

TRUFFAUT cultivating its **geo-marketing** strategy with GEOCONCEPT

For more than 12 years, TRUFFAUT has been using Geoconcept Sales & Marketing to carry out its location studies in France (sales outlet opening and expansion projects) and optimise its direct marketing campaigns.



— TRUFFAUT's challenge: Develop a real geo-marketing strategy

Optimise its sales network

TRUFFAUT has left its mark on the history of the garden with more than two centuries of passion for nature, constantly creating and inventing to bring the art and pleasure of the garden within everyone's reach.

Positioned within a very competitive market, this national scale brand has been thinking about how to develop its gardening network since 1964. Then in 1997 it refines its sales outlet location strategy and decides to monitor the development of its catchment areas by launching a campaign to record its customers' post codes. That was when TRUFFAUT first sowed the seeds of a real geo-marketing strategy.

At the beginning of the noughties, the brand decides to invest in larger sales outlets (more than 6000m²) to exploit the size of its product ranges and to offer its customers a unique consumer experience. It then decides to harness the intelligence of a geo-marketing solution with the aim of enabling it to conduct :

- **catchment area analyses.** By measuring existing or potential sales outlets' perimeter of attraction, TRUFFAUT can use reliable and concrete criteria to decide to open a new outlet or extend another.
- **customer surveys.** By analyzing its customers' behavior and habits, TRUFFAUT can develop and optimize its direct marketing campaigns.



TRUFFAUT in a few figures

- 1824 : founding of the first TRUFFAUT outlet in Versailles
- 57 outlets in France, 49 of them centrally affiliated
- 3 areas : garden, pets, home
- 10 million customers
- 375,000 m² total retail space
- 2,650 employees
- Turnover 2012 : €480 million

— Geomarketing in support of a universal site location strategy

In 2001 TRUFFAUT decides to deploy the **Geoconcept Sales & Marketing** solution, a geo-marketing tool that will soon become indispensable in analysing and developing its network, regardless of outlet format.

Thanks to the GEOCONCEPT solution, TRUFFAUT can easily simulate sales outlet openings in-house and develop a new store portfolio, while managing each store's associated geographical and regulatory constraints. Once the areas have been defined, the tool also enables its existing stores' performance to be measured and compared.

Acquisition of garden centres, location in shopping malls, superstores...each TRUFFAUT location project is unique in

terms of its size and typology, and entails specific spatial analyses (in particular isochrone analyses, based on IRIS cartographic data and socio-demographic data). By analyzing models created from each area, the brand can then accurately measure its average share of the garden market.

Fabienne Meunier, Expansion and Partner Network Manager at TRUFFAUT, says : *“Over the years, GEOCONCEPT has helped us perfect our geo-marketing strategy by offering us state-of-the-art innovations with each software update. The studies we undertake nowadays are without doubt valuable decision-making tools for our future sites”.*



Site opening focus 2011

- Inauguration of the Caen store (14, Calvados)
- Acquisition of a garden centre at Cholet (49, Maine-et-Loire)
- Integration into the network of the affiliate store at Tréguieux (22, Côtes d'Armor)

— Geo-marketing for getting to know your customers better and targeting them

Geography makes it possible to considerably enhance your customer understanding. The Geoconcept Sales & Marketing solution enables TRUFFAUT to depict all its customer data (collected via one-off questionnaires, till receipts or directly from 850,000 loyalty card holders) and to cross-reference them with relevant external data (socio-demographic and behavioural) to define various statistical models and accurate customer profiles.



In this way, numerous customer studies are carried out each year, at national, regional and store level ; some of them on a recurring basis, others as requested by managers and regional directors, or else coinciding with special events (in particular, several sets of studies have been conducted as part of the recent launch of TRUFFAUT's e-commerce site).

By including a customer-relationship segmentation based on geographical criteria (commune level accuracy), the studies considerably improve customer knowledge. This enables TRUFFAUT to conduct marketing campaigns that are more efficient because they are better targeted.



Gaëtan Le Gaillard, Studies Manager in TRUFFAUT's Customer Loyalty – Communication department, explains :

“Knowing exactly where our customers are and who they are enables us to improve our communication strategy. The GEOCONCEPT solution does indeed enable us to accurately target those municipalities where we should be mounting direct marketing operations. For us it is an essential tool for visualising and analysing our store portfolio and customer base”.