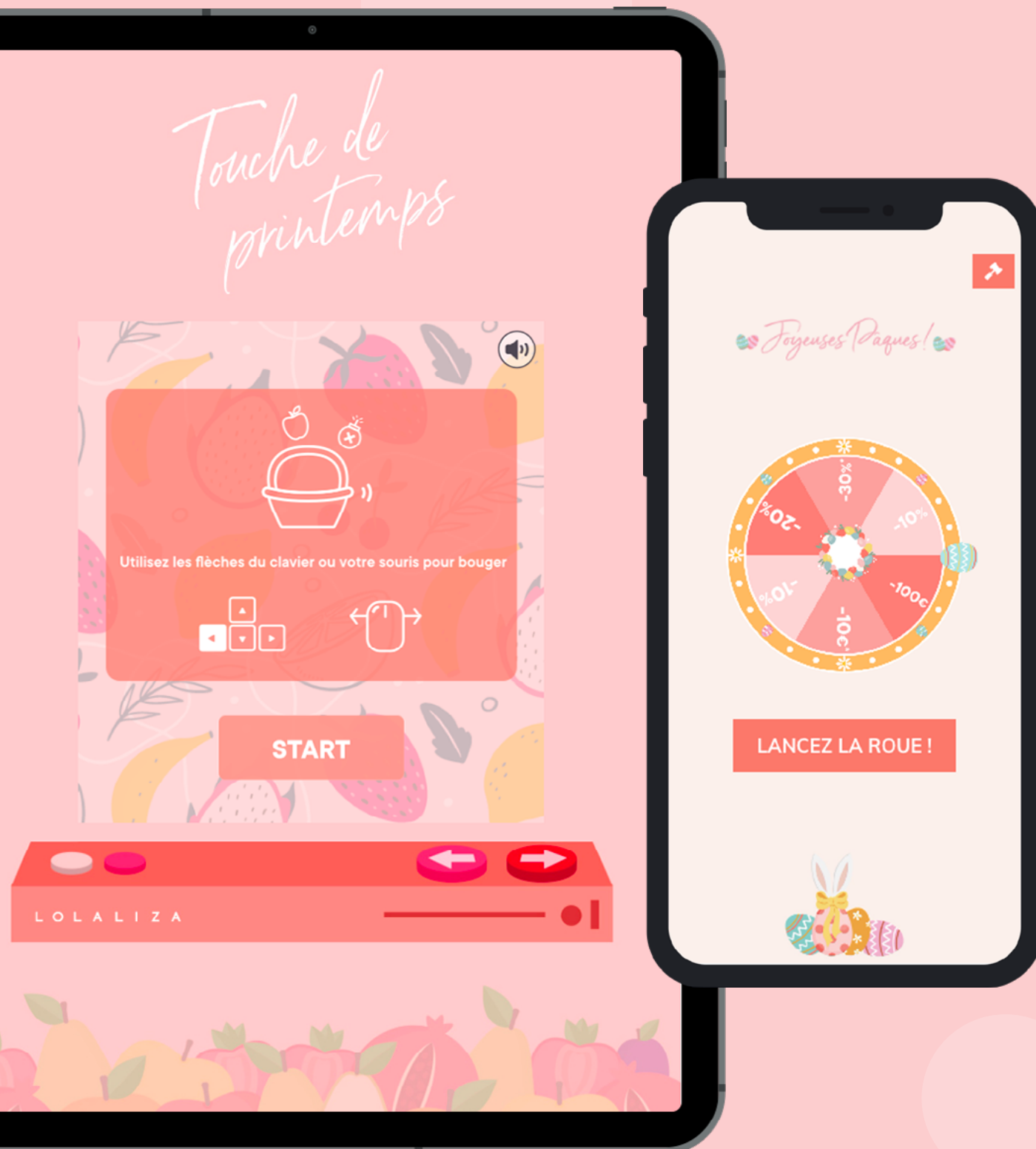




L O L A L I Z A

**Continuous communication and
personalisation: the basis of LolaLiza's
digital strategy**



Continuous communication and personalisation: the basis of LolaLiza's digital strategy

In our e-book "*Fashion e-commerce: 6 reasons to integrate interactive marketing in your digital strategy*", we told you about brands such as LolaLiza, **Le Slip Français** or the Hanes group who, in order to attract their consumers' attention and communicate with them in a meaningful way, have left behind static content in favour of more interactive and personalised experiences.

