

## Case Study:

# Blancheporte Uses Personalized Interactive Video Communications to Drive 6,000+ App Downloads



### Overview

Blancheporte, founded in 1806, is one of France's most established retailers, specializing in fashion and home goods. With a rich heritage spanning over two centuries, the company has cultivated lasting customer relationships through a seamless blend of catalog and online sales. Headquartered in France, Blancheporte continues to evolve its retail strategy while maintaining a strong connection to its loyal customer base.

### Challenge

Blancheporte recently launched a smartphone application to enhance its e-commerce experience. The primary goal was to introduce the app to its core customer base, women aged 50 and older.

The app launch was one of the company's key milestones of the year and posed a strategic challenge. Designed with features such as visual product recognition and AI-driven suggestions, the application aimed to create a more personalized and intuitive shopping experience.

To drive adoption, Blancheporte implemented a creative media strategy. They used direct mail featuring a QR code that linked to an interactive and personalized video, helping customers discover and engage with the new app in a simple, engaging way.

### Solution

To bring this innovative campaign to life, Blancheporte partnered with Precisely and its partner, Paragon DCX France, to design and launch a personalized, interactive video campaign using **EngageOne Communicate**. The video served as a guided introduction to the new smartphone app, highlighting key features like easy product browsing, exclusive promotions, and a visual search function, all tailored to meet the needs of their target audience.

Blancheporte integrated QR codes into printed materials, including direct mail, to simplify access to the video. Customers could scan the QR code with their smartphones and instantly watch the personalized video, which clearly communicated the app's benefits. The experience concluded with a clear call to action—a "Download" button—making it easy for customers to take the next step immediately.

### Client

Blancheporte

### Company Overview

- Headquartered in Tourcoing, France
- Founded in 1806
- French Fashion Retailer
- 2 Million Customers

### Solution:

EngageOne Communicate

"We're very pleased with this collaboration, which has demonstrated for us the complementary nature of print and digital, and the benefits of using a medium like personalized, interactive video, which enables us to engage in conversations with our customers".

### Virginie Decruyenaere

Head of Loyalty

### Benefits

Blancheporte successfully shifted from a traditional print-based outreach model to a more dynamic and digitally driven strategy. The campaign not only boosted app adoption but also demonstrated the power of personalized, interactive video content in strengthening customer engagement.

By leveraging video to simplify messaging and deliver a more engaging experience, Blancheporte achieved measurable improvements in both customer response and conversion:

- ✓ **13.5% QR code scan rate**, surpassing the previous 10% response rate from print-only promotions
- ✓ **Over 6,000 app downloads within just two weeks**, exceeding initial expectations
- ✓ **56% of video viewers clicked the "Download" button** after watching