

Instilling a data-driven and consumer-oriented culture at Hachette Livre

The 3rd largest consumer publishing group in the world (Trade and Education), Hachette Livre, brings together **more than 200 publishing brands** and publishes nearly 15,000 new releases each year covering all publishing sectors for the general public. In recent years, the Group has been diversifying into markets alongside books, such as board games and high-end stationery.

Hachette Livre uses imagino to **optimise its data marketing tools** by making it easy to manage consumer data. The aim is to have a more refined understanding of its audience and improve the personalisation of its initiatives.

The challenge

Digital transformation in the publishing world is making rapid progress:

- The emergence of new subscription-based business models.
- A highly competitive environment with the explosion of digital platforms.
- The development of new reading methods and cultural practices (audio format, ebooks, podcasts).

Did you know?
One third of
16-19 year olds do
not read at all in
their spare time.

Source CNL/Ipsos Study - April 2024

Hachette Livre's challenge is to integrate a data-driven and consumer-centric culture at the heart of a company historically dedicated to content.

1

Promote the discovery
of new works and authors

2

Increase reader engagement
and generate interest, especially
among young people

3

Optimise our multi-channel
communication strategy

Project specifics

- A global project: **various constraints and use-cases in the United Kingdom and France.**
- **A small team** to support **150 users.**
- **10 million qualified contacts** in the database.
- A demanding project and an ambitious approach with **the immediate shutdown of legacy systems** to start using the imagino platform.
- **Collection of browsing paths** on sites to analyse usage, segment audiences and activate targeted advertising campaigns.

The solution

At the heart of an international data marketing project, implementing the imagino platform (CDP and marketing campaign management tool) made it possible to recreate and build on **a single customer data repository**, to initiate marketing campaigns directly within the platform and to **serve 150 users in the United Kingdom and France!**

Key success factors

" Since we implemented the imagino platform, our business users have valued how easy, efficient and quickly they can now deploy their use-cases. **"**

Guillaume Pech-Gourg

Group Chief CRM & Digital Marketing Officer
Hachette Livre

imagino's agility, flexibility and speed of implementation have enabled Hachette Livre to set up **a data and marketing strategy adapted to their needs.**

Meticulously defining use-cases upstream of the project made it possible to properly encapsulate the needs of the business teams. Along with creating a business-oriented data model, this work meant that users of the solution were soon enjoying sustainable independence.

Results

- Reduction in running costs after **standardising and sharing platforms**: imagino replaces legacy platforms (campaign management and DMP).
- **Transformation completed in time** with data available and usable in real-time.
- **12 million emails** sent every month.
- Collection of the browsing paths of visitors to **15 publishing sites.**
- Launch of a personalised and automated **daily newsletter, set up in 1 day without technical support**, thanks to computed interactions and data collections.
- **7m profiles that can be activated** on Xandr (DSP) by imagino tagging the sites of publishers in the Hachette Livre group: more than 50 advertising activation campaigns were initiated in 2024 with audience sectors defined in this way.
- Use of a book recommendation algorithm to feed email campaigns with personalised and relevant content. **1.6m personalised recommendations sent!**

" We opted for a quick migration by disconnecting existing platforms with a short transition period. This ambitious option, rarely seen in this type of project, soon saw us enjoying an excellent ROI. **"**

Guillaume Pech-Gourg

Group Chief CRM & Digital Marketing Officer
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