



CASE STUDY

**THE MACIF GROUP
LAUNCHES ITS
DIGITAL CARD WITH
CAPTAIN WALLET**



MACIF AVANTAGES

negotiates exclusive discounts with its partners for the benefit of the Macif Group members and subscribers.

100%

affiliation to the Macif group

+ 100

of B2B partners

5,5M

Members

1st

French insurance company to launch the Wallet

GOALS



Strengthen customer relationship



Share partners' offers

BENEFITS



1-click access to benefits and discounts



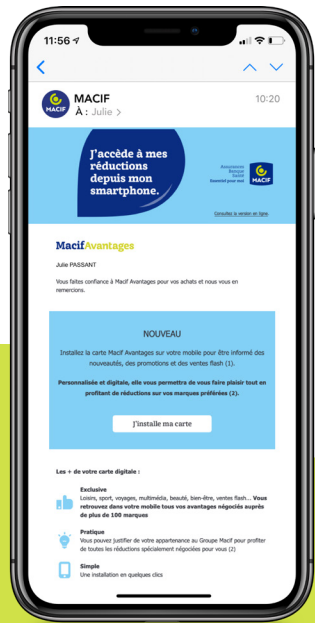
Proof of membership at your fingertips



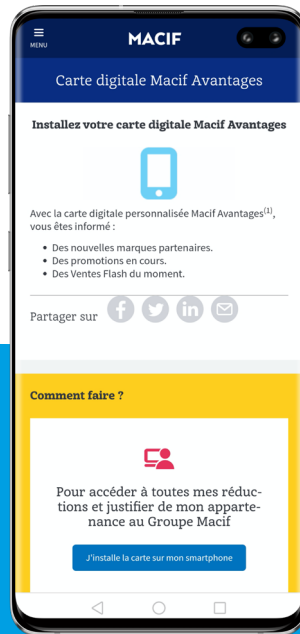
Quick checkout at partners' stores

INSTALLATION OF THE MACIF DIGITAL CARD

Through different touchpoints



Dedicated email



Website



Paper catalog



EMAIL

50%

opening rate

20%

responsiveness rate

60%

clickthrough rate on the CTA wallet

A PREMIUM COMMUNICATION CHANNEL

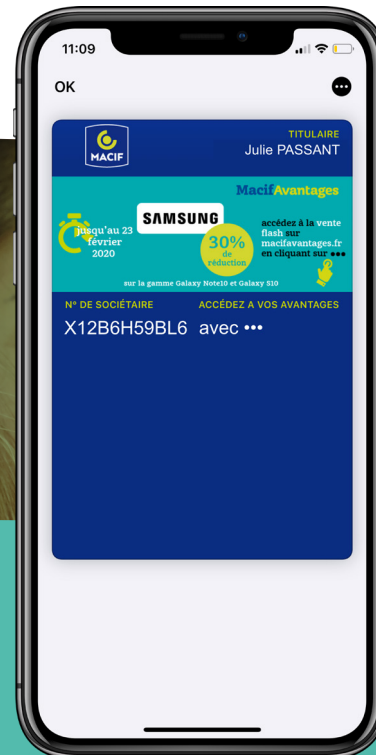
on members' mobile phones



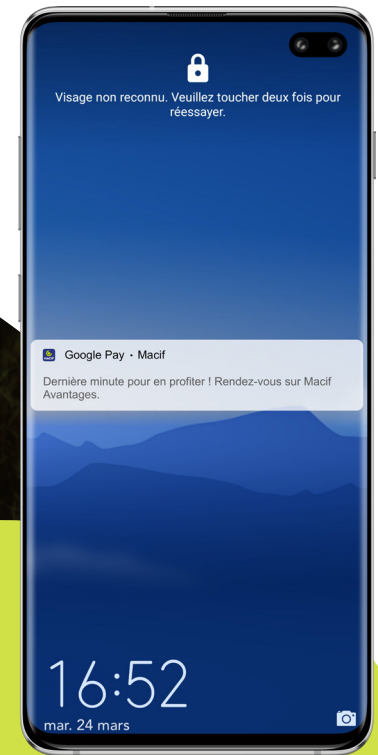
Macif generic digital card



Send push notifications to relay offers



Update the digital card with the current offer



Send push reminders to ensure your campaign is seen

A COMMUNICATION CHANNEL

DYNAMIC AND EFFICIENT

IN 5 MONTHS, MACIF AVANTAGES HAS:

15

launched 15
campaigns

>30K

> generated 30K
wallet cards

+3% to +8%

increased traffic on
campaigns by +3% to 8%



TESTIMONY

” With the digital Macif Avantages card in their Wallet app, Macif Group members and subscribers remain connected to their plan and receive notifications so they do not miss out on good deals, special discounts or the start of a flash sale. This channel also enables us to animate the relationship with the partner brands of the Macif Avantages program.”

” The first testing phase turned out to be successful with great adoption by the Macif members who took this opportunity to get a more user-friendly digital experience. A first test campaign was launched resulting in an opening rate of more than 50% and a responsiveness rate close to 20%. Nearly 60% of these buyers added the Macif Avantages card to the wallet.”

Xavier de Langlais,

Macif Avantages Managing Director











Captain Wallet

Leader and pioneer of mobile wallet marketing in Europe, Captain Wallet digitizes direct marketing contents on Apple and Google Wallets to enable brands to turn mobile phones into a customized and dynamic relationship channel.

Today, more than 200 French and international brands use our platform to boost the relationship with their customers

-  Dematerialization in wallets
-  Automation
-  Sending push notifications
-  Segmentation
-  Updating of dematerialized passes
-  Tailored Support

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