



Customer story

[Lire en français](#)

How Persistent helped Mediatoon automate a personalised customer experience using Salesforce

Mediatoon needed to restructure part of our operation along the lines proposed by Persistent. It was very reassuring to have a project manager who synchronized the agendas, and alerted us to any risk of delays on the schedule, etc. Their real strength is the ability to listen, and to question themselves if necessary. No one is perfect, and with dialogue we always found solutions. We are very satisfied with this collaboration with Persistent. The proof: it continues with a managed services offer!

**Stéphanie Gautier**

Director Ecommerce, Mediatoon

Key numbers:

2008 : creation of Mediatoon

16 M turnover in 2021

30 employees

15,000 products in the catalogue

60,000 products shipped in 2021

The client

Mediatoon is part of the French group Média-Participations, a leading European publisher of comic books and a groundbreaking centre for audiovisual animation.

Mediatoon's catalog includes Lucky Luke, Blake and Mortimer, Spirou and Fantasio, and Naruto...to name a few.

Mediatoon's goal is to expand the comics and animation universe through the adventures of timeless and famous characters and new acquisitions. Mediatoon has four teams working to achieve this objective:

- \ Mediatoon Foreign Rights
- \ Mediatoon Licensing
- \ Mediatoon Distribution
- \ Mediatoon Audiovisual Rights

This case study presents the collaboration between Persistent Systems France and Mediatoon Licensing to enhance the management of two online merchandising stores (figurines, deluxe comic book prints etc.):

9th store and **Collector BD**.

Visit these stores

<https://9e-store.fr>

<https://www.collectorbd.com/en>

Find out more about Média-Participations

<https://www.media-participations.com/en>

Key facts



Duration

9

months



Licences

8

users



Products

Service Cloud,
Marketing Cloud,
Social Studio,
Marketing Cloud
Personalization



Integrations

Talend



www.media-participations.com/en

The challenge

In 2021 comic book sales in France broke all previous records, and sales of derivative merchandise followed suit. Mediatoon urgently needed to **update its online sales strategy** to accommodate this exponential growth.

Media-Participations laid the foundations for their **B2C ecommerce** around 2010. While the company had implemented an in-house CMS, it had neither a CRM for order management nor a unique knowledge base.

As a result, customer information was scattered across several separate platforms: WordPress, Sendinblue, Outlook and Excel. Sending **customers personalized information** was a clunky, manual job.

For example, identifying potential customers interested in the release of a new highly collectable comic book meant **extracting data** from Excel files and sometimes trawling through employees' email boxes.

Mediatoon knew they had to **standardize their data** and **streamline customer service** to enable their teams to work more efficiently and collaboratively.

After meeting with three service providers, the Media-Participations group turned to Salesforce and entrusted the project to Persistent Systems France.

From the outset, **Persistent gained Mediatoon's trust** by clearly presenting a project that was **genuinely adapted** to its needs.

The solution

Persistent began by exploring the best options for Mediatoon to optimize order management and personalize the customer experience.

Mediatoon accepted Persistent's recommendations based on detailed research and a clear analysis of their needs. Next, Persistent implemented the following Salesforce solutions:

\ Service Cloud

A customer service solution to build and populate customers' interaction histories.

\ Marketing Cloud

A platform to collect and collate data from different channels to create a single view of each customer.

\ Marketing Cloud Personalization

A module to gather detailed information about each customer and deliver personalized cross-channel experiences at any point in their journey.

\ Social Studio

An application to create, plan and measure publications on social networks.

To retrieve product and order data directly from Mediatoon's website, Persistent Systems integrated these new solutions with Talend, Mediatoon's established data aggregator.

When the planned implementation of the Marketing Cloud coincided with a busy period for Mediatoon, Persistent readily agreed to reschedule it. A flexible, responsive move much appreciated by Mediatoon!

We were pleasantly surprised by the care Persistent took in the initial exploration phase of the project. This shows how they really adapt the solution to the specific needs of each client. They conducted several workshops to define our needs and made recommendations that showed a real commitment to improving our business. It was very enjoyable!

Stéphanie Gautier
Ecommerce Director, Mediatoon

The result

Mediatoon is perfectly equipped to rise to the strategic challenges of personalizing every step of every ecommerce customer's journey.

- \\ **Service Cloud** provides a current and complete customer history in real-time, ensuring that requests are handled quickly and seamlessly.
- \\ **Marketing Cloud** allows Mediatoon to:
 - Launch **personalized email campaigns** based on the customer journey, following scenarios Persistent helped to set up, including abandoned cart reminders and coupons for newsletter sign-ups.
 - Automate so-called '**transactional**' emails, not considered commercial, such as order confirmation, password regeneration, etc.
- \\ **Marketing Cloud Personalization** offers a highly personalized experience based on navigation and customer data. For example, web pages display products dynamically, emails offer personalized recommendations, etc.

Furthermore, Persistent readily accommodated schedule changes requested by Mediatoon and stayed within the budget.

Next steps

Mediatoon is very satisfied with Persistent's work as a Salesforce partner, and our collaboration continues via a managed services offer. Thanks to ongoing advice and improvements provided by Persistent Systems, Mediatoon will continue to refine its 360° vision of the customer and adapt the solution in response to their needs.

We are very satisfied with our relationship with Persistent, one of our trusted partners since 2003. As a Platinum Salesforce partner, Persistent works alongside us to contribute to our customer's success.



Leon Mangan

Salesforce senior Alliances and Channels VP
EMEA & LATAM

Skills & Certifications

Management of complex multi-cloud projects. Over 600 certifications (February, 2022), including : FSL, CPQ, Marketing Cloud, Pardot, B2B Commerce, Tableau, Heroku and Mulesoft.

About Persistent

We are a trusted Digital Engineering and Enterprise Modernization partner, combining deep technical expertise and industry experience to help our clients anticipate what's next. Our offerings and proven solutions create a unique competitive advantage for our clients by giving them the power to see beyond and rise above. We work with many industry-leading organizations world-wide including 14 of the 30 most innovative US companies, 80% of the largest banks in the US and India, and numerous innovators across the healthcare ecosystem. Our company fosters a values-driven and people-centric work environment. Our strength of over 21,500 employees is spread over 18 different countries across the globe.

India

Persistent Systems Limited
Bhageerath, 402,
Senapati Bapat Road
Pune 411016.
Tel: +91 (20) 6703 0000
Fax: +91 (20) 6703 0008

USA

Persistent Systems, Inc.
2055 Laurelwood Road, Suite 210
Santa Clara, CA 95054
Tel: +1 (408) 216 7010
Fax: +1 (408) 451 9177
Email: info@persistent.com

France

Persistent Systems France S.A.S.
1 rue Berlioz
38600 Fontaine, Grenoble
Tel: +33 4 76 53 35 87
Fax: +33 6 16 99 35 56
Email: contact-france@persistent.com



Persistent