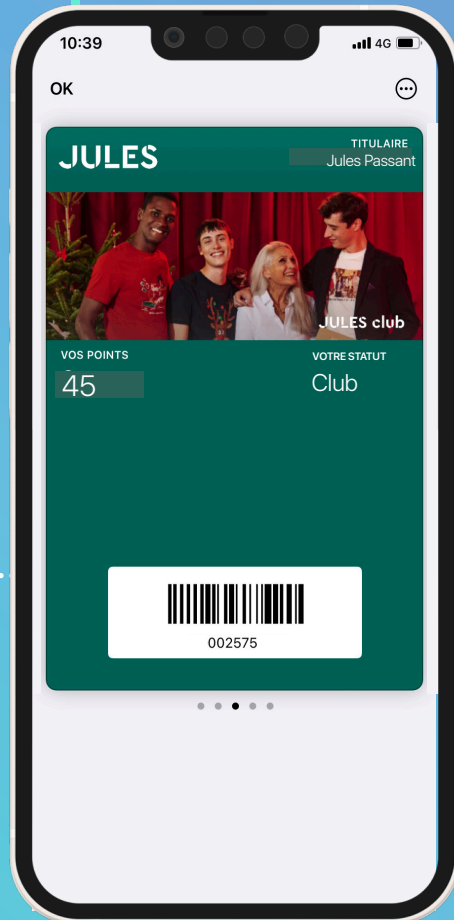
EMAIL



Wallet CTA

Insert specifically for the Wallet

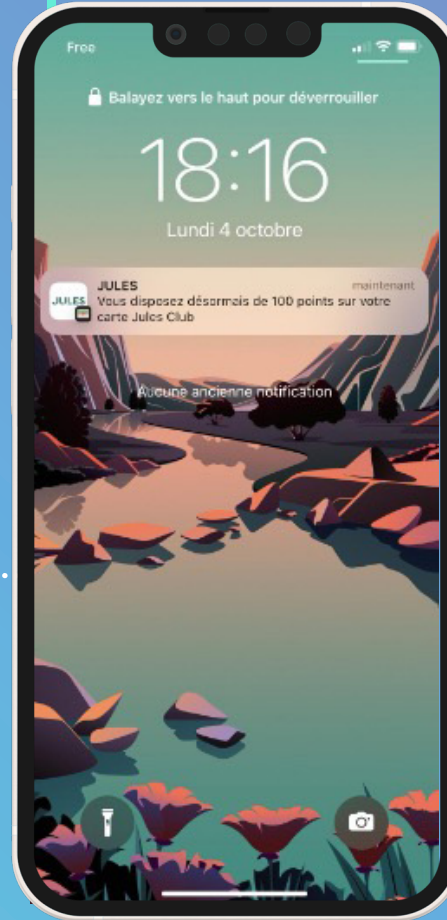
LOYALTY CARD



Current campaign

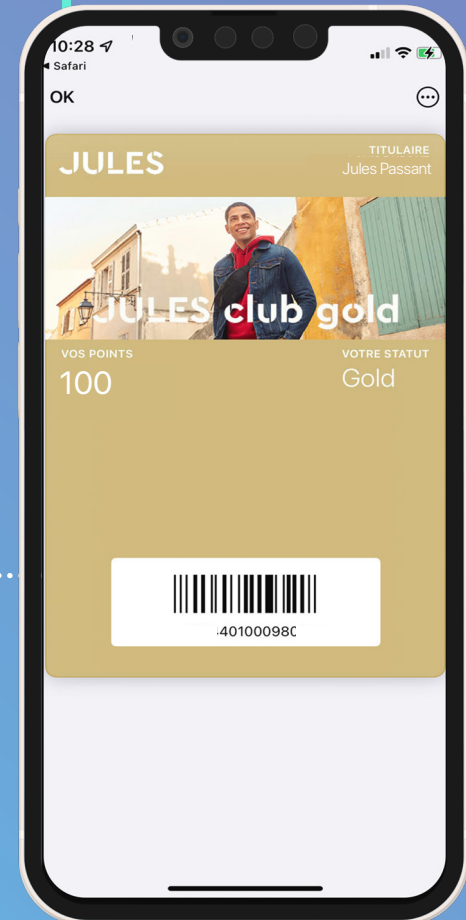
Points accumulated

PUSH NOTIFICATION ON A HIGHLIGHT



