



## Zoomalia increased active customers revenue by +94% using AI

Zoomalia is a leading e-commerce pet shop in Europe and has been fast-growing over the last 10 years. To sustain their growth, the ambitious team at Zoomalia keeps pushing the limit to drive further growth and remove dependencies from development teams. In 2018, the company was focused on driving loyalty and on-boarded Emarsys to help them better understand their customers and how they function. The development team at Zoomalia realized they needed AI to assist them with personalizing campaigns at scale to each customer's purchase habits and frequency of purchase. Within 3 months of launching an AI-powered replenishment campaign, Zoomalia grew its active customer base by **+75%** and increased active customer revenue by **+94%**.

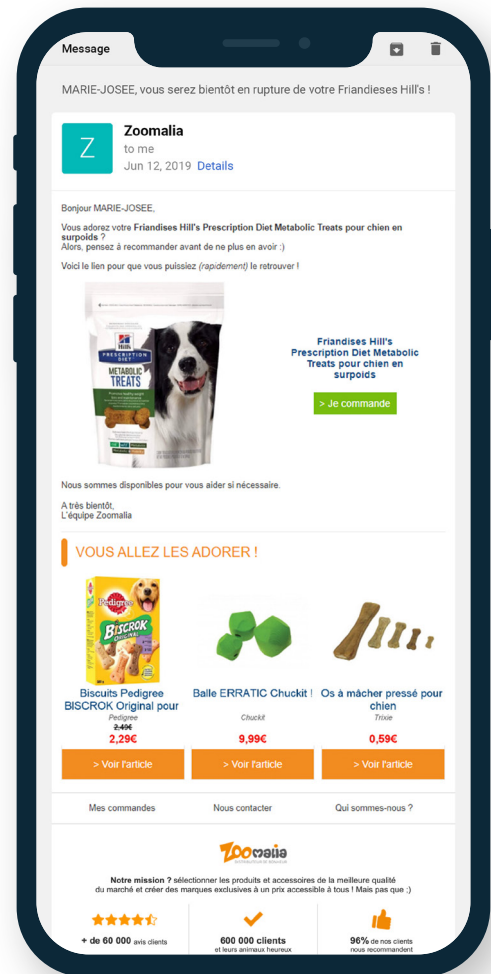
# The Challenge

Zoomalia had a business culture of building every e-commerce and logistic component internally. Despite growing their team and investing resources into building campaigns for their marketing team, the development team couldn't keep up with marketing's requests for new programs, and marketers were dependent on the development team for any changes needed for every campaign. The metrics provided were minimal and could not inform what had performed well, what appealed to clients, and what led the customer to convert.

The company decided to trust an industry specialist to free their IT resources and empower their marketing team by choosing to onboard Emarsys.

After one year on the platform, Zoomalia had already automated and personalized their entire customer journey achieving great results.

The team wanted to push personalization further to prevent clients from running out of dog food by reminding them on a 1-to-1 level when they would need to place their re-order. They quickly realized that they could not make these calculations at scale for each customer, and needed to find an alternative.



"In 2018, Zoomalia wanted to focus on driving loyalty. The team invested a lot of time and resources building complex programs and we quickly reached our limit. We kept growing the team, but to create an end-to-end CRM system that allows automation, analytics and entirely freeing IT resources, we realized we needed to find an external provider. We found that Emarsys was a solution that could easily be integrated into our ecosystem. With Emarsys, within a few weeks we successfully delivered the integration and empowered our marketing team to launch campaigns without any technical dependencies and waiting several weeks to activate new programs.

During our first year with Emarsys, we focused on launching reactive programs, we focused on automating the fundamentals of the customer journey. We were still in the habit of sending an email to a client and waiting some days before sending another email. Despite the great results achieved, we reached the limit of this reactive logic as well.

