Off to the post office: How EURONICS successfully uses individualized postcard campaigns

EURONICS Deutschland eG is a Ditzingen-based purchasing cooperative for consumer electronics and home appliances with more than 1,200 members at over 1,300 locations nationwide. In Europe, EURONICS is the largest retail group in the industry with 8,500 locations in 34 countries.

Always close to the customer. This is what EURONICS Deutschland eG stands for with its claim, "For your best home in the world". With the brand names "EURONICS", "EURONICS XXL" and "media@home", EURONICS unites specialized stores and large specialty stores under a single retailer brand. The range of products offered by EURONICS retailers ranges from premium TVs and smart wearables to household appliances. The focus is always on the best service and personal advice. With their consistent communication and access to synergy effects, the retailer is also particularly strong in competition with large chain stores and discounters.

Opportunity

As a cooperative, one of the central tasks of the EURONICS Deutschland eG is to plan and implement marketing measures for all of its retailers. It's important for EURONICS to be able to bundle the marketing measures and provide a consistent message while also preserving the autonomy of their individual retailer divisions and its customers.

Solution

In order to be able to map the structural peculiarities of a cooperative in the publishing process, EURONICS Deutschland eG relies on the DynaCampaign campaign system in conjunction with Informatica MDM - Product 360 as a Product Information Management system (PIM) and the priint:suite for the automated output of the personalized print PDFs. With Parsionate at their side and this powerhouse software trio, EURONICS is extremely successful in implementing more than 60 personalized postcard campaigns per year for retailers.

Advantages

✔ Faster rollout - less work - more cost effective

With the bundling of promotions and support provided by headquarters, EURONICS individual retailers marketing campaigns can be rolled out quickly and efficiently with significant cost savings.

✔ Personalization delivered

Customers receive attractive personalized postcards highlighting current promotions, incentives and other benefit offers.

✔ Consistent external appearance

The central design and implementation of the postcards ensures that the corporate design is consistently adhered to with a uniform appearance.

✔ A data-driven future

Reliable processes and consistent product data form the automated, cross-channel management of all publications.

Powerful trios for personalized campaigns

DynaCampaign + Informatica MDM – Product 360 + priint:suite guarantees a successfully automated and smooth production process of personalized postcard campaigns.

The crux with data and rights

In regard to marketing measures and the underlying publishing processes, it is important to understand the EURONICS structure: As a cooperative, EURONICS operates on a retailer basis, with the retailers working autonomously. They all have their own merchandise management system and the rights to the (customer) data.

Due to the growing complexity in digital marketing, the head office quickly realized that the retailers needed special support in this regard. But even for EURONICS Deutschland eG, various legal regulations do not make it easy to merge the retailers' customer data and to develop and execute its digital marketing measures centrally.

With the aim of offering retailers a fast, practical and effective solution, EURONICS decided to develop postcards. These were made to differ in content and degree of personalization- informing customers about new products, promotions, openings, offers and much more.

Trio I: Retailers - EURONICS - Manufacturer

Today, EURONICS designs and creates approximately 60 postcard campaigns annually, which are initiated from various locations.

Manufacturer campaigns: 5,000 - 30,000 postcards
The classic industry campaigns are product launches and offers, which are often linked to incentive promotions.

Retailer campaigns: 200+ postcards
The opening of a store or a retail customer event, such as a cooking event, are promotions that are requested from an individual retailer.

Headquarters: up to 50,000 postcards
The headquarters itself also initiates numerous campaigns for retailers, such as: Black Friday Week, Christmas or Easter campaigns, device protection guarantees such as "contract extensions of cell phones" and many more.

Automation & degree of personalization : The campaign world of EURONICS

The workflow

The degree of personalization or individualization depends on the campaign content. For example:

The front of each card is identical, while the back is personalized in relation to the customer and retailer. Examples include: product launches, Christmas promotions, Black Friday week and many more.

Device protection: In this service campaign, the customer receives an offer regarding a warranty extension before the manufacturer's warranty on a product expires. The back of the postcard is personalized to the specific product as well as to the customer and retailer data. The content of the orange eye-catching image on the front is individualized depending on the product and played out automatically by the priint:suite.

"Next Best Offer": One of the supreme disciplines in automated print publishing is the individualization of the entire content, with the customer receiving personalized offers. These typically result from the customer's purchase history or from a shopping cart abandonment. In both cases, the product or alternative products are displayed, offered and advertised.

