Bata achieves higher ROI through precise targeting by linking CRM insights and Facebook marketing

About

Bata , the multi-national shoemaker has strong presence in 70 countries and 5,000 stores worldwide. With over 100 years of history in the footwear business, Bata offers a wide collection of shoes catering for the middle to high income group level, from toddlers to children, and ladies and men.

As a brand, Bata has always sought to find the right match for its customers when it comes to all things shoes & accessories. From formals to casuals to kids and toddlers, reaching to the right customer with the right product has always been their main focus.

Therefore, when the marketing team saw that reaching out to the customers through SMSs alone did not give the right response, the team wanted to explore other channels where its customers were present. Facebook was next obvious option.

Not only did the team want to kick start a Facebook campaign that was primarily based on the customer's offline purchase behaviour, but they also wanted to manage the execution of the campaign from a single campaign management tool. This was mainly to eliminate the additional steps of moving the data from one platform to another, and exposing the database to possible security risks.

The brand also wanted to close the loop on these online campaigns through complete reporting – from tracking the engagement metrics online, to monitoring how many customers actually bought the items offline. Bata wanted to precisely calculate the ROI this strategy was creating for them.
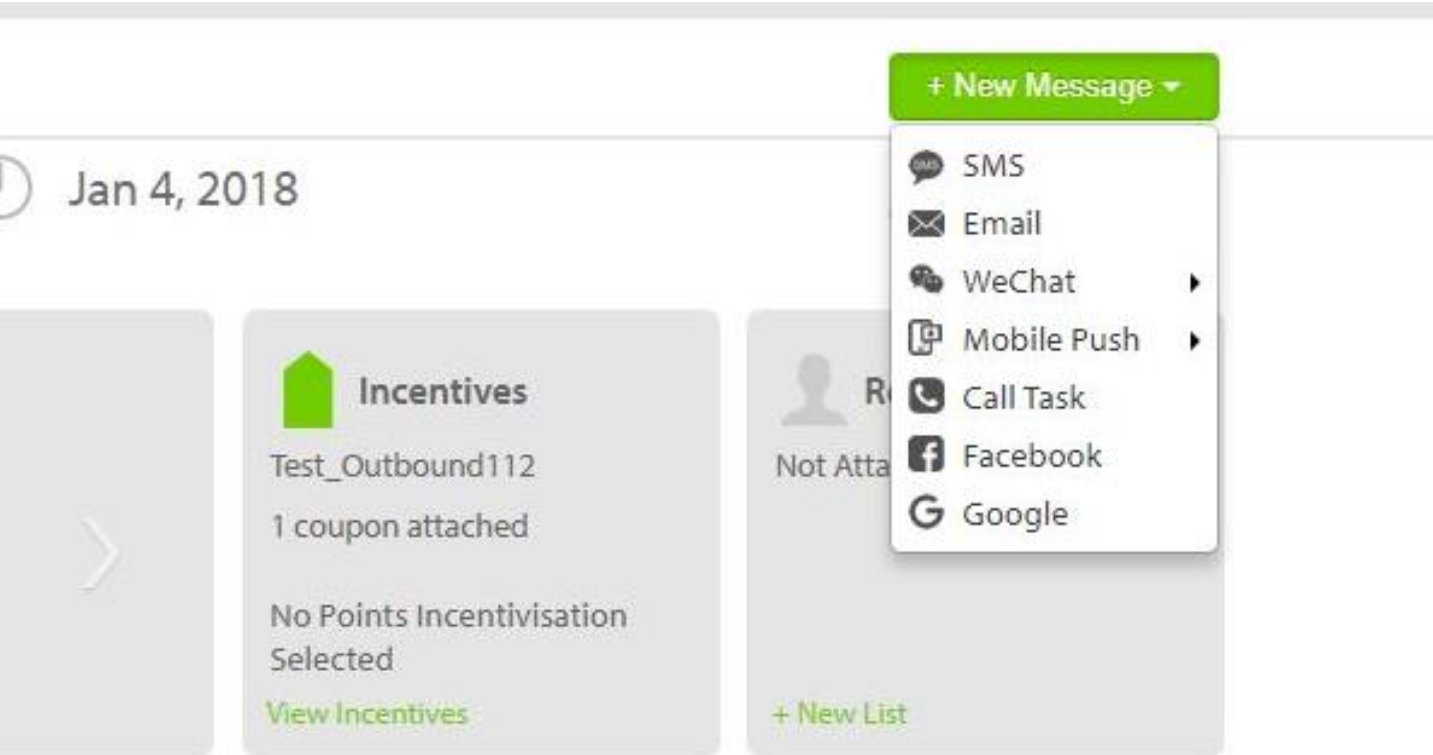
Single Integrated Tool for all Campaigns

Capillary Engage+ platform is integrated with Facebook enabling marketers to manage all their campaigns - email, SMS, and Facebook - from a single platform. This reduces the cumbersome work of data transfer and allows Bata to enjoy the benefit of Capillary's Campaign filters + Facebook's filters with least effort.

Precise Customer Targeting

Capillary Campaign Manager, a part of Capillary Engage+ solution, allows Bata to do the first layer of filtering using the offline data of customers like purchase behaviour, campaign responsiveness etc. Once the right group of customers for each promo is extracted, further segmentation is done by applying the demographic filters available on Facebook. This ensures for precise targeting.

Rewarding Online Behaviour

Capillary Campaign Manager also allows Bata to create and issue coupons on the social media platform that they prefer. This ensures that customers are incentivised to interact more with the brand in the online world. Bata, for example, used this to incentivise customers to update their profile, therefore keeping their data clean at a lower cost.

Closed Loop Reporting

Through Capillary Engage+ platform, Bata can effectively track which of their customers saw their campaigns online and visited their stores to use the benefit given to them. This ensures that each dollar spent on the campaign is accounted for.

Top of Mind Recall

Staying on top of the consumer's mind in the offline world usually requires costly methods such as sending the consumers SMSs and Emails over and over again. With Capillary Campaign Manager integrated with Facebook, Bata could now set the frequency of the ad being shown to each customer. This proved much more effective and wallet friendly than other offline channels.

More Engaging Messages

Using Carousels, Videos, and Images on Facebook Ads proved to be much more engaging than the plain text SMS. Customers were able to see the products on promotions and this helped them engage better with the brand.

Predictive Campaign Tool

The best feature Capillary's Engage+ solution offers Bata is that it powered by AI. This means after multiple campaigns, the tool will be able to identify clearly, which customers will respond to which kind of campaigns and help make smarter campaign decisions.

Over 34%
Higher hit rate with integrated Facebook campaigns over traditional SMSs

57X ROI
from targeted ladies wear campaign

217K MYR Higher
Incremental sales for Facebook campaigns over SMSs

"Bata considers itself to be a brand that reaches the customer wherever they are with exactly what they want. Capillary with their integrated Facebook solution has been extremely successful in providing us with precisely that. We are now able to target the right audience with the right message and most importantly, at the right channel."

Diana Wong, Marketing Manager, Bata

Capillary Products Used

Insights+ Engage+ Loyalty+

AWS Services Used

Route 53
EC2
S3
ELB
Elasticache
Cloudfront
Kinesis
VPC
IAM
Athena

aws partner network

Standard
Technology
Partner

Get Consumer Ready

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