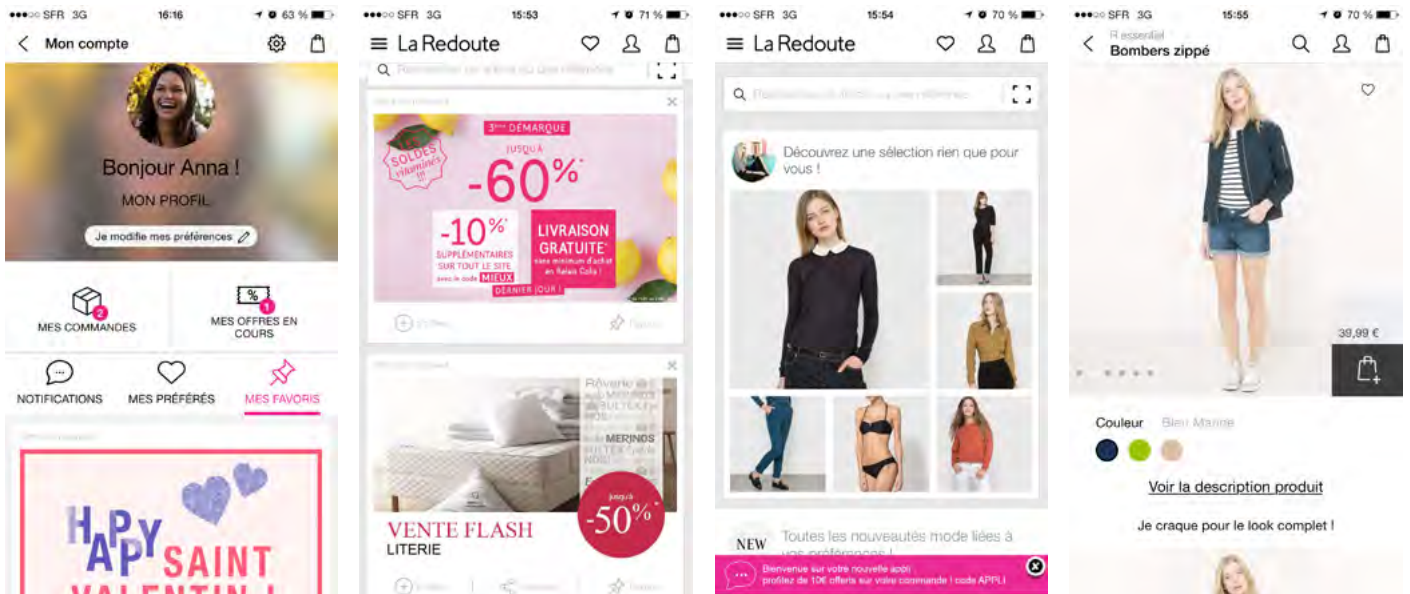# La Redoute

La Redoute's Mobile-Integrated Relaunch Delivers Amazing Performance And Superior Customer Experience

1.7+ million	2.6x	+10%	+10%	10 Years Younger
APP DOWNLOADS +130%	BOOST ACTIVE USERS	TRAFFIC (POIDS)	GROWTH NEW CUSTOMERS	AVERAGE USER AGE

BACKGROUND

La Redoute is a multi-national French fashion and home decor retailer. With mobile as a top business priority, La Redoute kicked off 2016 with a complete redesign of their mobile apps and a fresh, new marketing and communications strategy.

CHALLENGE

The team set out to increase app installs, engagement and purchase activity across 7 countries, France, UK, Spain, Portugal, Russia, Belgium and Italy. Towards this end, the team set both qualitative and quantitative goals and KPIs.

Qualitative Objectives
1. The mobile app should deliver real customer value, similar to a "personal shopper".
2. The mobile app should be "inspirational" to users, while also delivering social, personal and intuitive experiences.

Quantitatifs
1. Increase the number of downloads, engagement (active users) and retention on the app.
2. Attract new customers by appealing to a younger audience.

ACTIVATION

The La Redoute team engaged AppsFlyer to better understand and improve their marketing performance and mobile customer engagement across each of their localized mobile apps. AppsFlyer's deep integrations with every one of La Redoute's partners (including Google, Facebook, Tapjoy, Addict Mobile and Ad4screen) allowed their team to easily measure and optimize their performance across from a centralized dashboard. These deep integrations automatically synced La Redoute's data with each partner as needed, so the team was able to easily add and test new partners or test new retargeting campaigns without needing to add any new SDKs to their app.

Furthermore, La Redoute deployed AppsFlyer's OneLink™ deep linking across their owned marketing channels, as well as social media pages. This provided the optimal user experience to their customers as well as deep mobile performance analytics across these channels.

IMPACT

AppsFlyer's insights and capabilities helped La Redoute dramatically improve their mobile app performance. AppsFlyer's deep partner integrations allowed La Redoute to add and test new partners in minutes, quickly and efficiently quantifying their respective performance in each market. By further measuring the engagement and revenues of each install and user, La Redoute gained deeper insights into their user behavior and lifetime value. Additionally, with just one click La Redoute automatically synced relevant in-app engagement data to their network partners, further improving their user acquisition and retargeting efforts.

Based on these insights, La Redoute optimized each of their campaigns, partners and regions in real-time. This data-driven strategy delivered a rapid reduction in their CPI alongside a dramatic increase in both retention and conversion rates.

After a thorough review, we chose AppsFlyer because of their deep partner integrations around the world, their neutrality, their dynamic reporting dashboards and their advanced technology. AppsFlyer's insights continue to inform and impact our growth strategy and marketing optimization.

Anna Faure, Traffic Manager
La Redoute