

Customer Story

ContactPigeon

HOW GAP GREECE MAINTAINED ITS COMPETITIVE ADVANTAGE?



GAP was founded in 1969 by Donald and Doris Fisher in San Francisco, California. The original concept was to provide a wide range of Levi's jeans and record tapes in a single store, catering to the needs of a younger generation.

In the 1990s, GAP peaked, becoming a cultural icon with its minimalist style and iconic advertisements. The brand expanded internationally and acquired other companies, including Banana Republic and Old Navy, broadening its market reach.

As part of its strategy to expand its international footprint, GAP entered the Greek market in 2008 through an agreement with Marinopoulos Group, a prominent retailer in Greece.

Since its introduction to the Greek audience, GAP has established multiple stores in key urban locations, particularly in Athens and Thessaloniki, aiming to cater to local fashion-conscious consumers.

On the digital front, GAP Greece partnered with ContactPigeon to activate channels to actively engage customers across various media, creating a seamless shopping experience.

KEY CHALLENGES



1. Price Sensitivity

GAP Greece adapted its promotional strategies to stay competitive due to reduced consumer spending power in the struggling Greek economy.

2. Market Positioning

GAP faced increasing competition from fast fashion giants like Zara and H&M and eCommerce players like Shein, requiring ongoing efforts to establish and maintain its position in the dynamic retail landscape.

3. Digital Transformation

GAP Greece undertook the challenge of improving its digital footprint by integrating digital channels, improving online shopping experiences, and expanding its physical stores.

THE SOLUTIONS

1. Behavioral-based Marketing & Automation

GAP Greece used ContactPigeon's platform to implement event-triggered email workflows, dynamic pop-ups, and push notifications, increasing conversions with timely customer interactions.

2. Advanced Segmentation

By segmenting customers based on demographics, gender, and behavior, GAP Greece launched highly targeted automated and ad hoc campaigns. This significantly boosted customer engagement and conversions.

3. Real-Time Campaigns

GAP Greece enhanced customer reach with SMS and Viber campaigns for personalized, immediate communication beyond email marketing.

> ContactPigeon empowers our marketing strategy with an all-in-one platform, seamlessly integrating email, mobile campaigns, push notifications, and data-driven insights to reach your audience with precision and impact.

Niki Pantazi
e-Commerce Manager, GAP

4. Omnichannel Orchestration & Brand Loyalty

By integrating multiple communication channels, GAP Greece improved new and returning visitor rates, offering a consistent, engaging experience that boosted customer loyalty and CLV.

RESULTS

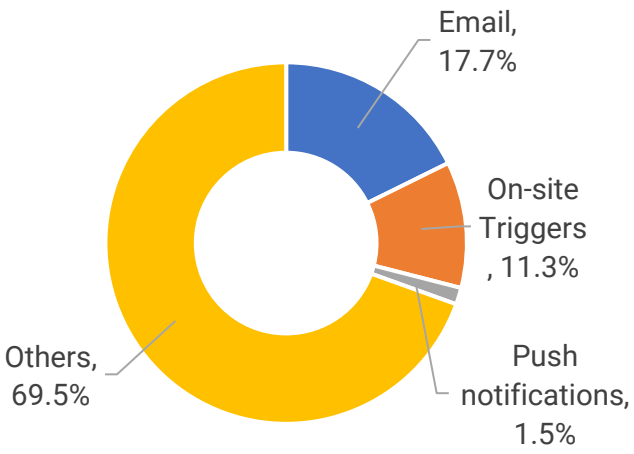
26%
Increase in revenue YoY

21%
Increase in lead capture

14%
Increase in returning visitors

ContactPigeon's omnichannel features helped GAP Greece foster a connection with its audience, with higher conversion rates across the channels. The brand saw a year-over-year **increase in overall revenue of 25.7%** between 2022 to 2023, and **30% of the growth was directly driven by ContactPigeon** channels.

Revenue Attribution by Channels



Advanced Segmentation

Advanced segmentation further refines GAP's approach, dividing customers into segments. Each segment receives customized content, from re-engagement messages for at-risk users to exclusive VIP offers.

