

DOUGLAS

SOLUTIONS



PARTNER



RETAIL



**Acquisition
and
Personalized
Journeys**

Douglas, a leading European beauty retailer, delivers personalized cross-channel experiences that increase loyalty, engagement, and conversions

Challenges

- Rethink and re-launch Loyalty program with better customer data collection and usage goals
- Increase loyalty and engagement, as well as digital experiences that align with brand
- Bring together efforts across channels, both online and offline, to improve the personalized experience

Key Results



Delivered coordinated and personalized customer communications across online and offline channels, including in-store experiences like the point-of-sale receipt



With new acquisition efforts and personalized communications, **INCREASED** new loyalty memberships by 4 million in 18 months



In 18 months, **INCREASED** purchase frequency, average spend, email opens, email clicks



Collaboration between Wunderman, Adobe, and the entire Douglas team on this highly demanding project helped us work towards our vision, build stronger relationships, capture data and insights on individual customers, and convert this into real-time and relevant experiences."

Julian Griebel
Head of International CRM, Douglas

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