Trio II: DynaCampaign + Informatica MDM - Product 360 + priint:suite

In the case of EURONICS, the system landscape used interlocks seamlessly, combining the following systems for the automated publication process:

Between the campaign management system "DynaCampaign", in which timing, audience and channel are defined, an interface to the priint:suite was developed by WERK II. In the priint:suite, different sets of templates were created for EURONICS for the output of various mailings.

In the automated production process, the export in DynaCampaign is started and the data is transferred to the priint:suite. The priint:suite grabs the right templates based on control parameters, enriches them with product data from MDM and renders each card individually.

With the tremendous success of the postcard campaigns, further projects such as self-mailers, multi-page letters and more are now being planned.
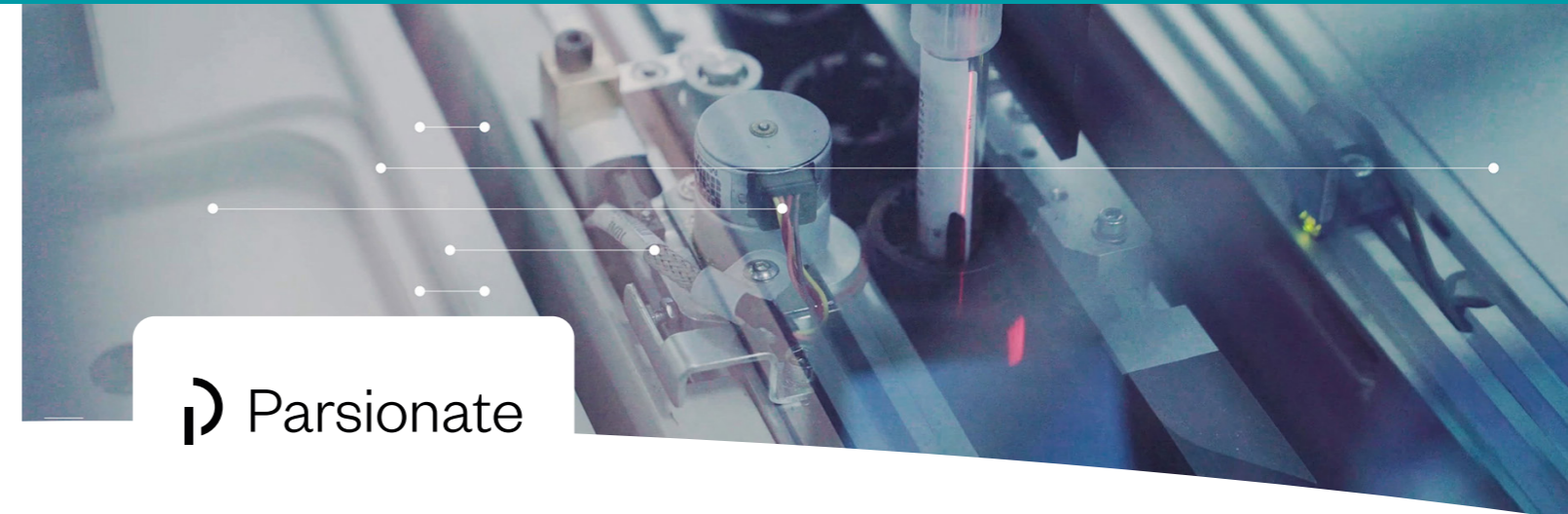
Enterprise Solution Partner

Parsionate // Data management is our core business.

Data is at the core of any digital transformation. Since 2013, Parsionate has been advising companies, unlocking their potential, and working with them to invent entirely new solutions – all on the basis of data and what it has to offer. Parsionate calls it Data Leadership.

Parsionate leverages their expertise to focus on the benefits and successes they generate for their customers and partners. This is exactly why Parsionate works end-to-end by customers' side: from strategy development to full technological implementation. With the holistic focus on data and the opportunities it creates, Parsionate takes on a longer-term, more comprehensive responsibility than traditional consultants or implementers. Their vision is to help clients harness the unique potential of data and analytics and empower them to use it more smartly and efficiently.

All this is what more than 200 experts are working on at the Parsionate locations across Europe - for international market leaders such as Hapag-Lloyd, Hoffmann Group, Festo, Stihl or Dekra.

"Customer centricity is the be-all and end-all of any company in today's world. We achieve our ambitious goals through a centralized data strategy and competent partners at our side. The combination of high-quality data, modern business processes and fully automated generation of postcards creates a significantly higher conversion rate than the one-sided focus on digital marketing campaigns."

