



How to digitize your paper catalog optimizing your local offer relevancy ?

ARMIS and Leroy Merlin Rueil-Malmaison case study

Context

Leroy Merlin store in Rueil-Malmaison has decided to completely stop the paper catalog and switch their entire budget in the digital solution developed by ARMIS, in order to attract more consumers in-store during the promotional periods. This Multilocal Advertising Solution transforms the content of the actual paper catalog operation in digital.

Multilocal advertising has thus enabled the store to communicate as close to its local customers and to better understand their needs. The results of the operation have indeed allowed an analysis of the products offered for sale, especially their SEO relevancy.

Results



1
PAPER CATALOG = **2**
ARMIS CONTACT

Increase of the product on paper catalog market share from

8% to 10%
OF THE TURNOVER

Click through rate

8x
HIGHER THAN THE MARKET AVERAGE

Audience reached

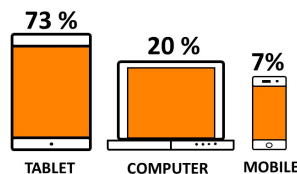
188 384

PERSON REACHED CLOSER TO THE STORE IN 20 DAYS

Mechanism

Multilocal advertising related to products closest to stores

ARMIS Multilocal Advertising Technology enables the most relevant advertising message to be broadcasted around each store.



Whether they are browsing on their **computer**, **mobile** or **tablet**, consumers located in the store catchment area are more likely exposed to the advertising message (devices distribution on the campaign)



Customers close to each Leroy Merlin store are exposed to Leroy Merlin branded message and the concerned store.

Multilocal advertising is a real tool of assortment. The advertising device robot deployed analysis each product attractiveness and highlights those that arouse the most of interest in people exposed to advertisements through a **machine learning** technology.

This analysis then allows the store to better understand its customers needs and consequently, adapt its offer. It also allows it to make more appropriate recommendations and to better manage its stocks.

Leroy Merlin Rueil Malmaison - Étagère résine 5 tablettes
 Annonce www.leroymerlin.fr/v3/p/produits/etagere-resine-5-tablettes-noir-190x180x40-cm-e140...
 Étagère 5 Tablettes Résine est à 19,9€, profitez-en !
 Offre du 30/1 au 6/2. Promotions Leroy Merlin. Offres près de chez vous

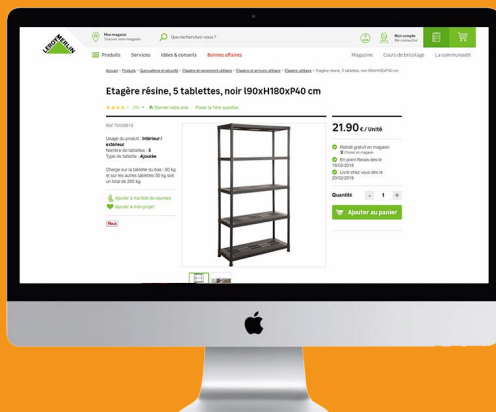
Picture 1 : Google Advertising example



Picture 2: Advertising banner example on third party website



Picture 3 : Facebook Ad example

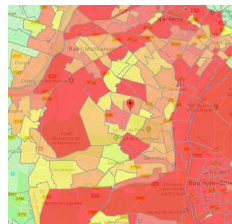


Picture 4 : Redirect to Leroy Merlin digital window display

The following products, for example, were distinguished during the campaign conducted with Leroy Merlin store in Rueil :

- ✓ Furniture set (26 % clicks)
- ✓ Thermal curtain (18% clicks)
- ✓ Blackout slats pvc (9% clicks)

They combine together more than 50% of the total clicks, out of a total of 202 products.



The tool also allows a geographical analysis, by identifying the clicks origin on the different advertisements thanks to a heat map. The store can learn valuable information about its customers location and decide to focus on specific area.

In conclusion, Leroy Merlin store in Rueil-Malmaison has decided to completely stop the paper catalog and switch its entire budget to ARMIS Multilocal Advertising.

A redirection to the store website to strengthen the brand image

By clicking on these advertising messages, consumers are oriented to products description of the concerned store website (picture 4). This redirection allows the retailer to attract more traffic on its website and sell its products online.



« We observed that we are doing a 15% increase in products presented on our paper catalog during advertising operation period and that our market share of these products has shifted from 8% to 10% of our turnover. This proved that we could largely mourn of the paper catalog and that there are more effective means. »

- declares **Lorraine Valsasina**,
 Leroy Merlin Rueil-Malmaison store director -



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