



AT INTERNET
Online Intelligence Solutions

Oxybul éveil et jeux

Oxybul éveil et jeux successfully exploits AT Internet data to launch increasingly efficient and effective retargeting campaigns.

CASE STUDY

Client

Oxybul éveil et jeux



Industry

E-Commerce

Seller

AT Internet

In figures

- €1.4 million sales from post tracking emails
- 2,200,000 emails automatically per month linked with one visit on the site

Solutions

- Analyzer III
- AT Connect 1000 Mercis

Benefits

- Improved customer knowledge and multichannel experience
- All useful marketing data is exploited (both online and offline)
- Accurate, automated retargeting
- Improved campaign ROI

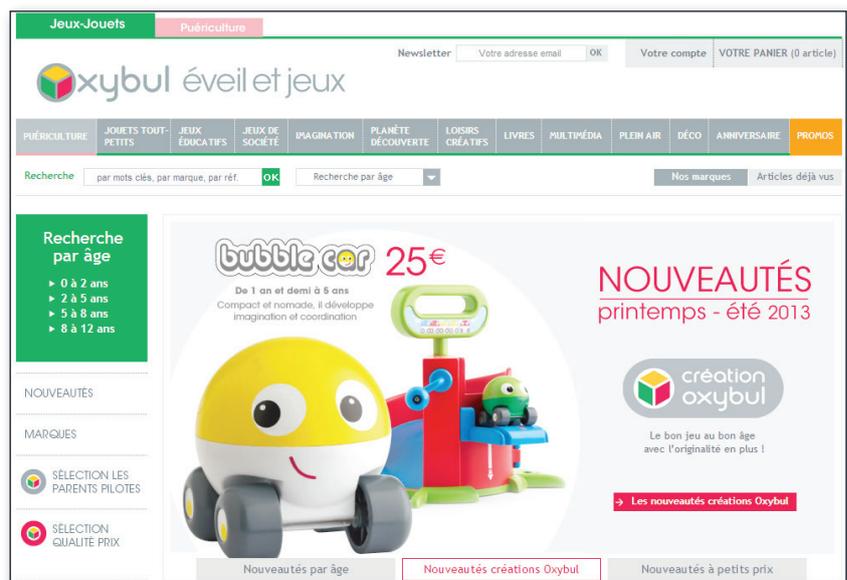
“The digital share is significant as it represents 50% of our overall sales.”

INTRODUCTION

“Oxybul éveil et jeux” is part of the “ID Group”.

A children’s specialist chain, the group is committed to the development and well-being of children both in France and all over the world through its different brands (Oxybul, Okaidi, Obaibi, Jacadi, Véronique Delachaux, Idkids). In addition to its 41 stores, “Oxybul éveil et jeux” also has a web site with over 10,000 products in its catalogue. It is the leading toy and games specialist web site in France. The company’s online activity is an important source of turnover for the company as it represents 50% of its overall sales.

For the past 2 years, “Oxybul éveil et jeux” has been reaping the rewards after connecting two of its service provider platforms together: AT Internet (web analytics) and 1000 Mercis (email marketing). This partnership between the 2 different editors allows the company to launch targeted email marketing campaigns (retargeting) to meet its customers’ needs.



THE CHALLENGE

The company sent almost 2.2 million automated emails in 2012, in other words 5% of the total campaign volume.

“Oxybul éveil et jeux’s” goal is to target its Internet users (prospects and customers) by sending targeted emails according to Internet behaviour observed on the site.

The main types of email marketing programmes used include:

- **Reminder emails after shopping baskets have been abandoned**
- **Reminder emails after the site has been visited ('Post visits')**
- **Emails to inform customers that products are back in stock**

SOLUTIONS

The principle of the bridge between the 2 service providers involves retrieving browsing information from the web site to be integrated into the email sending tool and automating targeting. Technically speaking, subscribers are recognised thanks to an ID provided by 1000 mercis which is compatible with the AT Internet system. The browsing data which is obtained makes it possible to retrace the path taken by the Internet users as they browsed through the site.

To fine tune targeting and to increase the relevance of the emails that are sent automatically, the different teams at "Oxybul éveil et jeux", managed by Charlotte Legrand, devised an algorithm specific to product recommendation. After carrying out preliminary work on the recipient targets, the process then relies on the customers' multichannel analysis experience, made possible by automatically crossing data from the web site, and the "Oxybul éveil et jeux" multichannel CRM.