In 2019, we decided to go further. At Zoomalia, we have ambition, and we wanted to go further by knowing when our clients were about to need new pet food so they can come and re-order them at Zoomalia rather than go to a competitor's store at the last minute, therefore bypassing the e-commerce purchase. We thought this would be easy,

taking the average delay between two purchases of the same pack of pet food. However, we couldn't see correlations in the average. One client may buy a pack of 7 kgs and have 2 dogs and another client may use the dog food as a complement to other pet food, so the natural frequency of purchase for that pack of dog food doesn't exist," says Laurent Primaux, CTO at Zoomalia.



Laurent Primaux, CTO, Zoomalia



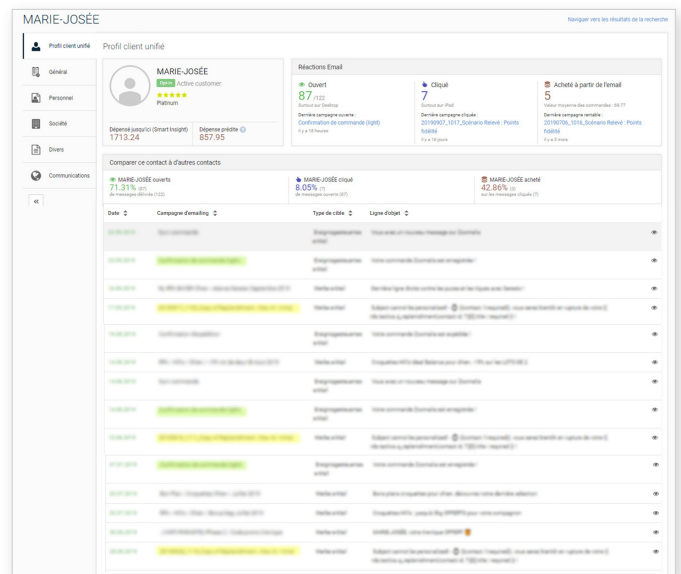
# The Solution

Laurent Primaux says, “We had to turn to Artificial Intelligence, and when we explored our options, we were lucky to see that our chosen CRM and automation vendor, Emarsys, also had this type of solution in their platform. We, therefore, worked with them, and instead of spending months developing this tool internally, within two months we were able to launch a program of this type. We have more programs launching soon, but this was our primary use case. “This replenishment program was ready-to-use. There was nothing our development team had to do. Our marketing was completely autonomous.”

**Repeat purchases represent 50% of Zoomalia's business** which is why focusing on a replenishment use case was strategic to sustain the company's growth. Timing for replenishment was essential because the marketing team knew that if a customer completely ran out of pet food, they would go in-store to make their purchase rather than order online. The replenishment needed to prevent customers from running out of pet food.

