



L'OCCITANE
EN PROVENCE

70%

Opt-In Rate

Global retailer drives conversion with Christmas Commerce

L'Occitane en Provence delivers a powerful interactive customer experience with Odicci's Advent Calendar.

L'Occitane en Provence, the French beauty product and fragrance brand founded in 1976, manufactures and sells natural, organic cosmetics and well-being products all around the world.

L'Occitane en Provence is a brand synonymous with the highest quality natural beauty products and cosmetics. A world renowned manufacturer and retailer, the brand has fully embraced the opportunity that digital affords them, and has successfully brought the in-store experience online.

CHALLENGES

L'Occitane en Provence wanted to increase engagement with online visitors over the Christmas period by offering rewards and incentives. Along with this, L'Occitane en Provence was also keen to sign up new customers for their email marketing programme.

L'Occitane en Provence were looking for a campaign that could be easily used both for the Spanish market as well as for the Portuguese market allowing them to re-use assets and offers between both countries.

Odicci helped us create a fun and dynamic Christmas experience with their Digital Calendar module.

Thanks to an easy and very intuitive software we offered an interactive experience that performed very well with new and existing customers.

Odicci helped us grow our existing database, increase online traffic and drive sales at a key moment of the year.

Rebeca MATIAS
Digital Marketing & e-Commerce

70%

average opt-in rate

The *Advent Calendar* reflects on current consumer experiences and provides insight into consumer intent.

SOLUTION

The creation of 2 online advent calendars were commissioned, one for Spain and one for Portugal. l'Occitane en Provence used a 12 day countdown to drive engagement. Behind each day was a unique offer varying from discounts to unique gifts. The calendar acted as a First-Party Data data collection tool, requiring visitors to enter their email to access the calendar. This method allowed l'Occitane en Provence to substantially grow their mailing list over the calendar period.

The advent calendar was hosted in an iframe on the l'Occitane en Provence website, driven by organic traffic as well as social media and paid advertising. Any link building efforts to their advent calendar positively contributed to l'Occitane en Provence's SEO.



RESULTS

43%

Completion
rate

82%

Return
Rate

54%

Return On
Investment

Find out more

Contact us for a demonstration of the Odicci Engagement Platform to collect Zero-Party Data and deliver better personalised experiences.

hello@odicci.com
+44 20 7903 86 30

This experience generated a very high opt-in rate with 70% as well as a highly engaged audience with 82% return rate.

The declared data collected from the experience was subsequently imported into l'Occitane en Provence's Customer Data Platform.