

Customer engagement, acquisition and knowledge

Le Slip Français' digital strategy



qualifio &






Since 2011, **Le Slip Français** has been producing authentic, uncomplicated garments that are as high quality as they are comfortable, designed and made in France to make a positive impact. Le Slip Français' mission is to reinvent the French textile industry with panache by relocating production, developing local and eco-designed materials, and positioning new digital tools at the service of human, sustainable production rooted in the diversity of territories.



Although 2020 has been a crazy year, the eCommerce sector has experienced strong growth, with the beginning of a lockdown marked by a **spectacular increase in online orders**. A trend that is not about to be reversed and with which many of our users have been confronted, such as Decathlon, whose **eCommerce currently represents 20% of its turnover**, or Le Slip Français, of which **65% of its overall turnover comes from the web**.

We discussed with **Lucie Bonadies**, loyalty manager at Le Slip Français, to better understand the brand's digital marketing strategy.



Her mission: define and implement the brand's CRM and cross-channel strategy to retain, reactivate and acquire new customers, from creating the message to producing and analysing marketing campaigns.

Since June 2020, Le Slip Français has decided to focus on interactive marketing and use the Qualifio platform to achieve three objectives:



The engagement of their customer base on desktop and mobile



The acquisition of leads and newsletter opt-ins



The enrichment of customer knowledge

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“With Qualifio, we engage our customer base while respecting our commitments and our brand image. The variety of formats and the ease of use of the platform allow us to be reactive and stay one step ahead of our competitors. In less than an hour, I can create my marketing campaign, personalise it and publish it on our website.”

Lucie Bonadies

Loyalty manager at Le Slip Français



Thanks to the Qualifio platform, the brand relies on three types of campaigns to achieve its objectives:

1

Campaigns dedicated to **the year's key events** such as Christmas, Valentine's Day, Mother's Day, etc. They aim to engage and reward their customers and collect new email addresses (**see point 1**).

2

Campaigns available **all year round** on the brand's eCommerce to acquire leads (**see point 2**).

3

Survey campaigns, aimed to question customers about the various actions implemented by the brand and gather valuable information (**see point 3**).

A total of 5 people use the Qualifio platform to create these interactive campaigns: the marketing manager, the eCommerce manager, the loyalty manager, the community manager and the trainee. Every week, the marketing, loyalty and eCommerce managers meet to decide on the games, campaigns and actions to be implemented based on the sales promotion schedule.



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“Qualifio integrates perfectly with our digital customer acquisition and loyalty strategy and enables us to achieve our various KPIs in terms of engagement and conversion.”

