

Digital footprint monitoring for Retail Store Managers

Digital Cockpit – Social Media – Digital Marketing

CONTEXT

Why monitoring marketing campaigns is crucial for retailers

Technology continues to transform the retail sector, as shopping moves online and customers are more and more empowered. As a retailer, it is a must to lead and monitor effective digital marketing strategies.

In order to maximize ROIs, they should become expert in leading their actions and investments. This requires to:

- Keep KPIs in one place and real-time
- Keep track of campaigns and special events
- Integrate multiple data sources, both internal and external
- Get a consistent view of their actions to fine-tune business operations management
- Simplify and fasten the integration and correlation of customer data analysis (profile, average basket, satisfaction...)

CHALLENGE

Manual processing and access to data are tough for business teams

Most solutions currently available on the market fail to answer all the needs of retail teams.

- They are often isolated and require manual reprocessing
- Data access is complex and takes time
- Little autonomy is given to Top Management to manage access rights (country, region, group)
- Integration of external algorithms is still tough

SOLUTION

A clear vision on digital campaigns efficiency for each store

ForePaaS met Cora's challenge of streamlining and delivering Data Management in line with their specific needs and retail industry challenges.

They used ForePaaS' unified platform to:

- Connect all necessary data sources (internal information system, social networks, email marketing, public and open-source data...)
- Build, iterate and deploy a dashboarding tool with a high level of personalization to monitor their social networks and marketing actions
- Ultimately, meet their business objectives to better understand the impact of internal or exogenous drivers on business efficiency.



Created in 1969, Cora is a family-led company with 60 stores, all operating in a decentralized way. Directors and coworkers are very much empowered and choose how to adapt their superstore to local needs.

KEY RESULTS

2 months pilot in 5 supermarkets

60 stores deployment in 1 month

TESTIMONY

"Social media, newsletters and SMS have become full communication tools - like leaflets used to be - and let you reach different types of clients.

Cora had to give each communication manager the means to measure their digital campaigns performance at the finest level. At the same time, we wanted to keep the possibility to have an aggregated view of this data. This is exactly what we have achieved thanks to ForePaaS, in less than 3 months!."

Alexandre de Moura
Cora-Verdun Director