By applying enriched data to create detailed customer profiles and personas, GAP Greece has improved customer retention and satisfaction, with notable increases in key performance indicators between 2022 and 2023. Combining email, push notifications, and on-site pop-ups has strengthened long-term customer relationships.

Behavioral-Based Marketing & Automation

With ContactPigeon's support, GAP Greece implemented a comprehensive suite of automated email flows, including new arrivals notifications, cart abandonment reminders, personalized recommendations, and more.

These campaigns are tailored based on demographic and behavioral data, providing personalized messaging at each stage of the customer journey.

Results from Automation Flows

10.6%

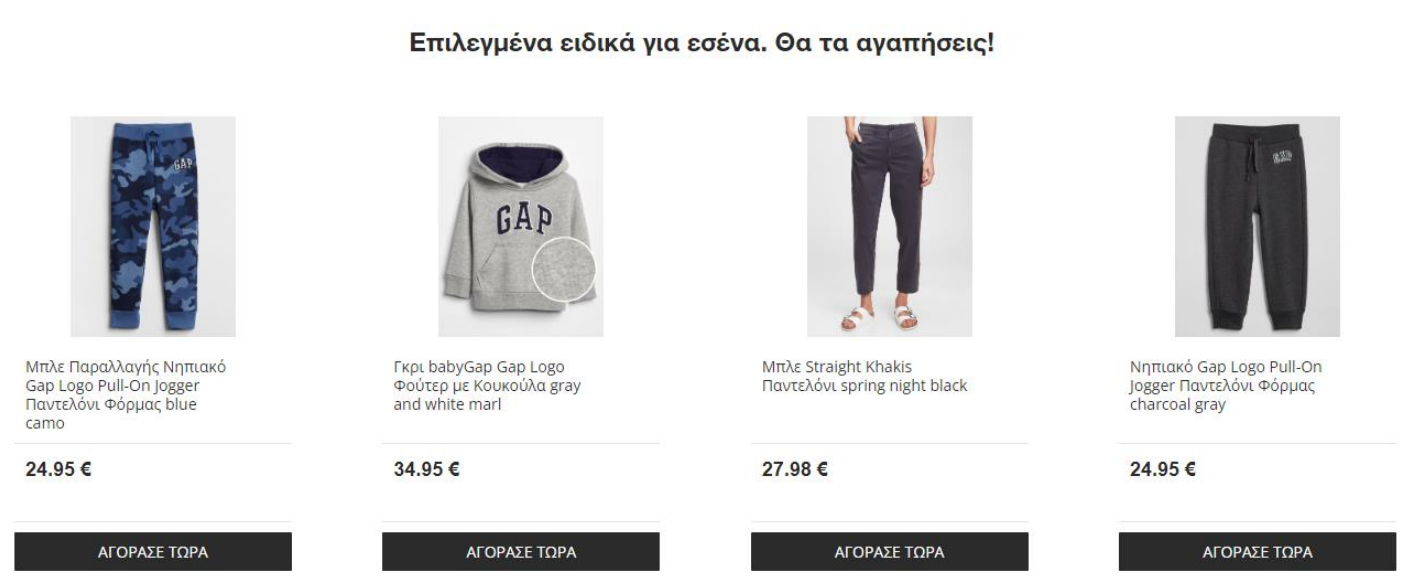
Increase in revenues from automation flows

4.7%

Increase in average order value (AOV) from automated campaigns

5.5%

Increase in orders from automation campaigns



Embedded product recommendation pop-ups

Real-time Campaigns

Real-time campaigns provide immediate, direct communication by delivering messages straight to customers' devices, ensuring quick engagement for time-sensitive offers and updates.

GAP Greece successfully ran real-time campaigns with ContactPigeon to deliver personalized and timely content that contributed to notable year-over-year growth from 2022 to 2023.

While email marketing remains the dominant channel in revenue contributions, mobile (SMS & Viber) and push notifications are growing in results to drive more customer engagements, particularly when deployed with enriched personal data.

