How OBI uses print mailings behavior-based within the *individual customer journey*

Conversion rate
6 %

Segmentation

Segmenting customers and defining relevant use cases is a cross-channel process within the CRM activation strategy, which is based on a common data management.

Reduction of effort
70-80 %

Seamless integration

As optilyz is natively integrated into the emarsys marketing cloud, it fits perfectly into OBI's MarTech environment. This creates important resources for the further development.

Shopping carts
+~20 %

Shopping cart uplifts

Strategic customer segmentation enabled OBI to achieve ~20% higher shopping baskets with print mailings than email campaigns with the same purchase incentive.

> *With optilyz, we can activate our customers in a much more targeted and personalised way compared to conventional print campaigns. We are able to activate customer segments based on behaviour within the individual customer journey - whenever the message is sufficiently relevant for our customers. We also expect this to improve the effectiveness of the activation with as little scattering loss as possible.*

Fabian Koehle,
Senior Manager heyOBI & CRM

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A common goal

Within OBI's CRM activation strategy, various channels are used to reach customers with both digital and physical content. Whether it's a newsletter or a postcard, the common goal is to address customers in the most personalized way possible and thus (re-)activate them.

Reduce circulation, increase relevance - with data-driven customer segmentation, print becomes a performance channel

This is only possible because all CRM teams work with the same real-time data. Central data management via the emarsys marketing cloud ensures that customer segmentation for print takes place in the same tool or CDP as for all digital content, e.g. the newsletter. optilyz could be seamlessly integrated into this MarTech landscape. In a data-driven environment, print advertising media can be implemented in an agile and targeted manner and integrated into increasingly complex customer journeys - quite contrary to the classic brochure which OBI has completely abolished.

Before	After
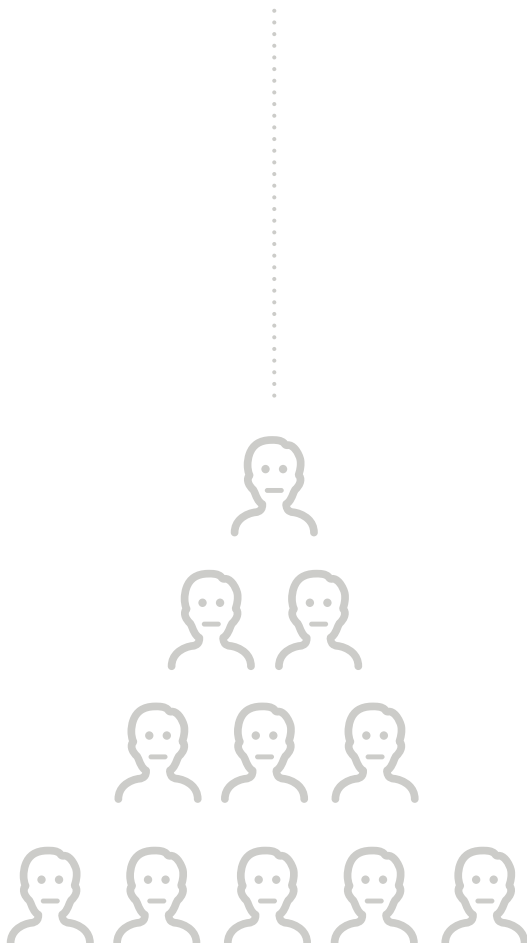
Brochure

First-time buyer

Frequent buyer

Inactive customer

Active customer

Churning customer

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Targeted print mailings instead of classic brochures

Another part of OBI's CRM activation strategy is that all channels are used intelligently in order to pursue well-defined goals. While a widely distributed newsletter with a circulation of half a million subscribers supports brand engagement, direct mail is embedded in a personalized and supportive way into OBI's multi-channel marketing. Data-driven and targeted direct mails create added value for customers while simultaneously reducing spread losses. Through strategic customer segmentation, OBI has already implemented direct mail use cases that achieved a higher revenue per customer than a comparable newsletter campaign.

Account-based activation via the heyOBI app

Achieving high conversion rates and revenue uplifts with reduced print runs and well thought-out use cases - OBI meets this challenge with a clever strategy: The entire activation process is account-based. With the help of the data from the customer accounts, cross- and omni-channel campaigns can be implemented.

