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How Marc O'Polo integrates customer-oriented print mailings into the digital omnichannel journey sustainably

Conversion rate
15,3 %

Customer-Centricity

The integration of print mailings into the digital customer journey and the use of all CRM user data enables Marc O'Polo to make the most of customer-oriented print communication.

Reduction of effort
80 %

Reduction of effort

optilyz is natively integrated into Emarsys. Direct mail can be set up automatically with just a few clicks. Thus it creates resources to focus on more far-reaching topics.

Climate neutrality
100 %

Sustainability

Marc O'Polo dispatches climate-neutral direct mail via optilyz. At the same time, it minimizes paper consumption through automated, maximally customer-relevant campaigns.

> *We rely on optilyz since the direct mail campaigns are now automatically controlled by our Emarsys Marketing Cloud, it creates a network of all communication channels. We create customer-centric and climate-neutral direct mail; we effortlessly convey them to the respective client.*

Verena Hoffmann,
Group Manager CRM & Loyalty at Marc O'Polo

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Customer-centricity with optilyz

As a part of a customer-centric omnichannel strategy with the aim to connect all communication channels, Marc O'Polo introduced the Emarsys Customer Engagement Platform. By activating optilyz within the marketing cloud, the print channel could be integrated into the digital customer journey.

This integration enables customer-centric alignment of communication across all channels:

Custmer centricity is a strategy and culture that focuses on creating the best experience for the customer and building brand loyalty. Since Marc O'Polo highly appreciates its loyal customers, the digital and direct mail channels are controlled at a customer-centric level.

Before optilyz

With optilyz
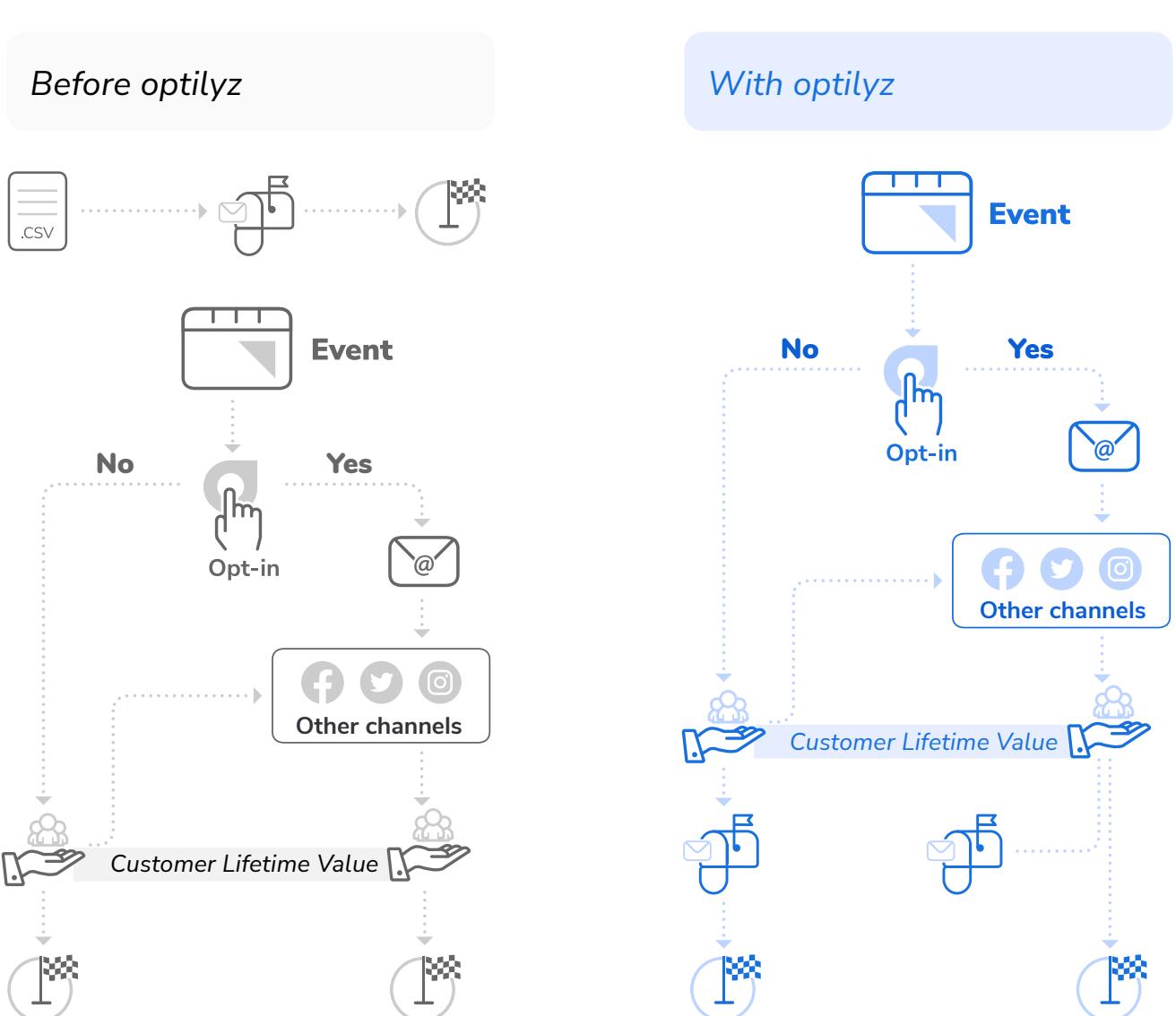
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Prior to the cooperation with optilyz, this step was operated independently of digital channels. Marc O'Polo worked with external lettershops which could not provide automated, customer-centric direct mail campaigns.

