

FEATURED CI360 AND USE CASE ENGAGE: DIRECT



WHO?

Migros, Turkey's leading supermarket chain, holds a **95% market penetration**, offering a diverse range of products from fresh goods, FMCG to non-food items. Their 'Money' loyalty program has an impressive customer base of **20 million members**.

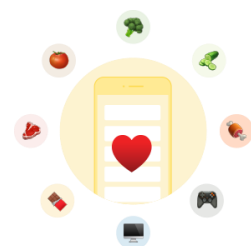
GOALS?

Migros leveraged SAS Customer Intelligence 360 technology to provide a personalized experience for their loyalty programs. This approach included individualized engagement via customized campaigns and communication, enhancing overall customer interaction and satisfaction.

MONEY GOLD REGISTRATION

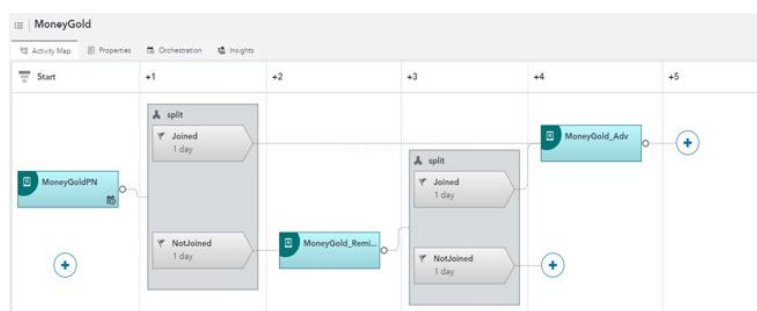
Money Gold is an exclusive paid loyalty program that offers customers a host of special advantages and services, including:

- Complimentary delivery for online shopping orders.
- Bi-weekly product discounts for added savings.
- Exclusive collaborations for Money Gold members.
- Hyper-personalized Campaign based on customer's favourite product.
- Ability to create their own campaign offers in each online/offline Migroskop brochure



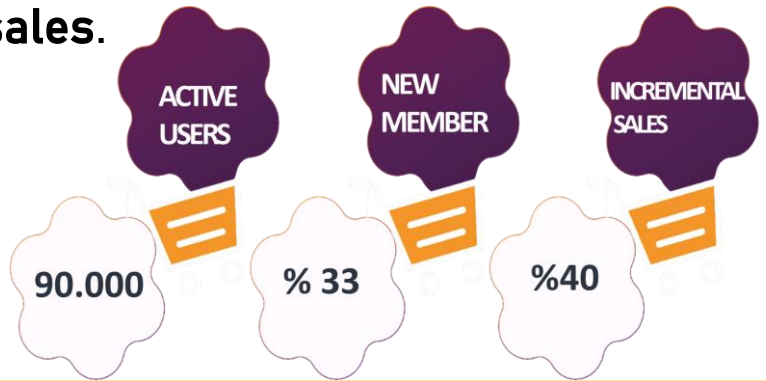
HOW?

Migros created various customer journeys. For example, non-Money Gold customers receive a Bulk Push notification. If they register for the Money Gold program, an Advantages Push is sent the next day. Otherwise, a Registration Push is triggered to encourage them to join.



IMPACT ANALYSIS

The Money Gold program currently boasts **90,000 active members** and has seen a **33% increase in membership**, leading to a **40% rise in incremental sales**.



AUTOMATE

SENDING TRIGGERED & SCHEDULED PUSHES

The Money Gold segment undergoes constant updates, while the activity map is scheduled for every fourth Thursday of the month.



COMMERCIAL CARDS

YACHT CARD, HOTEL&RESTAURANT CARD, SERVICE CARD

There are three distinct types of commercial cards, each with its own monthly spending limit:

- The Yacht Card is granted to individuals who possess a certificate of sea worthiness.
- The Hotel&Restaurant Card is provided to individuals who operate hotels / restaurants.
- The Service Card is designated for individuals working in building management.



Customers who exceed these spending limits are rewarded with Money based on their respective card type through SAS CI360 Engage: Digital..

HOW?

To encourage spending among commercial customers, Push Notifications are sent through cutting-edge SAS CI360 technology, informing them about the remaining amount of their spending limits after each purchase.

Furthermore, customers who have not made any purchases since the beginning of the month are motivated to shop through weekly campaigns that highlighting enticing rewards.

IMPACT ANALYSIS

The Commercial Cards program, with its **7,000 active members**, prompted **23% of these members** to make their first purchase, resulting in a **35% increase in incremental sales**.



AUTOMATE

HAVING CONSTANT DATA & SCHEDULED COMMUNICATIONS

The segment for commercial cards is constantly updated, and the task is scheduled to run every day. If customers have made a purchase the previous day, a reminder message will be sent to them.



WHAT'S NEXT?



Migros has a plethora of ideas to further elevate our customers' experience through tailored offers and communication strategies, making them feel even more special.

Current Money Customer



Based on the current customers' past purchases, preferences, and behavioral data from previous activities, new campaigns will be developed to cater to their specific needs and interests.

New Money Customer



Migros aims to introduce the captivating world of Money to the target audience who are not yet part of our Money loyalty program. This will be achieved through engaging web-app features and personalized campaigns that resonate with their interests and preferences.