Notification indicating a change to the balance

UPDATED CARD



Card updated automatically

Card in new "Gold" status colors

GĒMO

Gemo has digitizes its loyalty program thanks to the mobile wallet

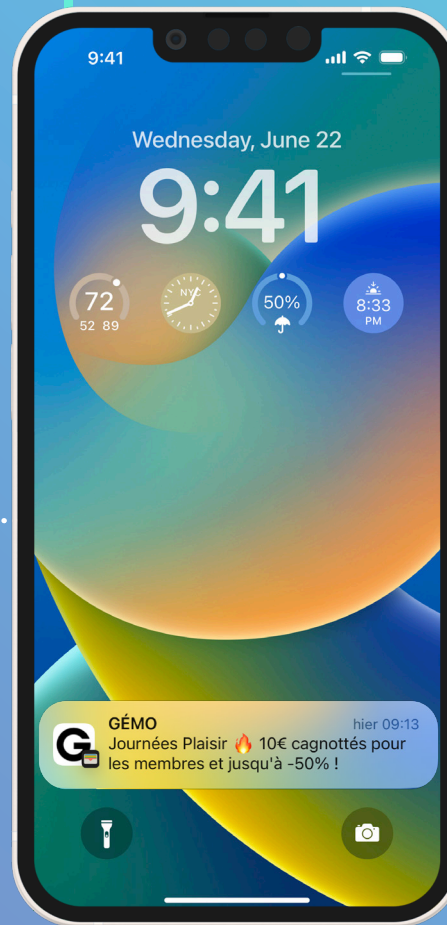
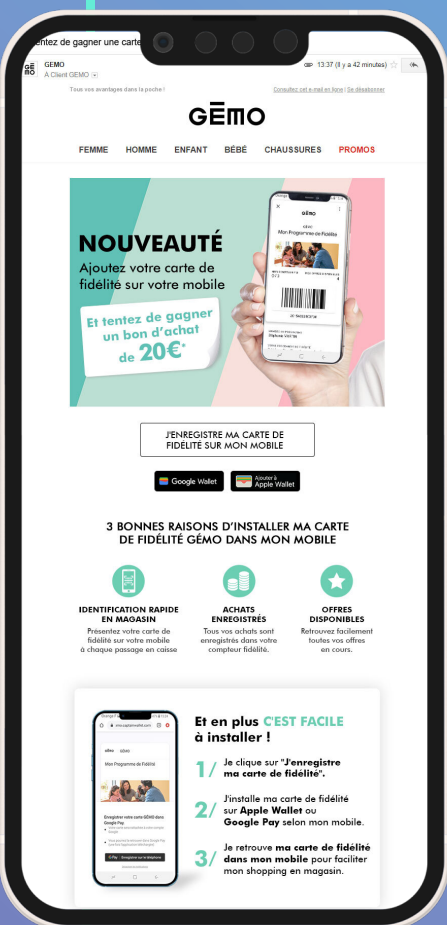
System based on purchasing volume

