

How does Bobbies open a new customer acquisition channel for the holiday season?



Industry: Leather goods, footwear

Revenue: >10 million euros

Number of employees: over 50 employees

Geographical coverage: Worldwide delivery

buybox solutions used:
B2C solution and buybox network

Bobbies is a Parisian luxury footwear and leather goods house for women and men.

Founded in 2010, the brand stands out for its elegant and colorful style, European craftsmanship, and commitment to social and environmental responsibility. The shoes are manufactured in Portugal and the leather goods in Spain, using traditional craftsmanship.

Bobbies offers a wide range of shoes, from loafers to boots, and even sneakers, all with great attention to detail that ensures optimal comfort for the feet.

Context

With a growing reputation, Bobbies is constantly seeking new customer acquisition channels to support its growth.

In recent years, the brand's presence under the Christmas tree has been increasing. But how can we capitalize on this peak season and drive more sales during the year-end period?

Business needs

Boosting customer acquisition during the holiday season.

Results

124€

Average face value of the gift card on the network

42%

Part of sales with additional payment in B2C (55% on the network)

84€

Average additional payment in B2C (€80 on the network)

53%

Part of sales through the network

38%

of Network sales generated at year-end

Launch of the Bobbies Gift Card Program

Bobbies, a strong brand

Bobbies has successfully carved out a place in the leather goods and footwear industry in recent years and has decided to launch its own gift card program. This highly sought-after service during the holiday season represents a considerable additional revenue stream and is a strategic choice for the brand's growth.

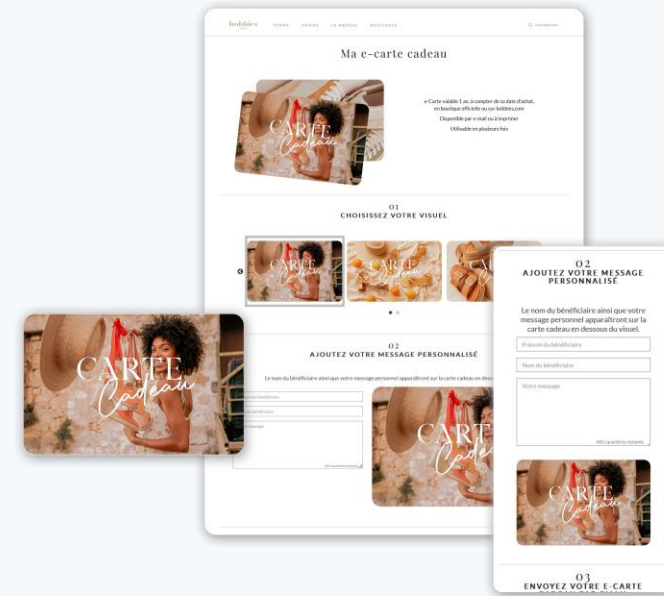
buybox, a technology provider

Bobbies has partnered with Buybox to create its gift card program. The B2C ordering process has been optimized for conversions, and numerous marketing features have been implemented to enhance and personalize the customer experience. Choosing Buybox as the processor enables the brand to aggregate all the data and track important KPIs to manage the entire program effectively.

The gift card and marketing

Bobbies prominently promotes its gift card service on its e-commerce platform and social media channels during the holiday season. These campaigns have shown a promising return on investment, considering that 42% of purchases made with a gift card result in an additional payment (averaging €84) for the brand.

Bobbies also utilizes the gift card as a compensation tool within its customer service and after-sales support.



bobbies
PARIS

Buybox offers solutions that allow us to have a comprehensive and competitive gift card program in the market.



Judith Collomb
Acquisition and E-Shop Manager

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Evolution of the Gift Card Program

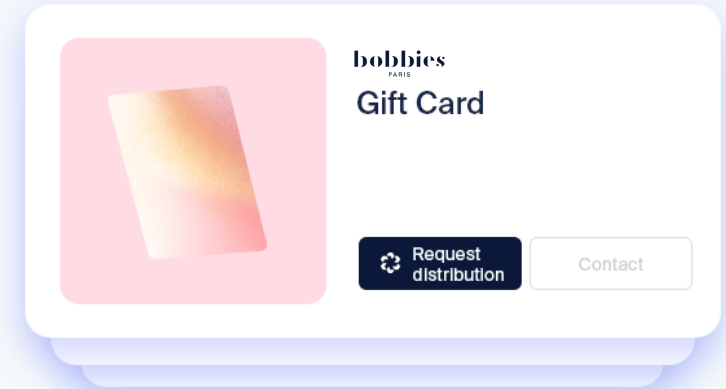
Launch of Multi-channel Distribution

Bobbies expands its gift card program through multi-channel distribution with a clear objective: to increase brand awareness and multiply touchpoints.

The brand sells its gift cards through various third-party partners, including employee reward programs, HR software, loyalty programs, and more.

To ensure a smooth launch and achieve quick results, Bobbies leverages buybox technologies (automated and secure processes and flows) and the Buybox network.

bobbies
PARIS



Buybox offers a wide network of partners to quickly penetrate the B2B multi-channel distribution market.



Judith Collomb
Acquisition and E-Shop Manager

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Next steps for Bobbies' gift card program



Incorporate the gift card into your marketing considerations!

The next step for our gift card program is to increasingly integrate it into our marketing strategies.

For example, we can explore using the mobile wallet functionality (registering the gift card on smartphones) as a strategic reinforcement. Additionally, if we decide to launch a loyalty program, the gift card will be a part of it to revive abandoned carts, reactivate inactive customers, or enhance our customer knowledge.



Request a demo

buybox, a 360° expertise for your omnichannel gift card program

Make your gift card program an efficient
acquisition channel.

Over €1 billion in business volume

14 years of gift card expertise

Over 40
employees

Over 250 clients across Europe, Asia, and
the USA

ISO 27001
certified



Payment Institution Licence authorised by the
ACPR