Use Case: Beaver Bonus Weeks

The Beaver Bonus Weeks are a great example. Customers "shopped" for points over a certain period of time. Based on these points, i.e. their shopping behaviour, they received rewards that they could redeem within a certain period of time. However, many of these customers forgot that their vouchers were available in the app and could be redeemed both in the stores and in the online shop. OBI reminded precisely these customers of the remaining vouchers with a targeted postcard. One week after sending or receiving the print mailing, OBI noticed a peak in redemption behaviour. As a classic omni-channel campaign, the Beaver Bonus Weeks are accompanied digitally via e-mail activations and pushed to the maximum in stores. However, the control centre is the heyOBI app. All data points converge here and are equally available to the CRM teams.

Defining use cases – a holistic process

In times of personalisation, added value is created in individual relevance. Along the customer lifecycle, it is therefore important to pick up the customer in a targeted, personalised and natural way. This means not being too promotional, but also not being redundant and reaching customers in the most personalised way possible. After all, every customer's shopping behavior is unique. Whether they have a garden or a balcony, a flat or a house, are first-time buyers or frequent shoppers - all these information have a great influence on the relevance of the content.

Print is therefore used very selectively and purposefully at OBI. Use cases are not defined separately from other channels, but are strategically orchestrated within CRM. Thus, all CRM teams work closely together and exchange information about the current customer structure in regular intervals. This assessment is derived from the available real-time data and brought into line with the central activation plan. The activation measures that are ultimately decided on together depend largely on this.

Channel preferences are also taken into account in this process. For example, second order pushes or churn campaigns are mainly realised via direct mail and newsletters. These insights are the result of a continuous learning process, which is only possible through close cooperation and extensive performance analyses.

More sustainability, less paper waste

Discontinuing the brochure was also a question of sustainability. Today, standard advertising materials without a personal connection to the customer end up in the bin quicker than ever. Moreover, they cause high costs without measurable benefits. Due to the significantly reduced circulation (compared to brochure-based advertising media), the use of smaller standard formats (e.g. postcard or self-mailer) and a targeted approach (segmented and personalised print mailings), paper and printing resources are saved. In addition, every print mailing sent via optilyz is climate-neutral. We offset the CO2 emissions generated by our direct mail service (production and consumables, outbound logistics) as well as our entire internal business operations (e.g. electricity and energy consumption) with ClimatePartner and thus support selected climate protection projects

OBI's journey

OBI sends climate-neutral print mailings via optilyz and, at the same time, minimises paper consumption through automated, highly customer-centric campaigns - especially compared to broad brochure-based advertising media.

The heyOBI app, as a link between store and online shop, is an integral part of this digital transformation process and the hub of the CRM strategy.

With the integration of optilyz into the emarsys marketing cloud, OBI can send print mailings in a very targeted manner and integrate them into the customer journey. This enables segmentation and personalisation in a heterogeneous customer environment while saving valuable paper and printing resources.

At OBI, every campaign has a purpose. They prefer to go the extra mile in preparation and give careful thought to the use cases that are most relevant for their customers. Afterwards, the print mailings are extensively evaluated. The learnings generated from this process are then incorporated into the following campaigns. Moreover, they are very experienced in working with emarsys and handling their own customer data.

Anika König,
Customer Success Manager, optilyz

OBI Group Holding SE & Co. KGaA

#allesmachbar - the number one address for DIY in Germany and Europe

With OBI, you can be creative and design your own home. The range includes products and services for DIY, construction and gardening. Empowering customers to realise their own home according to their own ideas, possibilities and DIY skills is OBI's top priority. In addition to store-based retailing, OBI relies on digital customer communication and expert advice via the heyOBI platform. Today, OBI is positioned across Europe with more than 640 stores. In addition to the German home market, OBI is also represented in nine other European countries: Austria, Bosnia-Herzegovina, Czech Republic, Hungary, Italy, Poland, Slovenia, Slovakia and Switzerland. OBI is a Tengelmann Group company.

optilyz GmbH

optilyz is Europe's leading direct mail automation software. Letters, postcards and self-mailers can be integrated into cross-channel marketing in a data-driven and personalised way via seamless integration into the respective MarTech landscape. Automations of print campaigns also enable an agile control of the channel. Europe's most innovative companies as well as large retailers use optilyz to manage print mailings like digital performance channels. Through the partnership with ClimatePartner, optilyz has been climate neutral since January 2021.

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

Get in touch!

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