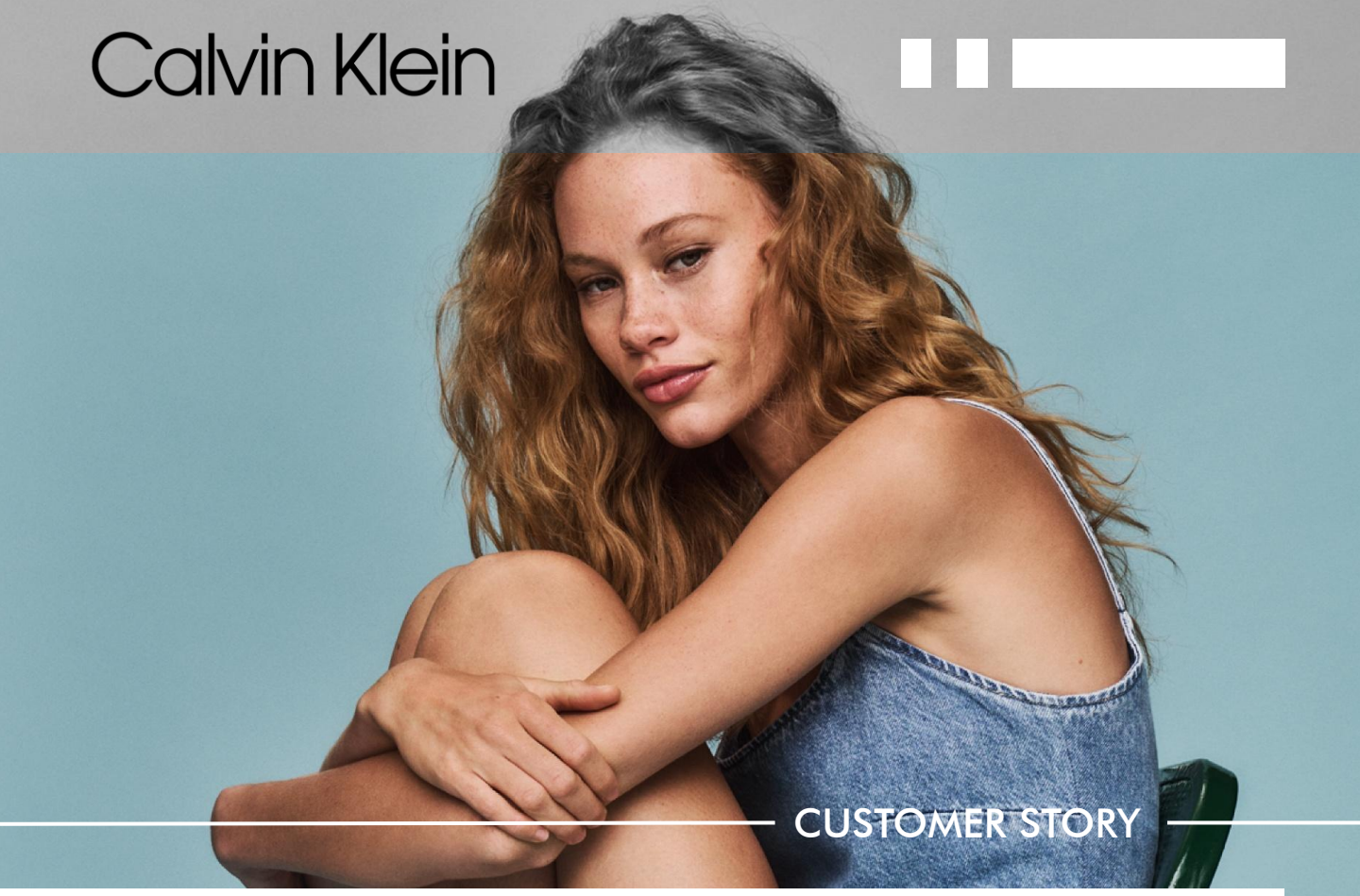
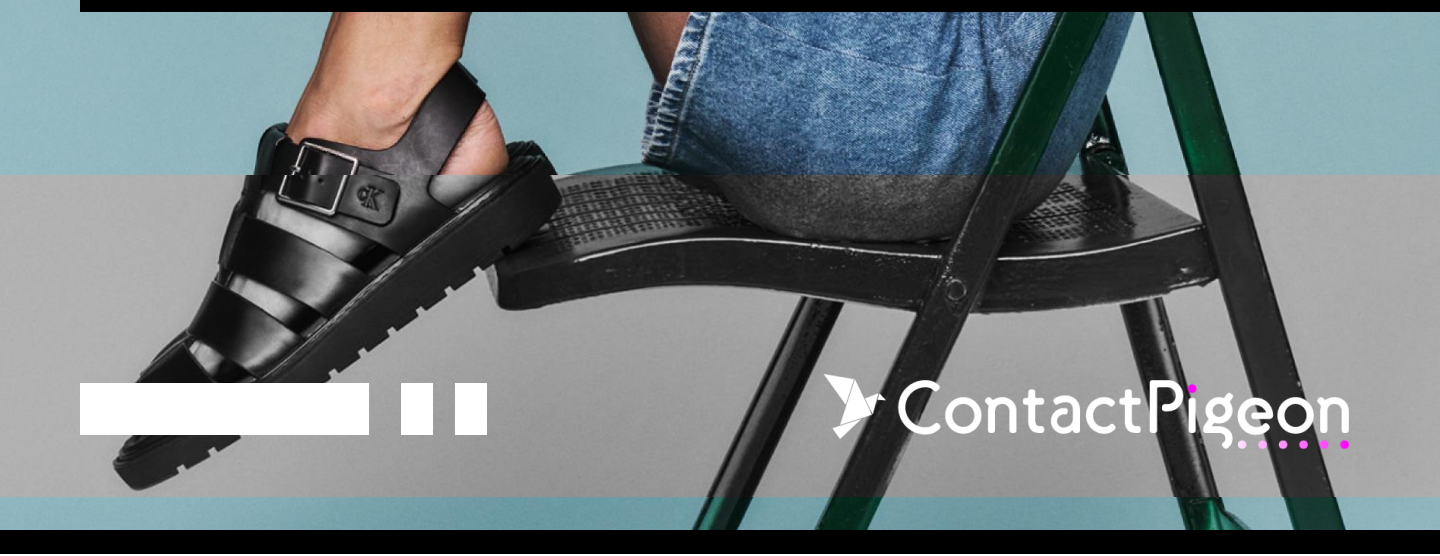
Calvin Klein



