

# UN MESSAGE TRÈS BIEN REÇU

Le géant des marchés d'alimentation Tesco combine données et publipostage pour reconquérir ses clients de grande valeur.

Grâce aux données de son programme de fidélisation Tesco Clubcard, la chaîne britannique cible 9 000 clients, autrefois très actifs, qui ont graduellement réduit leurs dépenses dans ses magasins, avant de cesser d'y faire leurs emplettes. Sa base de données lui fournit le nom et l'adresse des personnes ciblées, ainsi que la succursale qu'elles avaient l'habitude de fréquenter.

Pour raviver leur intérêt, Tesco leur poste un reçu de caisse agrémenté d'un message personnalisé chaleureux et d'un bon de réduction à échanger en magasin. Quand les clients utilisent le coupon, la caisse leur attribue un reçu portant un message de [re]bienvenue et un autre bon de réduction pour les inciter à recommencer à acheter régulièrement dans les magasins Tesco.

Cette campagne est le parfait exemple d'un publipostage axé sur les données. Elle met à profit les données de la clientèle pour permettre une personnalisation de masse avantageuse pour tous. Une approche ciblée aussi précise que pertinente, qui ne tombe pas dans les stéréotypes et qui touche les clients.

La campagne de rétention est si bien reçue à l'échelle locale, que la chaîne la lance ensuite dans tout le pays. Le taux d'utilisation des bons de réduction de 5 £ et de 10 £ (10 \$ et 20 \$ CA) s'élève à 56 % et se solde par une augmentation des ventes équivalant à 228 000 \$ CA, tout ça dans les 12 premières semaines de la campagne. Une reconquête réussie signée Tesco.



DEAR MRS SAMPLE  
WHERE HAVE YOU BEEN?  
IT'S NOT BEEN THE SAME WITHOUT YOU AROUND

IF YOU COME BACK SOON I'LL GIVE YOU £5 OFF YOUR SHOPPING - AND IF I'M BUSY, ONE OF MY FRIENDS WILL DO IT

HOPE TO SEE YOU IN THE NEXT FEW DAYS

FROM TILL NUMBER 4

07/06/05 12:39 1234 567 8910 0000

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A LITTLE EXTRA FROM CLUBCARD

**£5 OFF**  
YOUR NEXT SHOP IN-STORE

A Sample  
123456 1234 1234 1234

Valid until 07/08/05

Please see over for terms and conditions



9 914427 205003

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Tesco Stores Ltd  
Registered Office  
Tesco House, Delamare Road  
Cheshunt, Herts. EN8 9SL  
[www.tesco.com](http://www.tesco.com)  
VAT NO: 220430231

THANK YOU FOR SHOPPING WITH US



We've missed you recently; so we're offering you a little thank you to welcome you back in-store. We look forward to seeing you soon. If you have any questions please call 0800 59 16 88. Please remember to use your coupon before the end date.

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This coupon can only be exchanged for qualifying purchases of goods or services equivalent to its face value, or it can be exchanged for goods or services of a higher value on payment of the difference, at any participating Tesco store in the UK or IOM.

Purchases of tobacco products, Esso fuel, café, lottery products, e-top up, prescription medicines, infant formulae milk and gift vouchers are excluded.  
Age restrictions may apply.

Customers must be 18 years or over to purchase alcohol. Not redeemable through Tesco.com or Clubcard Great Deals. From time to time other goods or services may be excluded, if so notification will be given at point of sale.

This coupon has no cash value. No change given. Copied, damaged or defaced coupons will not be accepted. Valid until 07/08/05.

This voucher is and shall remain the property of Tesco Stores Limited and is not for re-sale or publication.



DEAR MRS SAMPLE  
WHERE HAVE YOU BEEN?  
IT'S NOT BEEN THE SAME WITHOUT YOU AROUND

IF YOU COME BACK SOON I'LL GIVE YOU 500 FREE CLUBCARD POINTS - AND IF I'M BUSY, ONE OF MY FRIENDS WILL DO IT

HOPE TO SEE YOU IN THE NEXT FEW DAYS

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07/06/05 12:39 1234 567 8910 0000

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**500**  
FREE CLUBCARD POINTS

A Sample  
123456 1234 1234 1234

Valid until 07/08/05

Please see over for terms and conditions



9 914430 965000



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Hand this coupon over to the Tesco checkout operator along with your Tesco Clubcard to gain 500 Clubcard Points. Clubcard Points will be added to your Clubcard Statement. Valid in the UK & IOM only, not redeemable through Tesco.com or Clubcard Great Deals.

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DEAR MRS SAMPLE  
WHERE HAVE YOU BEEN?  
IT'S NOT BEEN THE SAME WITHOUT YOU AROUND

IF YOU COME BACK SOON I'LL GIVE YOU £5 OFF YOUR SHOPPING WHEN YOU SPEND £20 - AND IF I'M BUSY, ONE OF MY FRIENDS WILL DO IT

HOPE TO SEE YOU IN THE NEXT FEW DAYS

FROM TILL NUMBER 4

07/06/05 12:39 1234 567 8910 0000

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\*\*\*\*\*  
A LITTLE EXTRA FROM CLUBCARD

**£5 OFF**  
WHEN YOU SPEND £20 OR MORE IN A SINGLE TRANSACTION

A Sample  
123456 1234 1234 1234

Valid until 07/08/05

Please see over for terms and conditions



9 914430 975000

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This coupon can only be used once in each payment when you spend £20 or more in a single transaction in any Tesco store. Purchases of tobacco products, Esso fuel, café, lottery products, e-top up, prescription medicines, infant formulae milk and gift vouchers are excluded.  
Age restrictions may apply.

Customers must be 18 years or over to purchase alcohol. Not redeemable through Tesco.com or Clubcard Great Deals. From time to time other goods or services may be excluded, if so notification will be given at point of sale. This coupon has no cash value. No change given. Copied, damaged or defaced coupons will not be accepted. Valid until 07/08/05.

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CLIENT Tesco | PRODUIT Programme Tesco Clubcard | PAYS Royaume-Uni | AGENCE EHS Brann | ÉQUIPE Directeur de la création, rédacteur et directeur artistique Nigel Clifton | Directrice des comptes Anna Dobson

