

## RECOGNISING CUSTOMER LOYALTY AND REWARDING CUSTOMERS WITH BETTER, MORE RELEVANT OFFERS

M&S is one of the UK's leading retailers, with over 1,330 stores worldwide and sells high quality, great value products to 32 million customers through its 900+ UK stores and e-commerce platform. M&S has two divisions: Food and General Merchandise and has market-leading positions in Womenswear, Lingerie and Menswear.

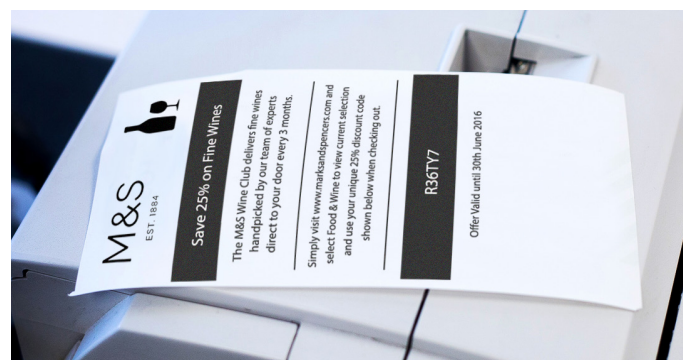
Ecrebo was taken on by M&S in December 2012 to help improve its offer to customers, by recognising loyalty and offering them access to better and more relevant offers.

Ecrebo's technology was initially introduced to support M&S's world-class food offer but, following impressive results and positive customer feedback, was quickly rolled out across other departments. Today, the Ecrebo system is live on all tills, including all self-service checkouts, in all stores in the UK, Republic of Ireland and France.

### Delivering Customer Offers in Real-Time

Ecrebo's unique point of sale (POS) technology enables M&S to produce customer offers in real-time that are printed as coupons with receipts. However, unlike traditional coupons, these can be tailored to its customers' interests and needs, creating a personalised shopping experience. With double digit redemption rates for major offers, these coupons have increased trip frequency, grown basket size and introduced customers to new and relevant product areas.

One of Ecrebo's advantages is its ability to scale the segmentation or offers up or down as required. This enables a range of different approaches – from broad segmentation based on basket size and regularity of spend, with rewards based on money off a certain spend (depending on what that customers average basket size would be); to highly targeted offers for the M&S wine club for those purchasing high-value wines.



Ecrebo's coupons play a vital role in M&S's successful Christmas trading performances in food, encouraging customers to make that all important last seasonal shop in M&S.

Quick, easy, cost-effective and versatile enough to roll out on a mass scale and dial up or down as required, Ecrebo's technology has become a key tool for M&S as it continues to deliver a quality service for all its customers.

### Highly Dependable Results

Ecrebo and M&S's relationship has gone from strength to strength, quickly becoming a finely-tuned operation with highly dependable results.

M&S's extensive use of Ecrebo's technology to create relevant offers at the point of sale for in-store customers, has incentivised increased trip frequency and cross-category purchase. During busier weeks of trading, M&S has seen up to 3.5 million coupons with relevant offers granted to customers.

Commenting on the partnership, Harry Bullard, Head of Pricing & Promotions at M&S said, "We have been partnering with Ecrebo for the last four years. During that time, not only has the technology delivered significant benefits for our customers, but has also hugely supported us in our continued growth."



### Solution Highlights



- Create a personalised shopping experience



- Scale the segmentation of offers up or down as required



- Deliver highly targeted offers to in-store customers



- Increase trip frequency and grow basket size



- Introduce customers to new and relevant product areas

"Ecrebo's technology has given us significant benefits in being able to recognise and reward our in-store customers with highly targeted and relevant offers in real-time."

Harry Bullard  
Head of Pricing & Promotions  
M&S

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