In this case study, we spoke to **Coralie Debrichy**, CRM coordinator at LolaLiza, to find out more about their digital strategy and how the brand is using interactive content. In 2020, the CRM team decided to opt for the **Qualifio Engage** platform in order to achieve five different objectives:



Coralie Debrichy

CRM coordinator
@ LolaLiza

- 1 Recruit new users
(editor's note: prospects or customers in LolaLiza's CRM)
- 2 Reach a younger audience
- 3 Collect valuable and exploitable first- and **zero-party data**
- 4 Increase their notoriety and visibility
- 5 Personalise their content

For each of these objectives, LolaLiza has put in place specific actions and a strategy in which interactivity plays a key role. Read on to find out more!

Continuous communication

How do you stand out from the competition in an ultra-competitive sector like fashion? By focusing on the customer experience (see point 3) and on continuous and original communication. To achieve this, LolaLiza have set themselves an ambitious goal: to deliver a different game every month, with rewards tailored to their target audience, in order to stay connected with their consumers and to reach a younger audience.

The brand launched a campaign based on the famous "*Where's Wally?*" game, with a trip to New York up for grabs! To play, participants had to find the brand's four fashionistas as quickly as possible on a map representing New York.

In 3 weeks, **6,020 participants** played the LolaLiza campaign. A successful campaign in terms of recruitment as **4,288 of them were new users**. With this campaign, LolaLiza also obtained an **opt-in rate for its newsletter of 67%**.

6,020

participants

4,288

new users

67%

opt-in rate



"We try to make campaigns that are out of the ordinary and to communicate as much as possible with our target audience, whether on our social media channels or via our newsletter. The games created with Qualifio every month help us in this process."



Coralie Debrichy

CRM coordinator
@ LolaLiza

Two types of campaigns to collect data

All campaigns launched by LolaLiza start with a meeting between the brand's e-commerce, CRM and marketing teams. The campaigns are planned at least one month in advance and are based on two types of events:

- 1 The launch of a new collection or the promotion of a new product
- 2 Seasonal events (Easter, Christmas, Mother's Day, etc.).

Once the event is selected, the teams choose between two types of campaigns with the same final objective: data collection.



E-COMMERCE CAMPAIGNS

These campaigns are focused on the e-commerce site, with coupons to be won in order to increase sales.