Real-time Campaigns Results

17.1%

Increase in revenues from real-time campaigns

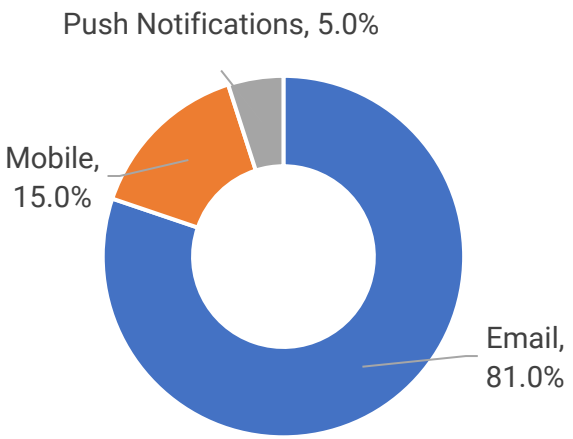
11.1%

Increase in orders from real-time campaigns

7.0%

Increase click-thru-rate (CTR) from real-time campaigns

Revenue split across all direct message campaigns

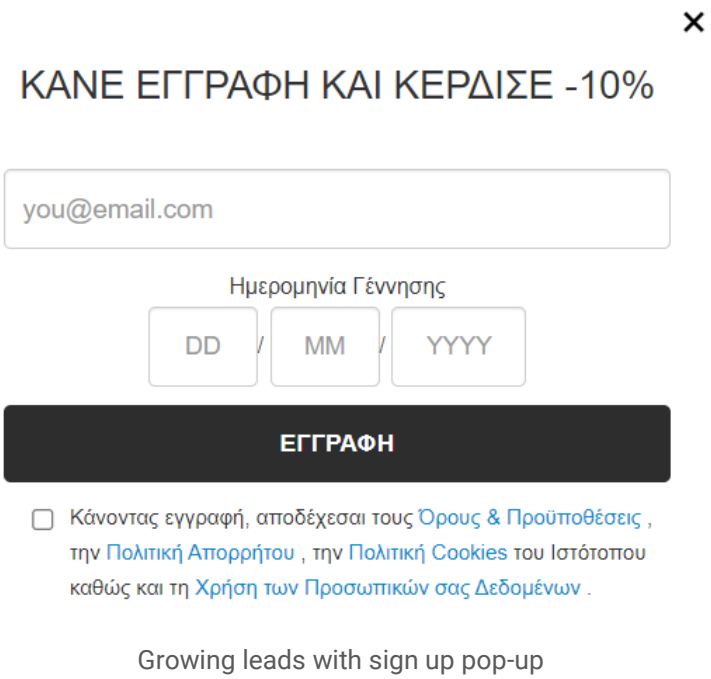


Omnichannel Orchestration & Brand Loyalty

GAP Greece has successfully converted new shoppers into loyal customers with ContactPigeon's platform, leveraging a multi-channel, personalized approach to foster long-term relationships. By synchronizing campaigns across email, SMS, push notifications, and pop-ups, GAP Greece ensures coordinated customer journeys with relevant content at every touchpoint.

Recent data from ContactPigeon's CDP (January-May 2024 vs. January-May 2023) shows an **increase of 7.2% in new and 14.2% in returning visitors YoY**. These numbers underscore the continued success of this strategy in driving customer retention and loyalty. The results reflect the brand's ability to attract fresh audiences while effectively retaining a significant portion of its existing customers, as well as GAP's ability to foster strong customer loyalty and satisfaction.





Growing leads with sign up pop-up

ContactPigeon

ContactPigeon is all about building effective, timely, and personalized engagements between a business and its customers across all communication channels. By combining customer insights among online & offline sources, ContactPigeon solves the missing piece of the marketing puzzle.

More than 400 hundred retail and eCommerce brands, including L'Oreal, Hertz, Fujitsu, and Plaisio, trust ContactPigeon to drive increased revenues with less effort by connecting customers to the brands they love!

Learn more at:



www.contactpigeon.com



hello@contactpigeon.com

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TOMMY HILFIGER



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