Robin Caillaud
eCommerce manager at Le Slip Français



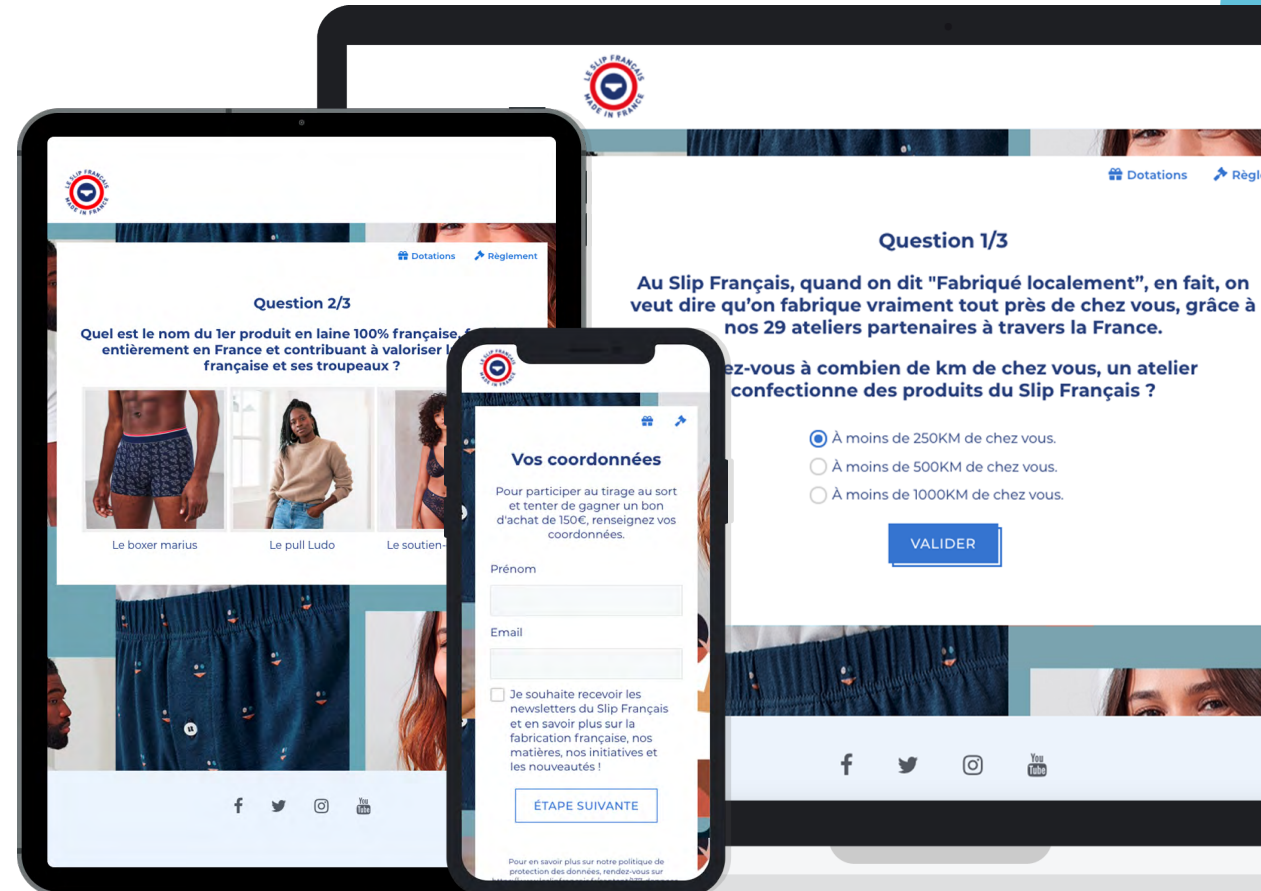
1. Engagement

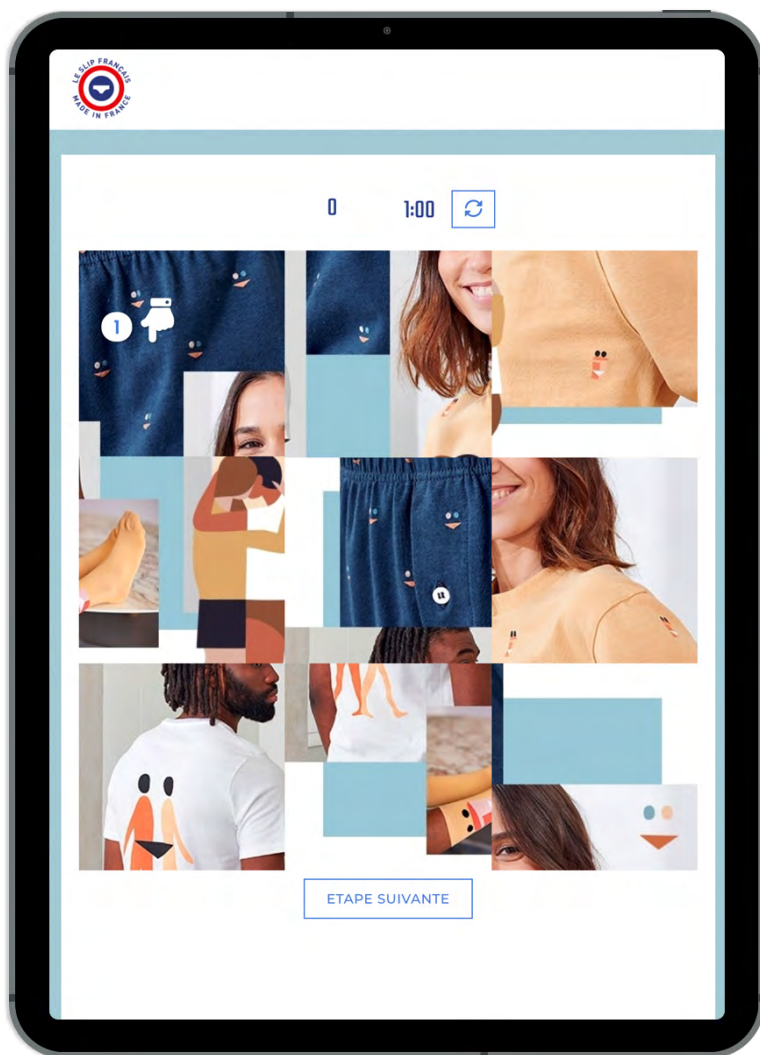
By using the Qualifio platform, the first objective of Le Slip Français is to engage its existing customer base and reward it. For certain key events of the year, the brand sets up different games or quizzes with prizes.