CUSTOMER STORY

How Calvin Klein Unified Data To

GENERATE 16% REVENUE GROWTH WITH AUTOMATION



ContactPigeon

Calvin Klein was founded in 1968 by its namesake designer and his business partner, Barry Schwartz. Over the years, it has established itself as one of the world's leading fashion brands, recognized for its distinctive aesthetics and groundbreaking designs.

As a global lifestyle brand, Calvin Klein embraces a progressive philosophy and a minimalist style. Its mission is to captivate and inspire its audience through visually compelling content and striking designs that engage the senses.

SARKK SA serves as the exclusive distributor of Calvin Klein in Greece, Cyprus, Romania, Bulgaria, Albania, and North Macedonia while also managing the brand's digital presence in these regions. What sets SARKK apart is its all-encompassing 360-degree business model, which integrates various aspects of the fashion industry.

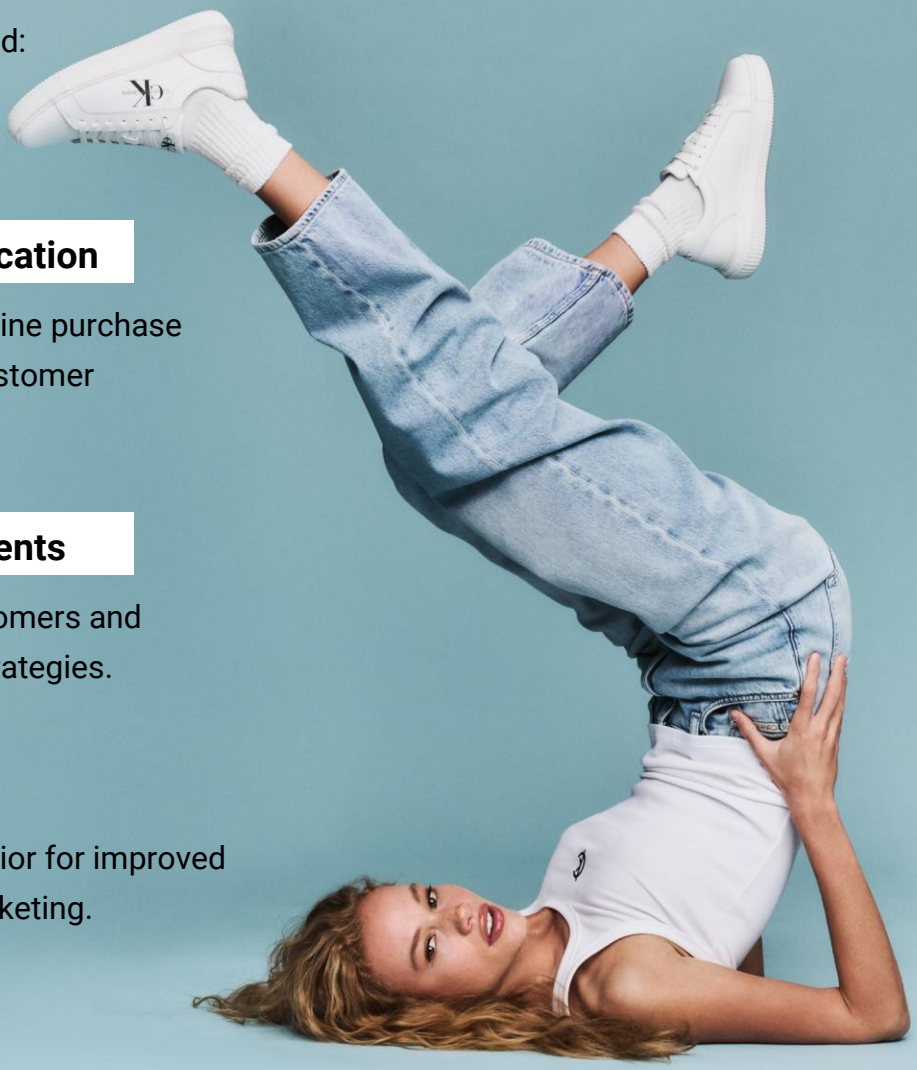
The company operates an extensive wholesale distribution network (B2B), a robust retail presence (B2C), advanced eCommerce platforms, and a dedicated logistics center.



