

How red thread communication allowed Near to support Maxi Zoo through a period of growth

Advertiser



Marketing Platform



Context

Maxi Zoo is a brand specializing in the sale of pet products. It sells everything from food and accessories to products for day-to-day care, and is now a leader in the pet supplies market. Moreover, the group is continuing to expand. The company has opened more than 200 points of sale since 2015, 46 of which opened last year, and it now has a network of almost 280 stores.

Maxi Zoo's marketing strategy involves renewing its commercial offers every month. The brand keeps communicating its catalog offers so that its customers and prospects are regularly informed of good deals.

Near has been supporting Maxi Zoo with this regular communication for several years now. We hold a monthly meeting, made all the more successful by red thread communication and innovative visuals.

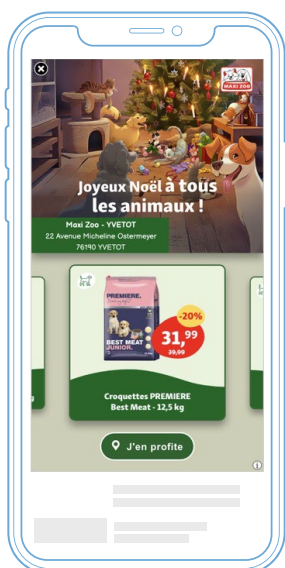
"Drive to Store" campaign

Near's creative studio

To maximize the impact of ads, Near helps brands with their creative elements. Near's teams adapt to their clients' marketing strategies and for a more product-focused communication, offer a variety of innovative and engaging templates.

To support Maxi Zoo with each of its campaigns, Near's teams share several carousels in different formats to suit different distribution channels:

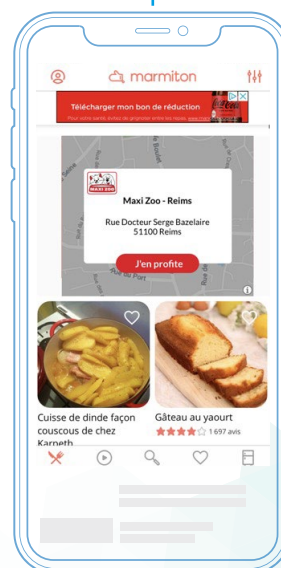
Interstitials



Banners



MPUs



As digital media is so flexible, it is easy to integrate a range of products that will then be showcased in an interactive carousel. Internet users can then easily find current deals and decide to go further, for example, by going to their nearest store.

These activities happen every month. Near and Maxi Zoo hold regular meetings, as you would for a printed catalog.

The benefits of red thread communication...

Regular communication with Maxi Zoo has allowed Near to develop its platform algorithms to build up knowledge on the group's target audience.

The first campaigns targeted users based on their profile location and cross-referenced it with socio-demographic and affinity data about the pet world.

These first activities enabled Near to:



Re-target mobile internet users who had already been identified through previous activities

