



CASE STUDY

Diptyque is a French perfume house famous around the world for its signature candles and exceptional fragrances. Drawn together by a shared creative vision, friends Christiane Gautrot, Desmond Knox-Leet and Yves Coueslant opened the first Diptyque store in Paris on 34 Boulevard Saint-Germain in 1961.

CHALLENGE

Like many clicks and mortar brands, Diptyque were struggling to build a unified customer view of contacts to use both in-store and online to enable top class personalisation.

- **Improve...** the user experience for marketing teams by integrating all their customer into the imagino CDP, enabling them to set up and activate their ecosystem of tools directly from a single solution.
- **Make it easy to...** capture new customer data and identify existing customers in-store and online.
- **Access...** all customer data by sales advisors in-store and online.



SOLUTION

imagino developed a unique customer reference system. This improved the user experience for marketing teams by integrating this unique reference into the imagino CDP, enabling them to customise and activate their ecosystem of tools directly from a single solution.

RESULTS

As well as significantly increasing the relevancy of their digital communications through knowledge of the customers' in-store purchases - the in-store customer experience was transformed! Sales advisors have instant access to the customer file on digital tablets, giving them a real-time display of customer data to truly personalise the sales experience.



imagino