



PARTNER



SOLUTIONS



RETAIL



Customer Loyalty Programs

L'Occitane strengthens customer loyalty and drives repeat business by weaving personalization and storytelling into emails.

Challenges

- Build customer-focused campaigns to support key sales events
- Shift focus away from aggressive promotions and one-time purchases
- Differentiate from competitors by telling a powerful brand story
- Enable marketers to deploy smarter, targeted email campaigns quickly

Key Results



Achieved 13.87% response rate to Black Friday campaigns, increasing website traffic and driving sales



Saw 99% delivery success rate on emails sent to most loyal, highest value customer segments on Black Friday, with greater internal efficiency



Drives customer loyalty through personalization instead of traditional discount-focused campaigns



Accelerates email development and delivery so marketers can spend more time on strategy

[Read the Story](#)

Adobe Campaign gives us a competitive edge in the luxury beauty industry. Other brands may blanket customers with aggressive offers, but we can be more targeted.

Anahita Besson
Senior Manager of Loyalty, CRM and Email Marketing, L'Occitane

40 YEARS OF TRUE STORIES