For Christmas, for example, the team launched a three-question **quiz** on the brand's sustainable commitments, with 5 vouchers worth €150 to be won. It is an original way to promote its brand image and collect new addresses while raising awareness of its current and potential customers.

1,386
participants





For Valentine's Day, Le Slip Français launched a new collection in collaboration with the illustrator Quentin Monge. The brand decided to launch an interactive campaign throughout February to promote its collection and celebrate love. The team created a **puzzle** and challenged its audience to rebuild it in less than a minute to try to win the product of their choice from the new collection. The puzzle was shared via its newsletter and published on its eCommerce.

To improve the user experience and boost the number of participants, the brand used a Qualifio feature to **prefill form fields**, including opt-ins, for all participants coming from the newsletter.

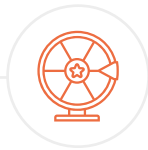


2,335
participants

2. Acquisition

The brand's second important mission is to acquire new leads, i.e. subscribers to its newsletter and new customers. Thanks to the acquisition campaigns created with the Qualifio platform, Le Slip Français managed in 9 months to :

Collect 6,610 new email addresses, with an average opt-in rate of 44%



A good example of an acquisition campaign launched by the brand is the **wheel of fortune**, which has been available for several months on its eCommerce via a pop-up on its homepage. Once a prospect becomes a customer, the pop-up is no longer displayed! To spin the wheel and try to win Le Slip Français briefs or panties, participants have first to fill out a form (first name and email address) in which an opt-in to the brand's newsletter is proposed. To increase virality and visibility, the brand enables participants to share the campaign on Facebook and invite friends to participate via Messenger. The campaign was such a success that it has also been launched on German and English eCommerce.

In 5 weeks, the wheel of fortune counted :