COMPETITION EMAIL

LOYALTY CARD

NOTIFICATION ON A HIGHLIGHT

UPDATED CARD



QR code to download card

Explaining the event

Purchase counter

Number of available offers

Scannable barcode

Notification to announce a new offer

Updated card

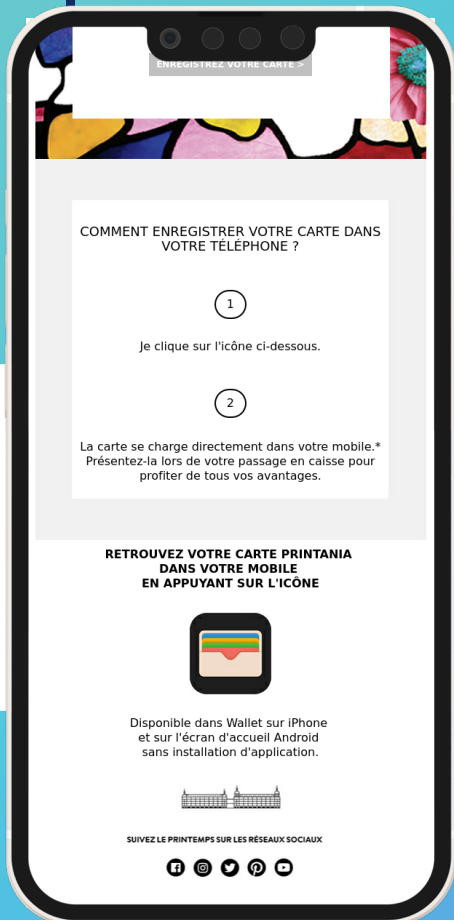
Scannable barcode

PRINTEMPS

Printemps has digitizes its loyalty program and promotional offers

Status and points program

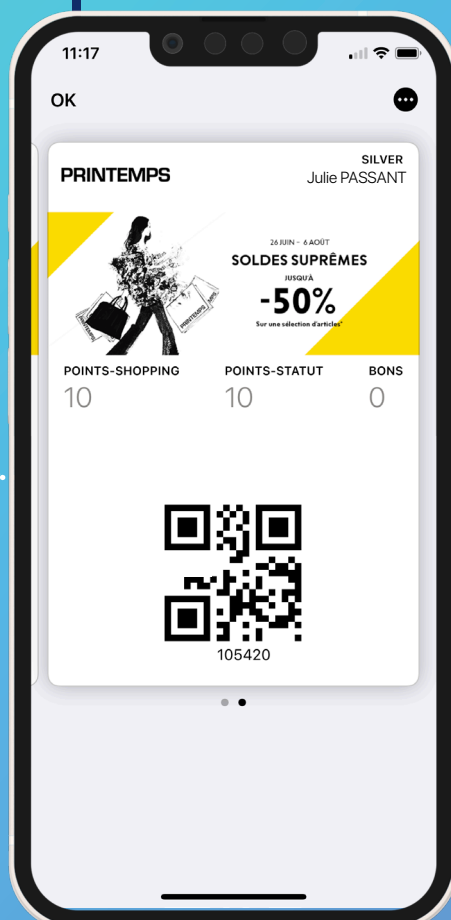
DEDICATED EMAIL



Link to download card

Explaining the process

LOYALTY CARD



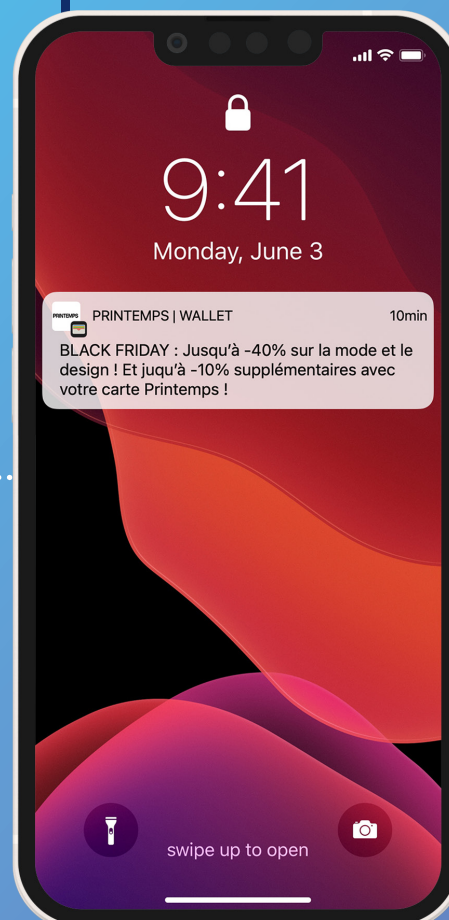
Current offer

Scannable QR code

Number of points and coupons available

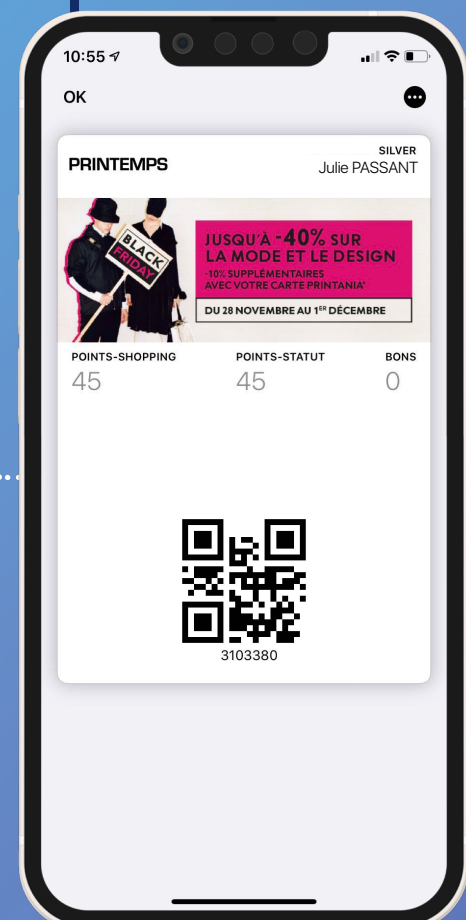
Current customer status

PUSH NOTIFICATION ON A HIGHLIGHT



Black Friday campaign

UPDATED CARD



Card updated with Black Friday campaign colors



Captain Wallet

is made with love by
Carving Labs

Email

hello@captainwallet.com

Telephone

+ 33 1 75 43 60 71

Adresse

106 boulevard Haussmann
75008 Paris, France

[START A DEMO](#)

More than 200 customers put their trust in us

Intermarché

JULES

LEON
DEPUIS 1993

CENTRAKOR



TRUFFAUT

TOTAL

DECATHLON

CORSAIR

GÉMO



IKKS

INTERSPORT SARENZA.



L'OCCITANE
EN PROVENCE

Rakuten

Carrefour



botanic

BW | Best Western.
Hotels & Resorts

NATURE &
DECOUVERTES

castorama

maison 123
PARIS

PARTOUCHE

AU BUREAU Feu Vert

jacadi
PARIS