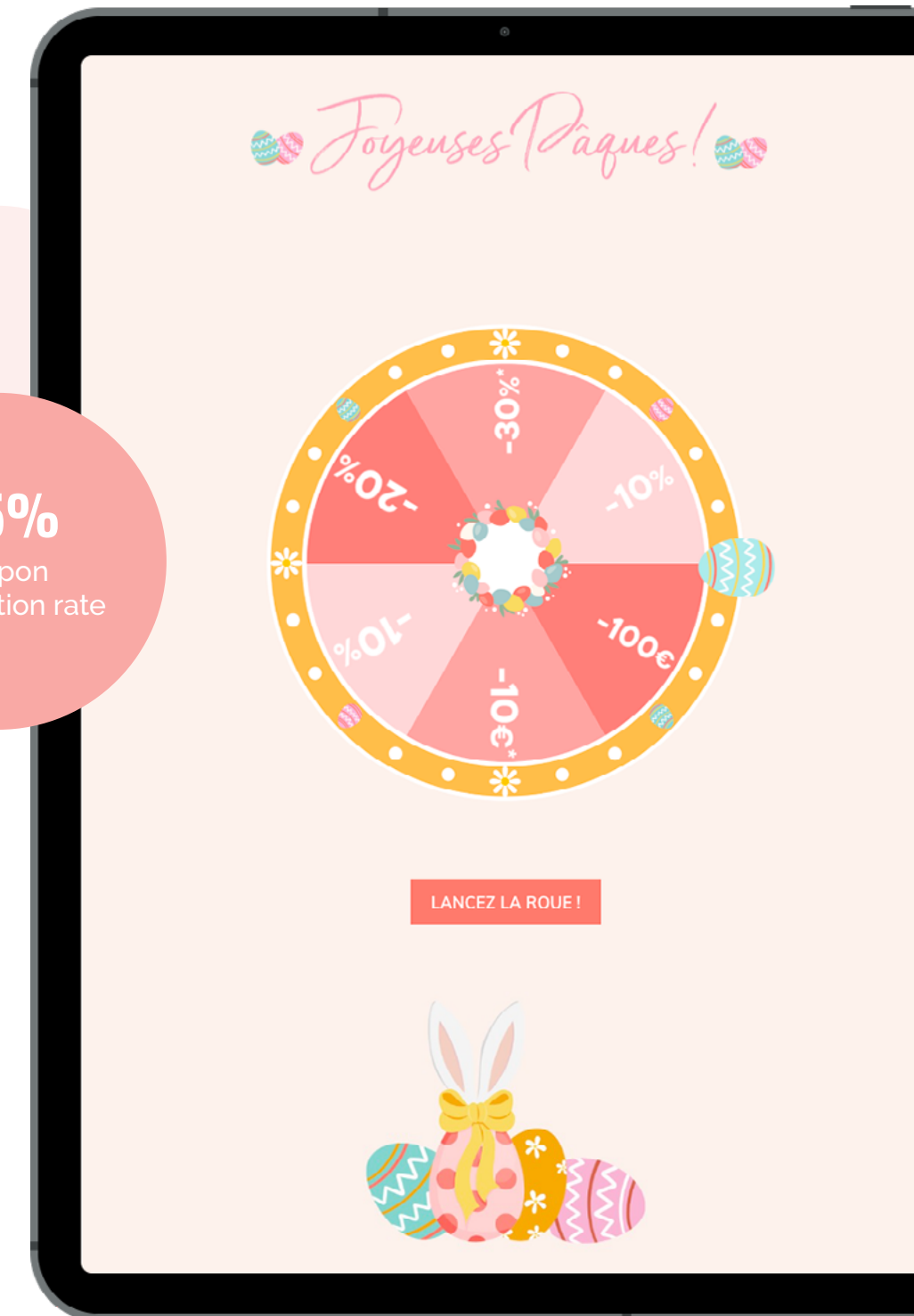
MARKETING CAMPAIGNS

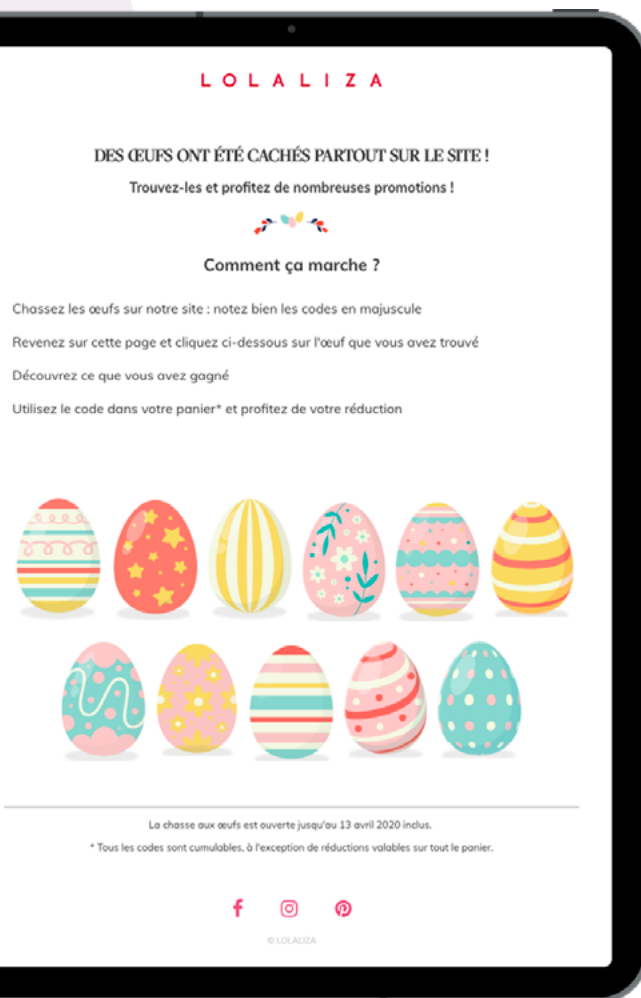
These campaigns offer helpful content to LolaLiza's users to help them with their purchases, such as product suggestions or styling advice.