CHALLENGES & GOALS

SARKK aimed to streamline customer data across multiple channels to better understand the Calvin Klein customer base.

The key challenges included:



1. Cross-channel Unification

Integrating in-store and online purchase data for holistic view of customer interactions.

2. Customer Engagements

Identifying high-value customers and optimizing engagement strategies.

3. Prediction

Predicting customer behavior for improved retention and targeted marketing.

SOLUTION

To address these issues, Calvin Klein leveraged ContactPigeon's Customer Data Platform (CDP), which unified data across all touchpoints and provided crucial insights into customer behavior.

Key Features & Benefits

1

Unified Customer Profiles

Merged in-store and digital transactions to enable a seamless view of the customer journey.

2

Cross-Channel Journey Flow

Pinpointed customers interactions across channels overall sales impact of each medium.

3

RFM Clustering & Predictions

AI generated RFM clusters enabled hyper-personalized engagement tactics.



> At Calvin Klein, unifying customer data across channels allowed us to deeply understand our audience. Through automation and personalization, we didn't just increase revenue — we elevated the entire customer experience.

Giorgos Betchavas
Managing Director, SARKK S.A.
Tommy Hilfiger & Calvin Klein

STRATEGIC IMPLEMENTATION

Since 2019, ContactPigeon and SARKK collaborated on designing an omnichannel marketing approach for the Calvin Klein brand, integrating advanced automation and real-time data synchronization.

Using 2-Way QR Code to Unify Digital and Physical Experiences

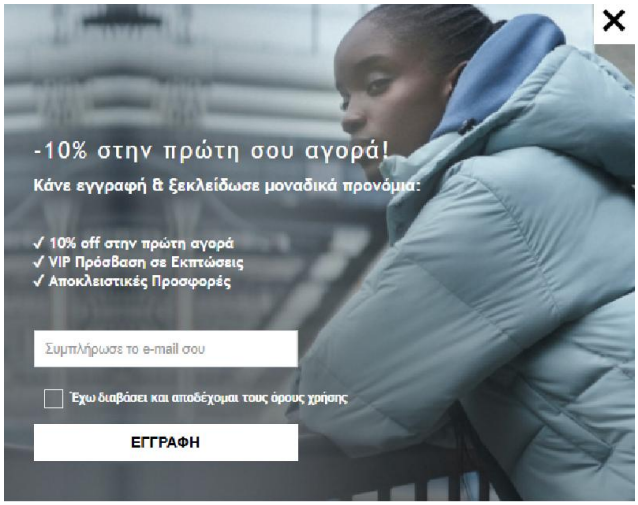
In-store QR codes

Every store receives a unique QR code that's linked to a dynamic landing pages with sign up.

Omnichannel Journey

2-Way QR codes allow seamless offline-to-online transactions, where in-store actions are captured to enrich customer profiles, contributing to a unified experience.

Similarly, content of the digital experience can also dynamically vary based on the customer profile, such that each scan may lead to different context on the landing page.



Pop-up with offer on sign up

Marketing Campaign Automation

Email automation that are customized for various customer touchpoints within the shopping journey, including:

Browse Abandonment

Encourages customers to revisit products they browsed, but not yet purchased.