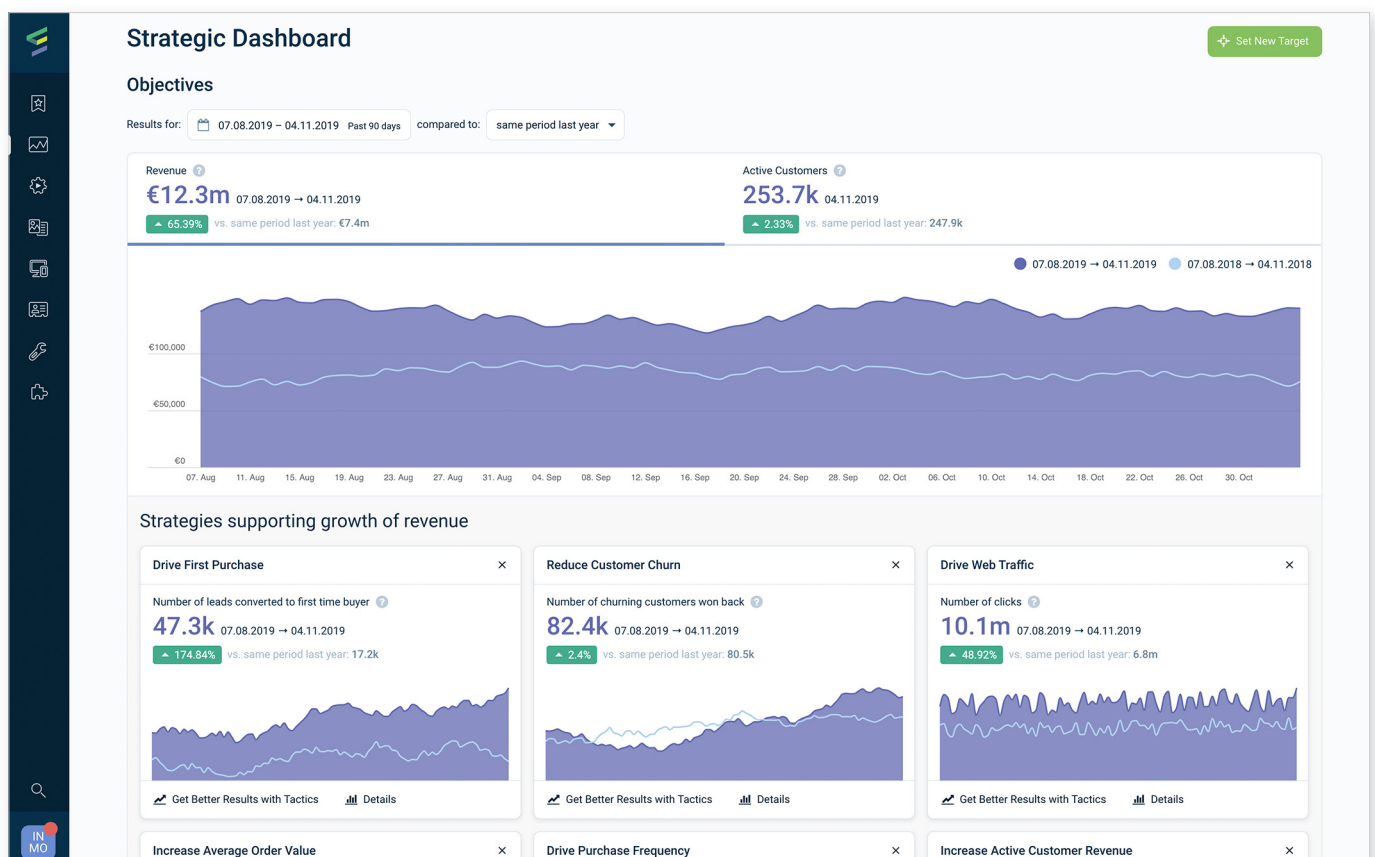
However, getting the right timing for the communication and estimating when the customer would need to replenish their pet food on a 1-to-1 level for millions of customers was almost impossible. Thanks to Emarsys' AI-based replenishment algorithms, the replenishment timing and the quantity of products and ancillaries are automatically calculated.

With the calculation made by the Emarsys platform, Zoomalia needed to automate the campaign and drive rapid results. The team started with the Replenishment Tactic out-of-the-box focusing initially on 2 email reminders to drive re-ordering. Each reminder included complementary products based on the customer's previous purchases and browsing behaviors to drive cross-sell opportunities. Artificial Intelligence was essential to scale each replenishment use case to each customer's unique purchase frequency and product affinities.



Cindy Torrinha, Digital Marketing Manager at Zoomalia shares, “What's nice about Emarsys is that you can also enter into the user profile. So you know who she is, her frequency of purchases, and her preferences. Above, I displayed this customer's history over the past 3 months. You can see in yellow that she received a replenishment campaign, and **within 4 to 10 days, we can see an order** being placed. So we believe this is helping Marie to have this sort of reminder. We are in an emotional sector that involves pets so the fact that clients can feel that we are looking after their benefits and their pets is something our clients appreciate.”

