

## Café du Cycliste increases the lifetime value of its customers by 14% with Ometria

Premium cycling apparel retailer uses Ometria to power its personalised retention marketing strategy.

129%

growth in reactivated customers

100%

increase in email revenue

14%

increase in customer lifetime value



## THE CHALLENGE

Before Ometria, Café du Cycliste's marketing strategy revolved around sending mass, undifferentiated newsletters to its whole customer base.

Wanting to match its premium product offering with a more bespoke, personalised marketing experience throughout a customer's journey with the brand, the cycling clothing retailer realised it was held back by its marketing setup.

Limited by its ESP, which was unable to match transactions with on-site behaviour and provide actionable insights into its customer base, Café du Cycliste wanted a solution that would bring all its customer data into one place, and enable its marketing team to use this data to personalise their marketing messages.

## THE SOLUTION

Café du Cycliste called upon Ometria because it wanted a single solution that would provide both detailed customer insight and the ability to action that insight in a personalised retention marketing strategy.

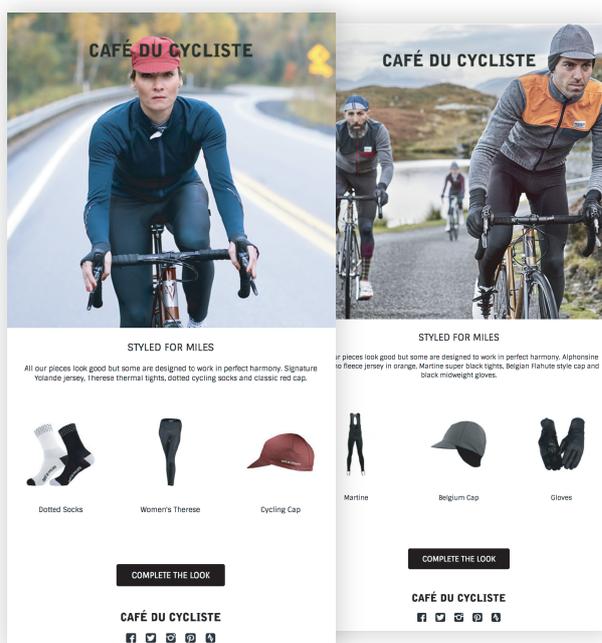
With the help of Ometria's retention marketing experts, the brand was able to set up:

- A programme of advanced automated campaigns across the customer journey:
  - a welcome campaign personalised based on the channel the recipient came through
  - a 'complete the look' post-purchase campaign with lifestyle imagery and recommendations based on the individual customer's taste profile.
  - personalised cart, browse abandonment and lapsing customer 'win-back' campaigns.
- Newsletters personalised with insight from Ometria's intelligence layer, with content tailored to the recipient's gender, location, and whether they had recently engaged with the brand.
- Targeted emails to specific customer segments - for example, those who had shopped in its London store - with relevant content.

## THE RESULTS

As a result of using Ometria for its customer marketing, Café du Cycliste experienced:

- A 129% growth in reactivated customers, and a 132% increase in reactivated customer revenue, year-on-year
- A 49% growth in total customers shopping
- A 22% uplift in repeat rate
- A 14% increase in customer lifetime value
- A 39% click to open rate on its automated emails



## GET IN TOUCH

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