



Case study

Largest chain of bookstores in Slovakia

The Dateio card-linked marketing platform helped the chain of bookstores to secure a leading growing position made possible by customer segmentation.



Increased size of shopping basket by 15 %



Shopping frequency increased by 35 %



Incremental sales of 76 % uplift



Objective

Our partner has a leading position on the market. Their marketing activities are very broad but at the same time their possibilities to work with customer data are quite limited. It's very difficult to observe how specific groups of customers interact with different types of discounts and incentives to buy more. Sales also experience large seasonal fluctuations, and in terms of ensuring cash flow, it's important to support pre-seasonal purchases.

Challenge

Increase pre-season sales to existing customers.

Solution

The Dateio platform allows the segmentation of customers based on how much they spend with the merchant is from their total spend, this is known as the Share-of-Wallet. The merchant can use this data when they want to increase the spending of a specific customer group.

In the group of "loyal" customers, who have a Share-of-Wallet higher than 50% for the given merchant, i.e. they will spend at least half of the money with the merchant, two-level cashback was set up for the bookstore's customers:

- 7% for transactions over EUR 20
- 10% for transactions over EUR 30

Result

One of the main effects of the campaign was an **increase in incremental sales of 75.8%** coming from predefined customer groups.

Customers with a SoW of more than 50% who activated the offer, have **increased their spending by 15%** thanks to the personalized offer. Before the start of the campaign the average was 22.30 Euros and at the time of the campaign it increased to 26.30 Euros.

Another positive effect was that their **shopping frequency increased by 35%**.