Recommendations

Suggest relevant products based on customer browsing and purchase history.

Coupon Incentives

Personalized coupons to encourage repeat purchases.

Wishlist Updates

Notifies customers when items on their wish list are back in stock or on sale.

Price-Drop Alerts

Alerts customers to price changes, driving purchase urgency.

Transactional

Post-purchase communications are automated for timely follow-ups, reinforcing customer engagement.



Welcome - Coupon Incentives



Recommendation Email

Multi-channel Deployments

Push Notifications

Automated and ad hoc push notifications that keep customers engaged.

Pop-ups

Cart abandonment and sign-up prompts enhance customer interaction on site.

Viber Messaging

Calvin Klein used Viber for promotions, updates, and personalized offers.

Dynamic Landing Pages

For tailored online experiences tied to their in-store activities.

ERP Integration for Real-time Data Flow

Unified Customer Data: Integration with Sarkk's ERP system facilitated real-time data flow between online and offline channels.

Connection to Real-time Inventory: This step enhanced inventory accuracy and merchandising effectiveness by ensuring customers receive relevant product information.

RFM Clustering Analysis

RFM analysis was introduced to help Calvin Klein to identify key customer segments based on browsing and shopping behaviors – such as last purchased, shopping frequency and product categories browsed.

The segments supported campaign targeting with the goal to enhance retention and personalize communication across the customer touchpoints.



RESULTS

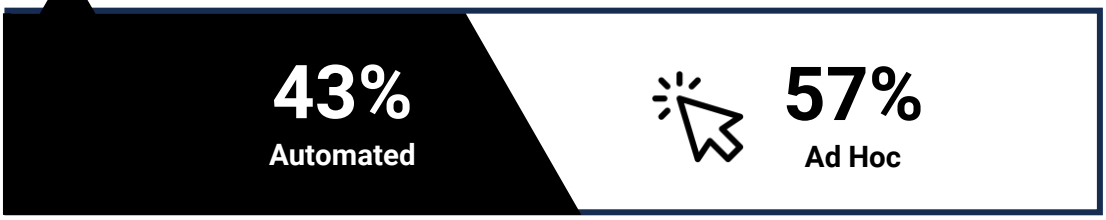
16%
Increase in revenue YoY

Working together, ContactPigeon and Sarkk S.A. has achieved remarkable results for Calvin Klein, which demonstrates the effectiveness of a comprehensive omnichannel strategy powered by ContactPigeon's Customer Data Platform.

Online sales contribution from ContactPigeon channels



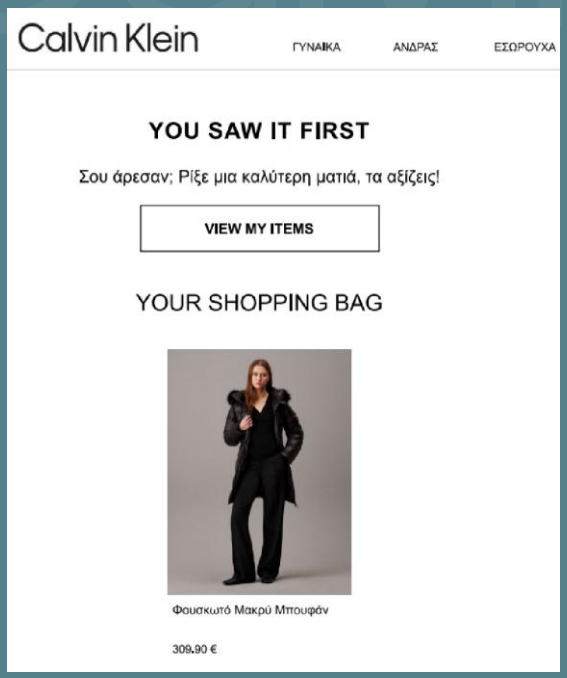
26% from ContactPigeon, of which 43% of sales are automated!



Key metrics from Automated Campaigns

	Abandoned Cart (30 Minutes)	Browse Abandonment (24 Hours)	Post-Purchase Recommendations
OPEN RATE	54%	57%	44%
CTOR	20%	19%	7%
CR*	5%	2%	1%

* Conversion rate, calculated as total number of recipients who completed an order after opening the campaign.



Abandoned Cart Email



Registration Landing Page – QR Scan

QR Code Implementation – Offline to Online

2-Way QR code helped Calvin Klein gained more digital subscribers from in-store shoppers. Here are some stats that tells the story.

69%

Registration Rate from all QR scans

31%

Brand registrants are from in-store scans

24%

Quarterly revenue attribution

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.

Today, hundreds of 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 APIVITA NATURAL PRODUCTS GAP