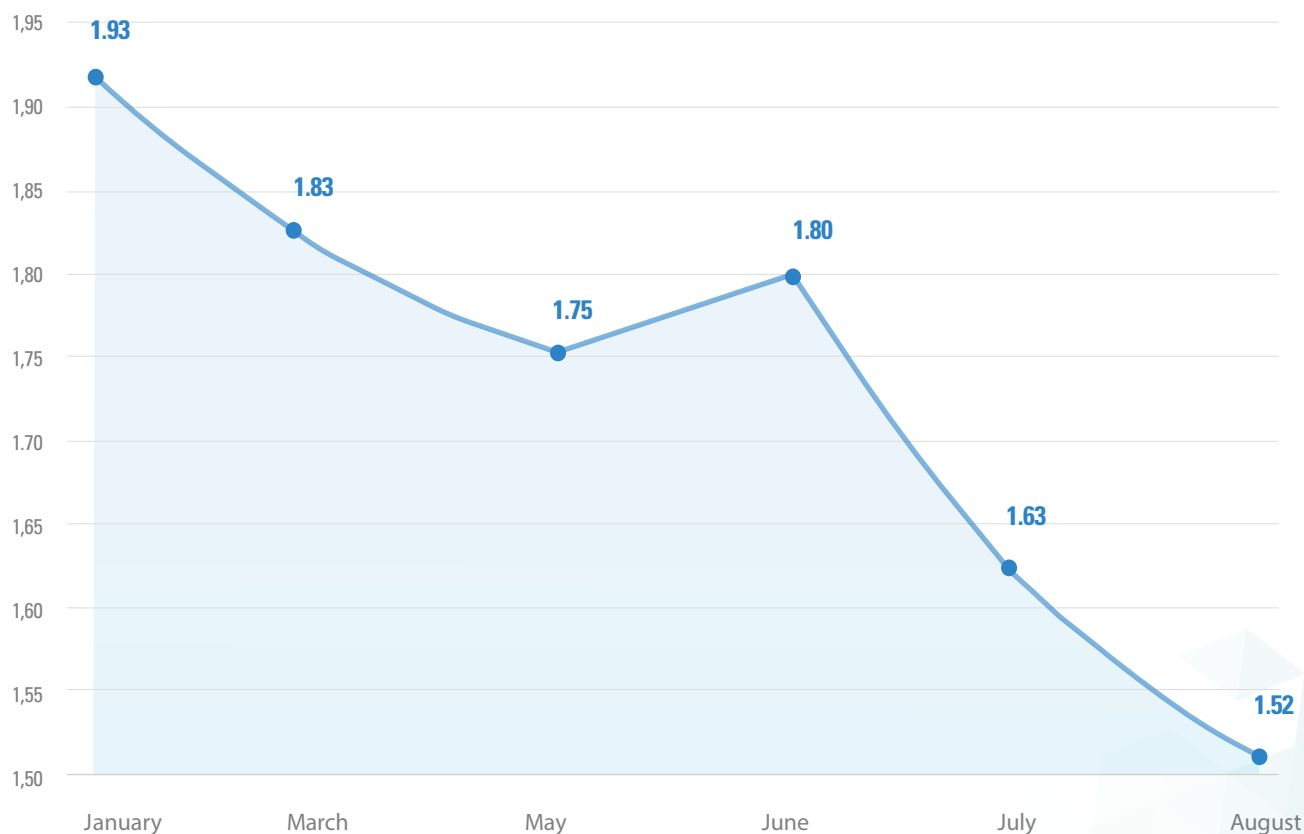


Better understand the offline and online behavior of its audiences throughout the activities



Find profiles which had interacted with the first campaigns

By exploiting this data over time, Near was able to optimize the performance of subsequent activities. For example, in 2021, with the cost per visit:



...coupled with a large increase in the number of stores

Maxi Zoo hopes to have nearly 600 outlets by 2028. A major objective which was initiated several years ago, and one with which Near is also helping to support the brand with its digital solution.



Regularly opening new points of sale, which receive random traffic at the start, does not however, prevent red thread communication being effective or performance being optimized. This is because by knowing the behavior of the group's target audience, it can better guide a qualified population to the new stores when they open. That is the power of using a data-driven strategy, based on concrete data and indicators.

Results



Lowest CPV :
1.52€



Average number of prospects
reached per activity :
1.7 M

Testimonial

"With data and performance-oriented logic, Near knew how to help and support our commercial communication throughout our growth. Increasingly more specific targeting and lower CPV strongly contributed to increasing traffic to our store and our ROI."



Any questions ?

Contact customer support at
contact-fr@near.com

About Near

Near, the world's largest source of intelligence on People, Places, and Products, is the global leader in Data Intelligence empowering organizations of all sizes to make smart, strategic decisions delivering optimal business performance. Our platform unites the Marketers and Operational data leaders by providing the most accurate, reliable source of data. Our transparent, privacy-led approach means you will never doubt our authenticity.

We are determined to provide actionable insights as we work relentlessly to shape, build, and maintain the world's largest source of intelligence on People, Places, and Products in both the physical and digital space.

Ultimately, our vision is to inspire the world to make better decisions. And, to inspire ourselves to deliver the most trusted, privacy-led source of intelligence on People, Places, and Products.