



## **Members Rewarded with More than Beautiful Skin**

Founded in a professional Parisian beauty institute by Jacques Courtin-Clarins in 1954, Clarins has become the #1 prestige skincare brand in Europe. 65 years later, the brand remains family-owned and is distributed in more than 140 countries, offering skin care innovations for face and body, makeup, men's care and treatment fragrances. With unique expertise in phyto-chemistry, Clarins Laboratories are considered pioneers in the fields of plant science and technology. The brand's values are rooted in an ongoing dialogue with women and in abiding respect for both nature and people, with commitments to sustainable sourcing, eco-design, and partnerships with Pur Projet – over 440,000 trees planted – FEED – over 30 million school meals provided to children in need (by end of 2019). Good for the skin, and good for the planet, Clarins launched the My Clarins vegan-friendly and eco-conscious line, in March 2019.

*“Since the relaunch of Club Clarins in 2012, the program has continuously evolved with new features to make the Guests and Clarins user experiences more seamless.*

*LoyaltyMatch has been by our side & responsive to our needs with ideas & functionalities all along.”*

Sarah Angelmar,  
Executive Director,  
Customer  
Experience, Clarins  
USA

### **Challenge**

Clarins USA approached LoyaltyMatch with the goal of moving the Club Clarins loyalty rewards program online to make points collection and rewards redemptions easier for its loyal customers. Clarins USA was also eager to capture customer data in real-time with the goal of providing improved service and acquiring a better understanding of their customers. Clarins USA also stated the goal of continuously improving the program and to refine the process by which members could submit the information required to receive the rewards that they have earned.

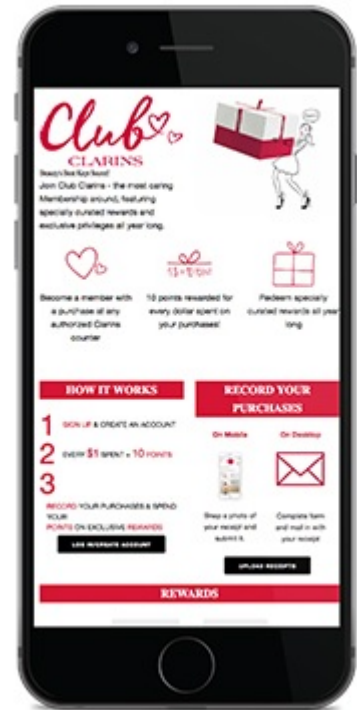
### **Solution**

Clarins USA partnered with LoyaltyMatch to redesign the program and power Club Clarins. LoyaltyMatch delivered an online loyalty program member portal ([usa-clubclarins.clarins.com](https://usa-clubclarins.clarins.com)), Software-as-a-Solution platform, ERP integration with SAP/real-time fulfillment and integrated the system with the Adobe marketing automation and cross-channel campaign management system. LoyaltyMatch also developed a process that enables customers to scan and submit sales receipts for proof of purchase and points collection ([video](#)). More recently, using its APIs, LoyaltyMatch integrated the program with the POS systems used at Clarins USA retail locations and pop-up

## Results

Since its redesign and relaunch, the program has captured hundreds of thousands of submissions and sent members numerous products that are available in the Club Clarins rewards catalogue. Using processes and reports developed with LoyaltyMatch, Clarins is able to capture purchase information and to analyze the data continuously, to better understand their loyal customers, while generating goodwill toward the company as a whole.

You can investigate *Club Clarins* further at [club.clarinsusa.com](http://club.clarinsusa.com).



### YOUR CLUB CLARINS ADVANTAGES



**Be Rewarded.**  
Earn 10 points for every dollar spent.



**Beauty's Best Rewards**  
The widest reward selection.



**Special surprises**  
and exclusive treats  
all year long!

**LoyaltyMatch**

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