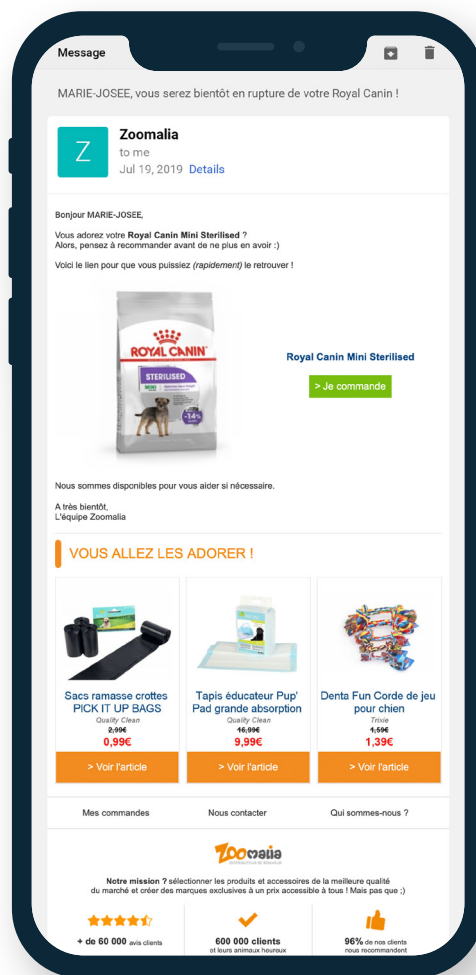
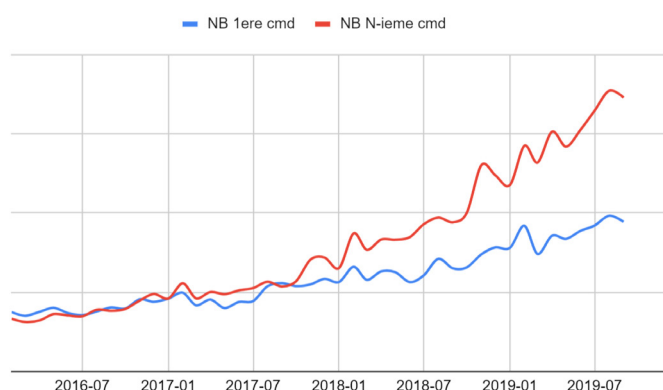
Emarsys Demo Account



# The Results

"The abandoned cart campaign has been live for 3 months, and it is our best campaign," Cindy shares. "I think we all see the abandoned cart campaign as an example of a great campaign. It is 10 points above our other campaigns. So we have seen positive results."

Comparing year-over-year performance, from adopting Artificial Intelligence and launching the Emarsys out-of-the-box replenishment program, Zoomalia has seen a 75% increase in active customers, a 94% increase in revenue from active customers, and a 68% increase in revenue from churning customers.



"If I can jump in with an anecdote for this program, 2 weeks after this program was live, we had a lot of clients asking how we knew they barely had pet food left. For us, it was concrete proof that it was working well and that only artificial intelligence could solve this use case. It was radical." — Laurent Primaux.

"It's only positive! Above all — especially for me — I am completely autonomous. These campaigns are automated, so we do the job once, we verify it, and we check the analytics. But time has been saved, so I can focus on other things, other campaigns, other use cases. It is truly time-saving." — Cindy Torrinha



Cindy Torrinha, Digital Marketing Manager, Zoomalia



Zoomalia is a leading e-commerce pet shop in France and present in 8 other European countries. The website has the largest product catalog with over 30,000+ references and 10 owned brands. With over 70,000 customer reviews, Zoomalia serves more than 800,000 happy clients and pets. The company has delivered impressive growth over the last 10 years and has been sustaining its success with a +60% turnover in 2018 while maintaining high customer satisfaction — 96% of Zoomalia's clients recommend them.

[www.zoomalia.com](http://www.zoomalia.com)



Emarsys is the largest independent marketing platform company in the world. Our software enables truly personalized, one-to-one interactions between marketers and customers across all channels — building loyalty, enriching the customer journey, and increasing revenue. Our AI-enabled marketing platform offers an intuitive, easy-to-use solution for marketers, enabling companies to scale marketing decisions and actions far beyond human capabilities.

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