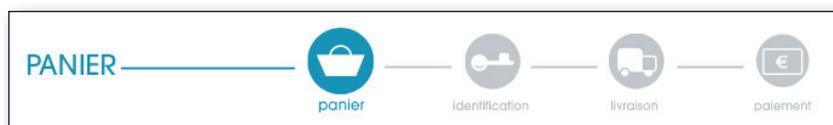
The screenshot shows an email reminder for a shopping basket. At the top, there is a shopping basket icon and the text "Plus que quelques jours pour valider votre panier". Below this, a personalized message reads: "Bonjour [Prénom], lors de votre dernière visite sur notre site vous avez créé un panier. Il ne vous reste que quelques jours pour le valider et profiter des produits déjà sélectionnés. Vous pouvez confirmer votre commande dès maintenant en [suivant ce lien](#)." A promotional banner below states: "Bénéficiez en plus de la livraison gratuite dès 60€ d'achat avec votre code avantages: XXXXXX". A central button says "VALIDER VOTRE PANIER". Below this, a section titled "Articles non validés dans votre panier" displays three identical red toy fire trucks. Each truck has the text "Porteur métal camion de pompier" underneath it. Below each truck is a button that says "VALIDER CE PRODUIT". At the bottom of the section, there is another "VALIDER VOTRE PANIER" button.

Below is an overview of the different programmes which have been created thanks to the algorithm and the data provided by AT Internet.

.....
“Sending emails to abandoners thanks to AT Internet data is one of our best performing programmes.”
.....

Programme 1: Sending reminder emails to ‘abandoners’

The aim of this programme is to entice individuals who started to purchase products on the site, and who were in the advanced phases of the purchase process, to finalise the order. The programme involves sending two emails. Each email contains articles from the abandoned basket. Reminder emails are sent to both identified users and unidentified visitors to the site. Information relating to unidentified visitors is obtained thanks to web analytics data. In 2012 a total of 300,000 ‘abandoner’ reminder emails were sent.



.....
“We have more than tripled our results in terms of emails opened, responsiveness and conversion with ‘post-visit’ emails.”
.....

Programme 2: The site’s post-visits

Here the importance is to offer visitors products which match their browsing patterns on the site, in other words suggesting articles which are associated with the pages they visit. Several different types of content is analysed: product pages, aisles, themes, etc. This type of precise email combines browsing data (visits) with purchase data (web site and stores) as well as data used to describe the customers (age, socio-professional category, location etc.). The product recommendation programme sent a total of 1.8 million emails in 2012.

Programme 3: ‘Back in stock’ (product availability)

Thanks to this programme “Oxybul éveil et jeux” can inform Internet users by email if a product, which was unavailable when they visited the site, is available once again. This information is the result of crossing stock data (offline data) with product pages that have been visited (web analytics data).

THE RESULTS

.....
“We use Internet user browsing data provided by AT Internet to improve our customer knowledge in order to optimise multichannel experience and offer products that match our customers’ expectations and areas of interest.”
.....

The email sending programmes are completely automated, saving the company lots of time. This has allowed the marketing team to concentrate solely on monitoring campaign performance: emails sent, emails opened, clicks, orders etc.

Describing the results obtained, Charlotte Legrand, e-CRM manager, explains that: “the abandoner reminder emails is one of the best programmes in terms of performance.”

She goes on to say that: *“Post-visit emails are very good programmes that have more than tripled our results compared to standard emails in terms of emails opened, responsiveness and conversion.”*

In-depth targeting means that we can send very efficient and effective emails in relation to the user behaviour studied. *“We respond completely to Internet users’ wishes by suggesting content that corresponds to how they browsed through our site only a few days earlier”.*

The efficiency and effectiveness of the email marketing actions performed by the “Oxybul éveil et jeux” marketing department is the result of successfully connecting different internal tools with one another: emailer, the AT Internet web analytics solution and the e-CRM.

BENEFITS

- Improved campaign ROI
- Precise, accurate and automated retargeting
- Improved customer knowledge and multichannel experience
- All relevant marketing data is exploited (on & offline)



AT INTERNET
Online Intelligence Solutions

About **AT Internet**

AT Internet is one of the world's major players in Web Analytics.

Its decision-making solutions and services provide companies with an integral analysis of their performance and presence on all online digital platforms: the web, mobile and social media.

The strength of AT Internet technology and the quality of its customer relations are recognised worldwide.

AT Internet has more than 3,500 clients all over the world from all sectors.

The company, which has more than 150 employees, is present in 20 different countries through its subsidiaries and partners.

About **Oxybul éveil et jeux**

The ID Group is a children's specialist chain and is recognised through its different brands including Okaidi, Obaibi, Jacadi, Véronique Delachaux, Idkids and Oxybul éveil et jeux.

The ID Group and its different brands are committed to the development and well-being of children both in France and all over the world.

The different brands of the ID Group have the same values: progress, sharing, ethics, authenticity, generosity, and openness, community involvement, respecting the child, its personality and balance.

Contact

Bordeaux (HQ) / Paris	+33 (0)1 56 54 14 30
London	+44 (0)20 3178 5356
Madrid	+34 (0)911 105 829
Montréal	+1 514 658 3571
München / Hamburg	+49 (0)89 / 324927-0

www.atinternet.com