33,000

participants, with a **participation rate of 10%**

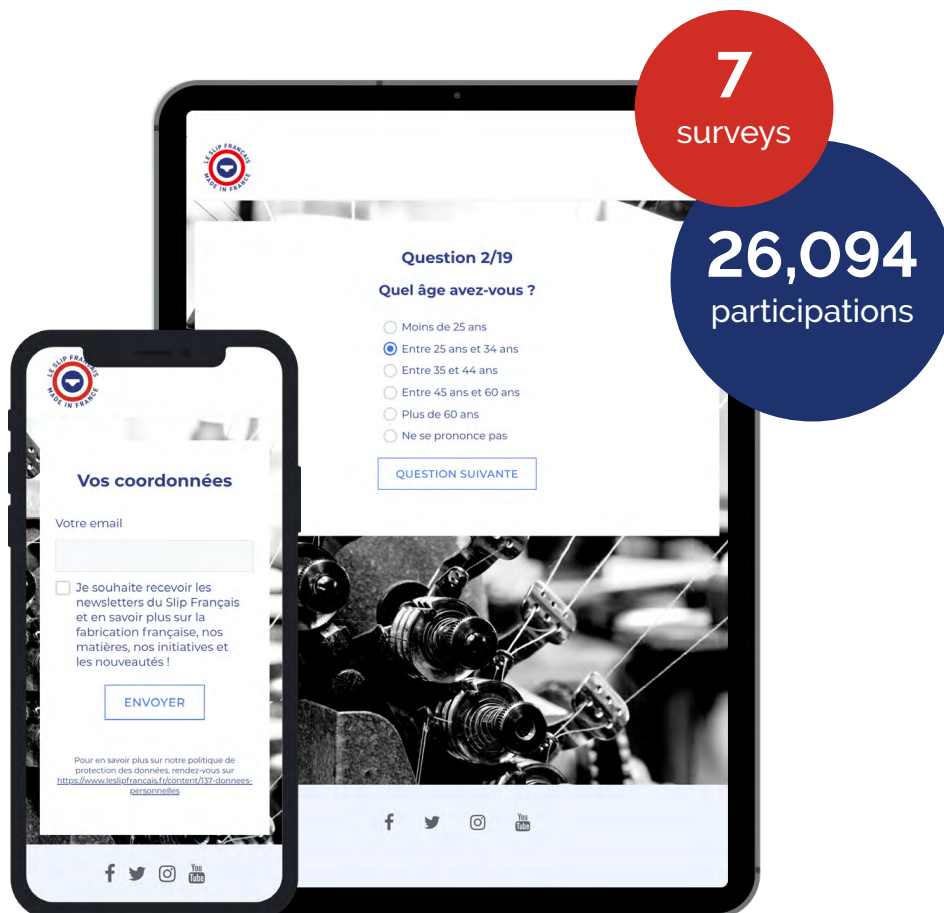
13,000

new profiles, with an **opt-in rate of 28%**



3. Knowledge

Finally, the third and final mission of the brand is to enrich customer knowledge. To do this, Le Slip Français uses **surveys** relayed via its newsletter. To boost the number of participants, the brand again used the prefilling of form fields and offered a €5 voucher to each participant. The questions focus on customer appreciation of the brand's various campaigns and new collections and their general satisfaction.



Where is the data collected via the Qualifio platform sent to?

All opt-ins collected via Qualifio are automatically sent to Splio, the brand's campaign management tool. Lucie Bonadies then analyses the new email addresses according to their relevance, source and evolution over time (purchase made, etc.). All email addresses enter into a sequence of welcome emails and prospects then receive all weekly communications from the brand.

Want to discover more success stories like this one?

Discover Decathlon's case study!



The world's largest sporting goods retailer used the Qualifio platform during the lockdown to get closer to its customers and create a real feeling of closeness, a community of passionate sportsmen and women with whom to play, exchange, connect, learn and keep moving.

Discover in this success story, how the eCommerce uses interactive content in its marketing strategy, from engagement to customer conversion, and has achieved a conversion rate of 2.7%.

Request a demo and see how to quickly create
and launch your upcoming campaigns

REQUEST A DEMO



What is Qualifo?

Qualifo is the leading SaaS in Europe for interactive marketing & data collection. It allows you to easily create and publish interactive content (quizzes, personality tests, polls, and 50+ other innovative formats) on all your digital channels, and to collect data on your audiences to better engage, qualify, segment and monetise them.

How does it work?



CREATE

Choose your interactive campaign and customise it without any extra development



PUBLISH

Easily publish your campaign on your websites, mobile apps, social networks or on a dedicated minisite



COLLECT DATA

Run GDPR-compliant data collection campaigns thanks to a set of dedicated features



GET RESULTS

Visualise and extract profiles collected and campaigns statistics in real time



SEGMENT & MONETISE

Connect the platform to your marketing & data tools (CRM, DMP, SSO, email, automation, Analytics, etc.)

