



*Acuitis, founded in 2010 by Jonathan and Daniel Abittan, has more than 100 stores in France, Switzerland, Luxemburg, and North America. The brand has a strong creative concept in optical and hearing, with quality glasses and hearing aids at “very, very soft prices.”*

Actively is actively developing an external growth strategy and has acquired Direct Optic, France’s leading omni-channel optician, and the Sensee Group, France’s leading online contact lens retailer.

Through these acquisitions, “Acuitis accelerates its growth with the ambition to build the first French omni-channel group on the market,” explains the company in a release. According to its president Jonathan Abittan, this operation makes the Acuitis group “the leader in optical eCommerce in France. Thanks to our network of 280 Acuitis and Direct Optic stores, we are ready to offer our 950,000 customers even more services and alternatives for their shopping experience.”



## THE CHALLENGES

- Acuitis is a brand with a strong concept that differentiates them from their competitors - and at the heart of this is the unique retail experience. Their main challenge was to recreate the same experience for their customers online, as they do in-store, through the right engagement channels.
- Acuitis wanted to develop and implement a marketing automation strategy, with personalization at its core, in order to enhance the customer experience.
- The previous vendor did not completely meet their needs, they needed a more powerful platform that could support significant growth and new digital challenges.



## THE SOLUTIONS

- Mapp's cross-channel marketing platform provides a robust and intelligent solution to connect the whole Acuitis ecosystem and create a seamless customer experience, from in-store to online.
- With Mapp, Acuitis has greater flexibility in their cross-channel campaigns. They can now construct highly targeted, highly relevant campaigns using data tied directly to the subscriber. Acuitis now has a complete data and campaign management tool, focused on automation and personalization. The company wants to continue to enhance their cross-channel campaigns by implementing SMS messaging.



The onboarding with Mapp went smoothly and their Customer Success team was always supportive, both technically and commercially, when we were impacted by COVID. The warm-up went perfectly thanks to Mapp's technical teams and today it allows us to have excellent email deliverability.



**François Bertier, Digital Project Manager**



## THE RESULTS



## WHY MAPP?

Mapp has become a strategic partner, especially with the implementation of our CRM. We were supported from the beginning of the integration to the first emails and still today Mapp is a force of proposal in the implementation of new marketing actions. We are impressed by the power of segmentation and personalization.



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