

# Galerie De Beaute

## Club de Beaute Loyalty Program





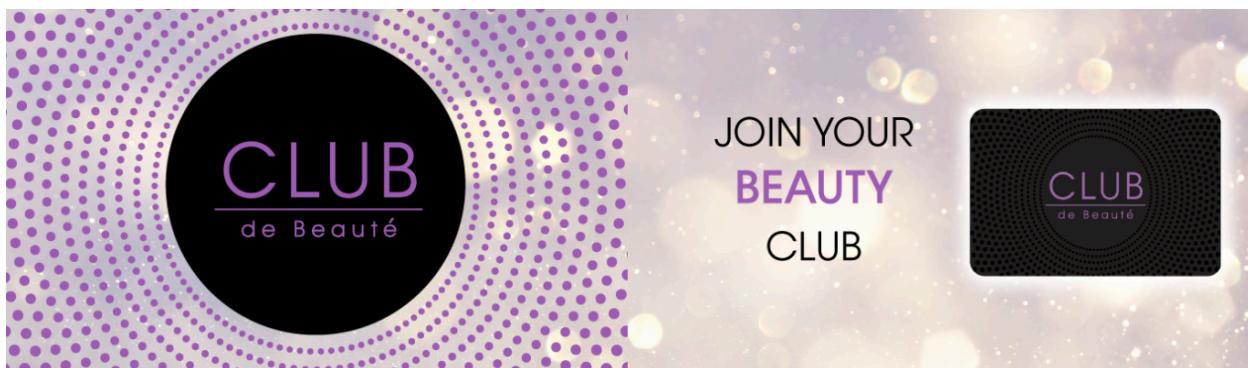
## What Galerie De Beaute has to say



At Galerie de Beauté, we knew it was time to elevate our engagement with customers by introducing a loyalty program that truly reflects their needs and enhances their experience with us. We envisioned a program that would be thoughtfully designed, expertly managed, and provide a seamless, rewarding journey across every interaction.

That's when Inteliqua stepped in as the ideal partner, taking on every aspect of the Club de Beauté loyalty program. Crafted by Inteliqua, Club de Beauté offers a unique loyalty experience that invites customers to explore, shop, and enjoy the best in beauty and fashion. This program embodies our commitment to fostering strong customer relationships through advanced technology, timely rewards, and customer-centered interactions.

From initial design to daily operations, Inteliqua has managed every aspect of the program's integration, allowing us to focus on delivering an exceptional experience to our members. With their expertise, we've built Club de Beauté into a powerful tool for customer loyalty, creating a meaningful, lasting connection with our community and strengthening our brand.





## Summary

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In partnership with Inteliqua, Galerie de Beauté has implemented the Club de Beauté loyalty program, a pioneering model in Greece's beauty retail industry. As one of the first personalized loyalty schemes in the sector, Club de Beauté aligns advanced data technology with customer insights to deliver a seamless, valuable experience across all customer touchpoints, from stores to online platforms.

## Company's Profile

Founded in 1999, Galerie de Beauté is a well-established Greek retail chain specializing in cosmetics and beauty products. With 36 stores across Greece, a strong presence in the country's largest shopping malls, and an online store, Galerie de Beauté has become a trusted destination for beauty enthusiasts. Offering a diverse range of high-quality products and a customer-centered approach, Galerie de Beauté delivers an exceptional shopping experience, making beauty accessible and enjoyable both in-store and online.

## Goals

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Galerie de Beauté's primary objectives in launching the Club de Beauté loyalty program were:

- Enhancing Customer Engagement:** Develop a loyalty program that fosters stronger connections with customers and delivers a personalized, enjoyable shopping experience.
- Building Long-Term Loyalty:** Encourage repeat visits and long-term loyalty by providing customers with tailored rewards that align with their unique preferences and shopping behaviors.
- Leveraging Data for Personalization:** Use advanced data analytics to gain deeper insights into customer behaviors, enabling highly targeted and relevant interactions at every touchpoint.



4. **Increasing Customer Satisfaction and Retention:** Create a system that consistently adds value for members, ensuring high levels of satisfaction and retention across the customer base.
5. **End-to-End Solution:** Ensure that Inteliqua oversees every aspect of the program, from designing the loyalty strategy and analyzing customer data to technical implementation and managing campaign execution. Key services include business planning, ROI analysis, a SaaS loyalty platform, comprehensive project management, and operational support.

