La Redoute

weborama

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LA REDOUTE SELECTS WEBORAMA AS ITS PARTNER FOR THE IMPLEMENTATION OF ITS DATA MANAGEMENT PLATFORM IN FRANCE

La Redoute, France's leading e-commerce retailer with over 10 million active customers, has become one of the first French marketers to implement a Data Management Platform, to make customer and prospect data central to its digital communication strategy.

In selecting Weborama to guide it through this process, La Redoute has chosen a partner who is expert in the use of data on the Internet. La Redoute uses Weborama Audience Manager, the platform's Data Management module, to collect, segment and activate data to power its online PRM and CRM programmes.

The full roll-out of Weborama Audience Manager will allow La Redoute to:
- centralise all online points of contact between the brand and its clients & prospects via a unique anonymous identifier;
- create audience segments by combining first party data (media and onsite behaviours as well as CRM segments) with third party data from the Weborama profile database;
- define communication scenarios to effectively address the different audience segments through media (search and display), direct marketing (e-mail) and on-site (merchandising) customisation.

The roll-out of Weborama Audience Manager follows a six-month pilot phase in which La Redoute tested several use cases to validate the business benefits of the DMP. The scenarios covered customer acquisition (targeting look-alike segments), building loyalty (targeting CRM segments) and email retargeting.

For Matthieu Coilliot, Director of Marketing at La Redoute: "In the tests that we undertook in 2014, Weborama was able to demonstrate real improvements in marketing performance thanks to the robustness of its platform and its experience with data. We want to make our DMP the cornerstone of our client and prospect relationship strategy in 2015, and we are counting on Weborama to support us in this ambitious endeavour."

According to Mathieu Roche, Managing Director for Weborama: "Being selected by La Redoute to implement their DMP is terrific recognition of our expertise and the high quality of our platform. Weborama Audience Manager is a powerful, flexible platform that is highly connected to advertisers' marketing ecosystems, making it an operational tool that generates rapid, meaningful results. Furthermore, as a French company, we fully understand the needs of local marketers and can provide them with hands-on, practical support for their Data efforts, which played an important role in La Redoute's decision. "

About La Redoute

A multi-specialist in ready-to-wear and home ware, La Redoute is the second biggest retailer of women's clothing and the third biggest for household linen in France.

Laredoute.fr is the No.1 clothing and home ware website for retail sales in France, with an average of 7 million individual visitors per month.

In 2013, online sales accounted for more than 85% of the brand's France turnover; La Redoute is also present in smartphone applications and on social networks.

About Weborama

WEBORAMA: FROM DATA TO VALUE

Weborama has been innovating in the Data field since 1998. Using NLP (Natural Language Processing) and semantic analysis, the company builds taxonomies, profile databases and technological tools that make it possible to better manage digital content and thereby optimize digital marketing campaigns.

With 440 million profiles, and operating in 10 European countries, **Weborama** is the leading European data company.

Weborama has been listed on Alternext since June 2006 (ALWEB). Its turnover continues to increase, reaching €23.9 million in 2014.

www.weborama.com

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