## Collection of customers' data through the distribution network

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## Collection of customers data is strategic for CRM activity

Profiling activity in order to build dashboards for different clusters of customers (for items/categories of product, age, country, culture, etc.)

Marketing strategies addressed to selected categories of customers to enhance the attraction of the brand on the [specific] market.

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## Collection through the retail distribution network

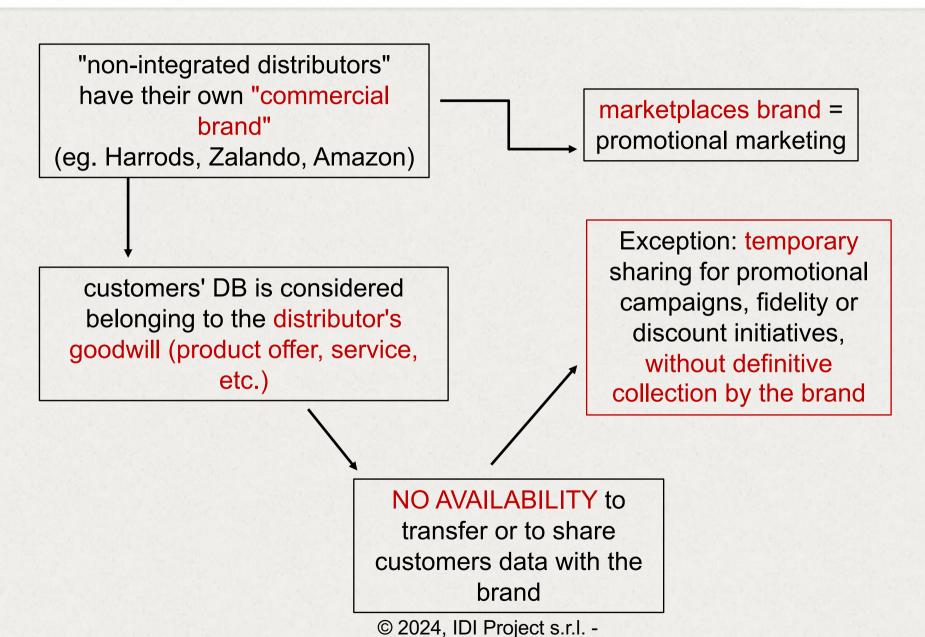
Direct retail distribution (subsidiaries, official B2C, direct stores of the brand owner) Indirect retail distribution

"integrated distributors" =

monobrand b&m stores franchising stores

"non-integrated distributors" =

multibrand b&m stores
department stores
e-tailers
marketplaces



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Assumption: "integrated distributors" accumulate a goodwill in terms of customers by virtue of products assortment, image granted by brand

Agreement upon transfer of customer data by "integrated distributor" to brand owner's CRM during the relationship receiving as consideration the marketing activity by the brand to the network

customer DB
shall be
retained by
brand owner /
definitive
acquisition of
goodwill/asset

any temporary use or partial DB of relevant data held by distributor shall be deleted and no longer used

end of relationship

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Possible reactions
by integrated
distributor at the end
of relationship

Acceptance of deprivation of DB = rationale = it gets started a new activity belonging to a different image/brand = accrual of new commercial goodwill

Brand customer data acquisition (and relevant agreement, if any) challenged by the distributor claiming a shared use of data in the future = rationale = commercial goodwill attributable even/mainly to its efforts

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What is the most likely outcome?

## Thank you!