## The Challenges

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Galerie de Beauté encountered several challenges in launching the Club de Beauté loyalty program:

1. **Standing Out in a Competitive Market:** With numerous loyalty programs in the beauty sector, Galerie de Beauté needed a unique offering that would truly set them apart and create meaningful value for customers.
2. **Unified Customer Experience Across Multiple Channels:** Operating across 36 stores in major shopping centers and an online store, Galerie de Beauté needed a seamless integration of in-store and online experiences to ensure consistency in customer interactions and loyalty benefits.
3. **Personalization and Data Management at Scale:** Delivering personalized experiences required the ability to collect, analyze, and act on customer data in real time. Galerie de Beauté sought an advanced solution to tailor interactions across a large customer base.
4. **Continuous Engagement and High Retention:** Ensuring that customers remained engaged with the program over time required strategic planning, frequent touchpoints, and consistent rewards that kept the loyalty program top-of-mind and drove retention.





## Inteliqua's Solution

At the heart of Galerie de Beauté's Club de Beauté program is Eliqua.CX, Inteliqua's advanced customer data and loyalty platform. Designed to unify customer interactions across Galerie de Beauté's 36 stores and online shop, Eliqua.CX ensures a seamless loyalty experience by integrating data from every touchpoint. This enables customers to earn and redeem points effortlessly, whether they shop in-store or online, creating a consistent, accessible program.

Eliqua.CX operates in stages, beginning with easy enrollment—customers can join with just a phone number. As members make purchases, they accumulate points, advancing through reward tiers that unlock exclusive benefits, offers, and personalized recommendations based on real-time data. This structure allows Galerie de Beauté to deliver relevant rewards, targeting members with seasonal offers, product updates, and exclusive promotions tailored to their shopping preferences.



### Unified Customer Experience



### Personalized Recommendations



### Simple and Effective Program's Process



### Omnichannel Marketing



### Seamless Integration



## Customer Journey

Since its launch, Club de Beauté has crafted a unique customer journey that makes every member feel valued and rewarded. The experience begins with a straightforward and flexible registration process—customers can join either in-store or online, requiring only a phone number to get started.

Once registered, members immediately begin earning points on every purchase across Galerie de Beauté's network of stores and online. The loyalty program's points-based structure allows members to accumulate points and unlock tier-based rewards, including value vouchers and personalized in-store services, without needing printed coupons. Specially designed digital vouchers are available through the e-shop for quick reminders and easy redemption, enhancing the convenience of rewards.

Club de Beauté also offers members access to exclusive opportunities, such as raffles for valuable or experience-based prizes, product launch alerts, beauty trend updates, and personalized beauty services like makeup sessions. Members can monitor their transaction history, points balance, and available rewards online, while dedicated customer support is readily available by phone or email for any inquiries.

This customer journey emphasizes ease, immediate rewards, and engaging experiences, creating a rewarding, enjoyable journey that keeps members connected to Galerie de Beauté.

Inteliqua undertook the full management of the project:

- [Eliqua.CX Technology](#)
- [Inteliqua Services: A-Z Loyalty Program Design and Implementation](#)





## Leverage Customer Data

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Eliqua.CX—a powerful SaaS Customer Data and Loyalty Platform built on AWS—enables Galerie de Beauté to connect with customers both in-store and online, analyzing behavior and engaging in real-time, much like digital interactions. Leveraging advanced marketing technology and machine learning, Eliqua.CX helps Galerie de Beauté reach, connect with, and delight customers with speed and precision, driving long-term customer value and significantly contributing to the brand's growth and profitability.

With advanced tools like **RFM** (Recency, Frequency, Monetary) and **MTV** (Multi-Variable Targeting) analysis, Eliqua.CX provides deep insights into each member's shopping habits, preferences, and engagement style. This means each customer receives the right message at the right time through the right channel. The program tailors perks to match each member's level of engagement: regular beauty enthusiasts enjoy exclusive offers that keep their routine fresh, while seasonal shoppers receive tailored rewards and surprise gifts aligned with their unique preferences.

Personalized rewards and targeted communications not only enhance customer satisfaction but also increase the average transaction size and strengthen customer loyalty.

Inteliqua further supports Galerie de Beauté with a range of targeted campaigns to keep members engaged and satisfied, including:

- **Ad-hoc campaigns** offering unique deals and exclusive privileges
- **Seasonal promotions** aligned with beauty trends and holidays
- **Store-specific and segment-specific campaigns** that drive engagement at local levels
- **Birthday campaigns** designed to make customers feel special and appreciated



## Amazon Web Services (AWS)

AWS plays a crucial role in powering the Club de Beauté program, providing Galerie de Beauté with a reliable, scalable, and secure infrastructure that ensures seamless operation and real-time customer engagement. The Eliqua.CX platform, hosted on AWS, enables Galerie de Beauté to handle high volumes of customer data, delivering advanced insights and personalized experiences to loyalty members across both physical and digital channels.