The record-breaking e-commerce campaign with more than **19,430 participations** was the **wheel of fortune** launched by the brand for Easter. A 100% winning wheel offering discounts and gift vouchers, promoted directly on the brand's e-commerce and social media channels.

2.5%
coupon
redemption rate

19,430
participations





LolaLiza's teams are often very inspired by this period. The brand also launched an egg hunt on their e-commerce to boost sales and engage users. They hid eggs all over the e-commerce site (homepage, product page, blog) and challenged users to find them. For each egg found, users had to go to a dedicated page, enter the code on the egg, and would immediately receive a 10% discount.

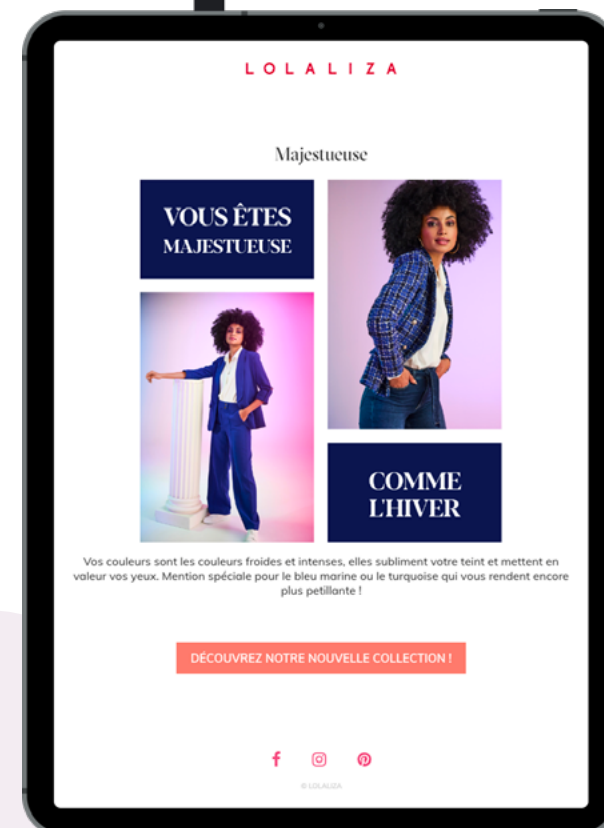
"We convert **10% of new leads** coming from Qualifio into buyers."



Coralie Debrichy

CRM coordinator
@ LolaLiza

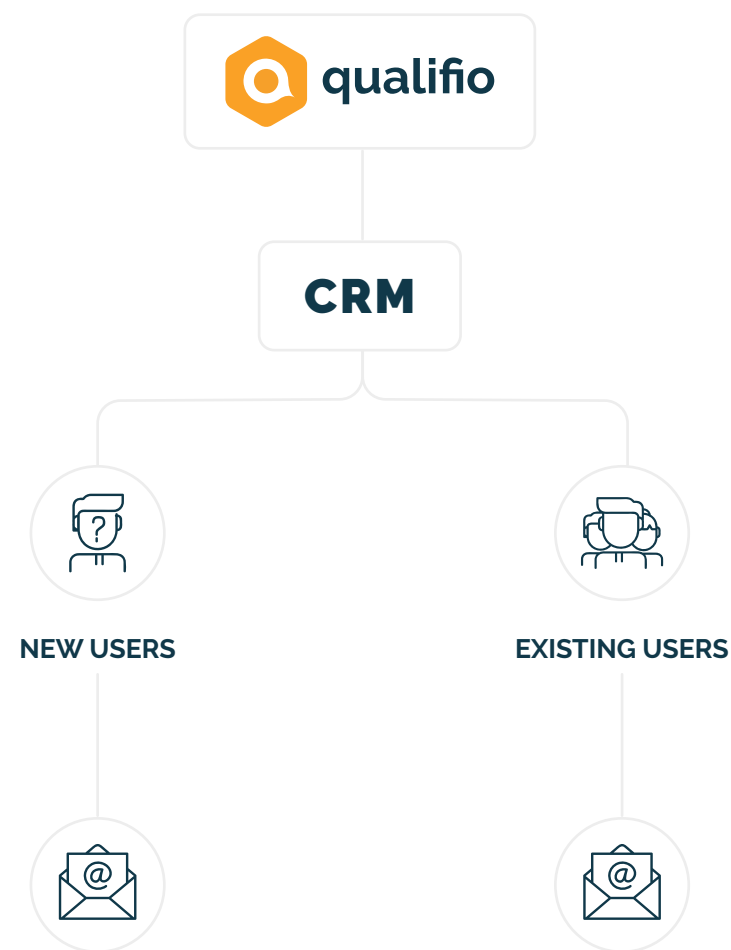
Among the marketing campaigns that LolaLiza users have appreciated the most, are the "What's your colour?" **personality test** created following the launch of a very colourful collection and the Christmas **gift guide**, a yearly must-have. Both campaigns directly promote the brand's products with links to LolaLiza's e-commerce.