Raphael Béguin, Head of Business Development EURONICS Deutschland eG
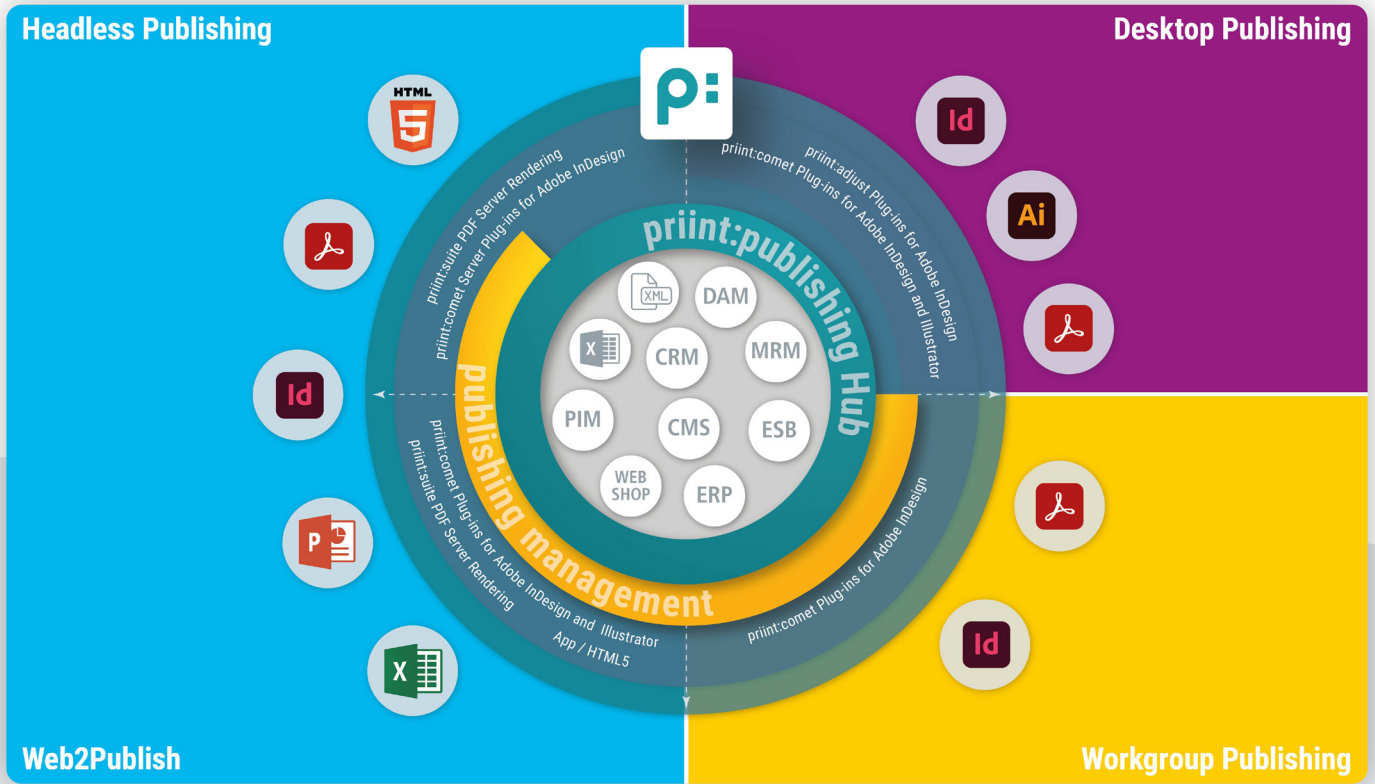
Key Facts

- **Certified Enterprise Solution Partner**
- **Region: EMEA**
- **https://www.priint.com/en/partnerprofile/parsionate.html**

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priint:suite

The Solution for all Marketing Publication Challenges

Now more than ever, print and other digital publications are vital to staying connected with customers, colleagues, prospects and audiences. That's why more than 500 satisfied customers and 100 solutions partners trust priint:suite to modernize, automate and simplify their digital and print publishing processes.

priint:suite plug-ins for Adobe® inDesign® and Illustrator® enable organizations to integrate the most diverse data sources (ERP, PIM, MDM, DAM, CRM, CMS Web-Shops or MRM systems), making their information usable for any type of publishing project.

The same data and flexibility that fuels digital communication can be seamlessly utilized in the digital and print publishing channels with one click, ensuring a consistent message and customer experience across all channels.

priint:suite is modular and scalable, making successful and cost-effective print process automation possible for organizations of any size and connection to every stakeholder department within the organization effortless – enabling you to finally achieve a truly collaborative omnichannel communications program.

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