Focusing on the customer journey stage would have required considerable effort. In the past, Marc O'Polo relied on the action and mass mailings in bulk.

After integrating direct mail into the digital customer journey, customer-oriented communication can take place. The contact points build on each other, and the approach is target-oriented. Thus Marc O'Polo creates a holistic customer experience across all channels. The fact that is awarded success is proven by the performance of the campaigns, which are significantly above value compared to manual control.

Customer-centric communication at Marc O'Polo:

Direct mail must be smartly integrated into the customer journey. They are not as effective and sustainable if used in every stage. Marc O'Polo relies on different conditions and triggers within the different journeys to ensure a smart implementation of direct mail.

The fashion label only sends direct mail to selected customers to decrease the amount of mail and to increase the effectiveness. This refers to those customers who would benefit the most from this strategy.

Customers with no second purchase will e. g. be excluded from direct mail routes. The value and benefit of the customer are too low to cover the direct mail costs.

Additionally, not all second byuers are included in the campaign. Only those customers whose duration of inactivity exceeds the period between first and second purchase will receive mail from Marc O'Polo. In this way, even the delivery time is adapted to each customer's buyer behaviour and relevance.

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The integration of print mailings into the customer's journey makes it possible to exclude those customers who are already easily accessible via digital channels from the rather cost-intensive direct mail campaign.

While mass mailings are commonly sent at any seasonal time, the automated direct mail is time-controlled so that the time of dispatch is relevant for each customer.

Reduction of effort with optilyz

Fast preparation of campaigns:

Before integrating the print channel into Emarsys Marketing Cloud, the preparation for Marc O'Polo camapigns was time-consuming and error-prone:

1. Quotation
2. Release
3. Download of the contact lists through the CRM-system
4. Manual address adjustments
5. Creation of a design
6. Address data transfer to the lettershop via SFTP
7. Handing over of the design through E-Mail
8. Verification of data and design
9. Optimisitation

The implementation of optilyz eliminated the coordination with an external service provider and further manual steps. The preparation of the campaign no longer requires exiting the Emarsys Platform, as optilyz is natively integrated. Automation can be set up effortlessly with just a few cicks.

Select dispatch trigger .... **Select direct mail format** .... **Upload print design** .... **Insert print touchpoints in Journey Builder**

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Customer data transmits from Emarsys to optilyz in real-time and in accordance with data protection. Marc O'Polo can assign personalisation fields within a few clicks to maximise relevance. Here Marc O'Polo can access the data of the Emarsys Personalisation Engine.

In the event context, recurring events repeatedly had to be set up in a new campaign with the service provider. Now the customer journey, including event-triggers, is defined within Emarsys. All campaigns are sent automatically without the need for a manual kick off.

Easy testing:

The process within the platform is standardised and works as with digital channels. These enable uncomplicated tests within a campaign by assigning the different design templates to the test groups at the click of a mouse. The automation of the campaigns also enables the easy exchange of designs in ongoing campaigns without creating a new campaign for new designs.

This feature is essential for Marc O'Polo, as the company regurlarly conducts A/B tests, performance optimisation and target group analysis.

Effective campaign evaluation:

Marc O'Polo evaluates the results of tests and campaigns in cooperation with the optilyz customer success team. Since optilyz holds the largest direct mail benchmark database in Europe with almost 400 customers, the fashion label benefits from its experience. Therefore, the campaign can implement recommendations for good performance made beforehand to increase relevance and success.

Future campaigns will be optimised in close cooperation, and the performance of direct mail is constantly increasing.

By activating optilyz, Marc O'Polo's team gained more time to optimise the performance, creative tests and the strategic planning of further use cases.

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Sustainability with optilyz

Sustainability is firmly anchored in the DNA of Marc O'Polo and has been actively practised in Stockholm since its foundation in 1967. Therefore, the direct mail channel must meet Marc O'Polo's top-level standards for sustainability, in addition to being climate-neutral. A shipment should only be made to customers for whom it makes sense at the current time due to their customer journey and is primarily only used if there are no digital alternatives.

With the activation of optilyz Marc O'Polo is implementing the following measures for climate-neutral print mailings:

Reduction of paper consumption:

The customer-centric control of the direct mail channel and clean networking with digital customer journeys prevents direct mail from being sent to customers.