Key AWS services contribute to the success of Club de Beauté:

- **Scalability and Flexibility:** AWS's highly scalable infrastructure allows Eliqua.CX to handle fluctuating volumes of customer data and interactions, ensuring that Club de Beauté can accommodate a growing customer base and adapt as the program expands. AWS services like EC2 and Elastic Load Balancing (ELB) enable Galerie de Beauté to scale resources as needed, optimizing both performance and cost.
- **Reliability and Availability:** AWS's robust cloud infrastructure, with multiple availability zones, provides Eliqua.CX with high resilience and ensures uninterrupted service for Club de Beauté members. This reliability is critical in maintaining a consistent customer experience, as Galerie de Beauté's customers can rely on seamless access to the loyalty program whenever and wherever they shop.
- **Advanced Security:** AWS upholds stringent security standards, providing multiple layers of security to protect customer data. With tools like Amazon S3 and AWS Identity and Access Management (IAM), Eliqua.CX safeguards Galerie de Beauté's sensitive customer information and ensures compliance with data privacy regulations, enhancing customer trust and loyalty.
- **Advanced Analytics and Insights:** AWS's powerful data analytics capabilities, including Amazon Athena, empower Galerie de Beauté to gain actionable insights into customer behavior, preferences, and trends. These analytics support data-driven decisions, enabling personalized marketing, targeted campaigns, and customer experiences that resonate with members.
- **Integration Capabilities:** With AWS's wide range of integration options, Eliqua.CX can seamlessly connect with Galerie de Beauté's existing





systems and data sources. This integration unifies customer data across all touchpoints, creating a consistent and personalized experience across in-store and online channels.

- **Real-Time Engagement:** AWS services such as Amazon SES and AWS Lambda allow Eliqua.CX to deliver real-time customer interactions, including instant notifications, personalized offers, and real-time rewards, enhancing engagement and responsiveness.
- **Cost Optimization:** By leveraging AWS's pay-as-you-go pricing and resource optimization, Inteliqua provides Galerie de Beauté with a cost-effective solution for the Club de Beauté program. AWS's efficient resource management tools help Galerie de Beauté control infrastructure costs while maintaining high performance.
- **Machine Learning for Personalization:** AWS's machine learning services allow Eliqua.CX to conduct sophisticated customer segmentation, providing hyper-personalized offers, recommendations, and communications that keep members engaged and coming back.

The solution uses a broad selection of AWS services, including CloudFront with WAF, ALB, ECS (Fargate), RDS (MySQL), Amazon MQ, ElasticCache, OpenSearch, Athena, S3, CloudWatch, Lambda, EFS, SES, EC2, and CodeCommit. Together, these AWS tools provide Galerie de Beauté with a robust and flexible infrastructure, empowering Club de Beauté to enhance customer loyalty, improve engagement, and gain valuable insights into customer behavior. Through AWS's scalable and secure platform, Eliqua.CX enables Galerie de Beauté to drive customer-centric initiatives and deliver exceptional experiences across all channels.



# Results

## Quantitative Results

In 2025, compared to 2024, Galerie de Beauté achieved:

- **45% privilege utilization rate** over the program's lifetime (benchmark: 20-30%).
- **27% revenue growth**, as benefit redemption encouraged members to spend up to **150% more** than the average loyalty basket.
- **~46% of new members remained active** into the following year.
- Between **Nov 2024 – Oct 2025**:
  - **222 ad hoc promotional campaigns** and
  - **2,188 automated campaigns**, generating **> €27M in campaign-driven revenue**.



## Qualitative Results

- **Meaningful Rewards and High Satisfaction**
- **Clean and Updated Member Database**: Verified contact details, demographics, and preferences.
- **Targeted Communications and Analytics** through Inteliqua's platform.
- **Increased Member Engagement**: Engagement rates rose to approximately 52%, significantly above the industry benchmark of 20%-30%.
- **Enhanced Brand Awareness**



## About Inteliqua

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Inteliqua is a cutting-edge marketing technology agency specializing in customer data intelligence and machine learning. We revolutionize how brands engage with their customers by creating unified customer profiles and leveraging data to deliver personalized experiences. Our expertise in customer experience (CX) strategies and loyalty management solutions maximizes customer lifetime value (CLV) and drives measurable revenue growth. Through advanced marketing technology, we empower brands to foster lasting loyalty and enhance customer relationships.

## Contact us

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