A personalised customer journey based on data

The customer journey is a very important dimension for LolaLiza. According to Coralie Debrichy, personalising their offer according to each user and their purchasing behaviour is essential.

All the data collected via Qualifio campaigns is therefore automatically sent to LolaLiza's CRM thanks to an **integration between the two tools**. Users are then classified into two segments: new users and existing users. Depending on the segment, suites of emails are sent with personalised offers adapted to the user's profile.



"In addition to the data we collect through our e-commerce and marketing campaigns, we also collect data through customer surveys. Whether it's opinions on their first purchase or feedback on the customer experience, Qualifio allows us to collect all this data and to use it easily."



Coralie Debrichy

CRM coordinator
@ LolaLiza

BONNE FÊTE MAMAN !

Remplissez les champs ci-dessous :

Votre prénom*

Votre nom*

Votre adresse e-mail*

Votre message pour votre maman*

Son prénom*

Son adresse e-mail*

Je souhaite recevoir des communications promotionnelles et inspirantes de LolaLiza par e-mail. En acceptant de recevoir les newsletters LolaLiza, je déclare avoir lu et accepté la [déclaration de confidentialité](#).

☐ Oui ☐ Non

ENVOYER MON MESSAGE

Personalisation is also done directly in the campaigns launched with Qualifio. For example, for Mother's Day, the brand offered users the opportunity to send a personalised card via email to their mother. Participants had to fill out a form with their contact details, attach a photo, a text and their mother's email address. The brand then sent out all the cards with a little surprise.

LOLALIZA

Question 1/5

Lequel de ces 4 éléments êtes-vous selon votre signe astrologique ?
(Passez votre souris sur les images et faites votre choix)

Terre

Air

Eau

Feu

f i p

© LOLALIZA

LolaLiza went even further with personalisation in their "What is your ideal outfit according to your astro-profile?" campaign for the launch of their new Au naturel collection. By answering a few questions, the participants discovered their profile and the outfit made for them. And that's where it gets interesting! To increase the open rate of their newsletter, LolaLiza personalised the subject line and content of the email according to the astrological sign of the recipients. How? By creating **customer segments based on the user's date of birth** beforehand. The brand also carried out an A/B test on their Facebook ads by having one ad focused on the astrological sign and another more generic one. Once again, personalisation is key!

We are already coming to the end of this case study. The main takeaway is that the more actionable data you get from surveys, tests, quizzes and other animated games, the better you can optimise your marketing campaigns. Use this data wisely to strengthen your customer relationship and provide your users with personalised experiences tailored to their goals, needs and preferences. This will increase their satisfaction and, ultimately, your sales.

Would you like to discover other customer cases like LolaLiza's? Then you will undoubtedly enjoy the ones with **Le Slip Français**, **Decathlon** or **Mr. Wonderful**!

Customer engagement, acquisition and knowledge: Le Slip Français' digital strategy

[Read now](#)

How Decathlon uses interactive content in its marketing strategy

[Read now](#)

Positivity and interactivity to generate traffic and grow their database

[Read now](#)



What is Qualifio?

Qualifio enables brands to grow passionate communities by making customer engagement and loyalty easy. We provide brands with two powerful, complementary and easy-to-use SaaS platforms: Qualifio Engage, a data collection and interactive marketing platform, and Qualifio Loyalty, an interaction-based loyalty platform. Brands and media groups like RTL, Unilever, MediaMarkt, DailyMail, Decathlon, Nestlé or Lille OSC engage with their audiences daily, thanks to Qualifio.



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