- where a reactivation campaign would be too early,
- whose customer benefits do not cover the costs ofdirect mail,
- where a reactivation campaign would no longer be effective since the last purchase was a long time ago,
- that are easily accessible via digital channels or
- as loyal customers already receive exclusive direct mail.

Sending direct mail only when relevant reduces the shipping volume significantly while minimising the environmental impact of paper and shipping.

Reduce paper consumption .... **Printing on FSC-certified paper** .... **Carbon-neutral printing**

Climate-neutral printing and shipping

Aside from enabling prints on certified FSC paper, optilyz cooperates with ClimatePartner GmbH and has been entirely climate-neutral since January. On top of that, the CO_2 emissins from the printing and dispatch of direct mail are compensated from all other company activities such as electricity and water consumption, business trips, etc.

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The partnerhsip between Marc O'Polo and optilyz prioritises sustainable and climate-neutral corporate management and implements this ideology in every company area.

By utilising automated customer-centric direct mail campaigns, Marc O'Polo succeeds in playing out the offline touchpoint in the communication chain at relevant times. It automatically leads to a resorce-conscious use of the marketing channel and is, therefore, a perfect addition to the marketing mix and is in line with the Marc O'Polo corporate values.

Julia Vockeroth
CSM Manager at optilyz

Marc O'Polos Journey

For Marc O'Polo, customer-centricity within the direct mail lies beyond integrating the digital customer journey. With the activation of optilyz within the Emarsys Marketing Cloud, the fashion company has laid the foundation for hyper-personalisation.

For hyper-personalisation, real-time data from the Marketing Cloud creates relevant content based on purchase history, product views, items in the shopping cart, etc. This content is automatically transferred to optilyz, generated in the printing process of the direct mail and once again significantly increases the relevance of the content individually for each customer.

In the long-term, Marc O'Polo can even use product recommendations algorithms to determine which products cold be of interest to customers in the future. For this purpose, paralells are drawn between historical and current customer data, simultaneously considering upcoming trends.

| Marc O'Polo AG

MARC O'POLO stands for upscale, contemporary premium modern casual wear. The preference for natural materials, high quality and unique details characterise the individual style of the premium brand with Scandinavian roots – in line with the philosophy of its founders: The freedom to remain true to oneself. With this claim, MARC O'POLO has become one of the leading international brands in this segment.

Founded in Stockholm in 1967, today's world of MARC O'POLO includes the independent collections MARC O'POLO Modern Casual, MARC O'POLO DENIM, MARC O'POLO Shoes and MARC O'POLO Accessories, as well as the licenses Bodywear, Beachwear, Eyewear, Home, Junior and Legwear.

The headquarters of the MARC O'POLO AG is located south of Munich in Stephanskirchen and supplies more than 2,000 retail and franchise partners and stores on national and international levels. MARC O'POLO is available in 37 countries, including Germany, Austria, Switzerland, the Netherlands, Belgium, Finland, Norway, Ireland, France, China, Poland, Russia and Eastern Europe. In addition, the MARC O'POLO collections are offered via online shops in 22 countries under www.marc-o-polo.com.

| optilyz GmbH

As Europes leading direct mail automation and programmatic print software, optilyz offers the solution of sending and printing letters, postcards & self-mailers. Aside from being particularly easy to include in cross-channel marketing, it is an automated process with enhanced personalisation.

Europe's most innovative companies and large company chains use optilyz to control print mailings such as digital channels. Through the partnership with ClimatePartner GmbH, optilyz has been operating climate-neutral since January 2021.

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Do you want to maximise the success of your direct mail campaigns?
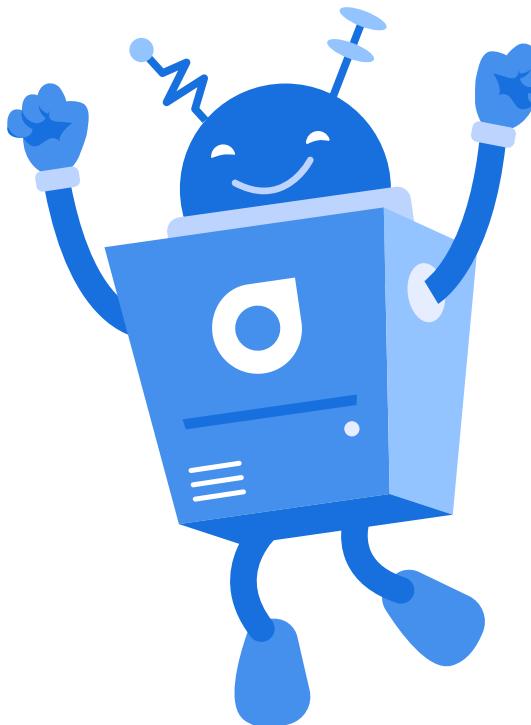
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