

### Objective

Using SMS messaging to develop the average cart and gain customer loyalty.

### Implemented solution

Ocito was asked to create a series of systemic tests on several customer target audience (new subscribers, long term subscribers; point of sale customers/ mail order customers...), in order for the brand to understand the SMS messaging potential as a new medium for direct marketing.

#### A two-folded test strategy:



Service started :  
september 2003

**Traffic creation campaigns in outlets (e.g.: -15% offered on 2nd book):** the first campaigns have pointed out the same efficiency of SMS than paper campaigns with a much weaker CPM and for very good customers SMS was the most effective media.

**Optimizing customer follow up, for customers not having respected the purchase agreement with the Club** (one book every three month). Once again, SMS messaging has proved to be a very effective medium to follow up customers having not ordered.

### Results

At the end of the first series of tests, France Loisirs decided to widespread the most effective actions.

The France Loisirs SMS messaging experiment is interesting on two different levels:

- Mobile marketing is not only destined to young target audiences. Women between 35 and 55 years old, the Club's main target audience, are particularly receptive to SMS messaging.
- SMS messaging is an effective direct marketing medium, ready to take an important place in brand direct marketing strategies.