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m MAHOU
SANMIGUEL



CREATING A COMMUNITY OF DEVOTED CUSTOMERS

with Cutting-Edge Technology

About Mahou San Miguel

Mahou San Miguel, *the leading beer company in Spain* with a significant global presence, is a symbol of Spanish brewing tradition. Established in 1890 in Madrid, Mahou San Miguel has grown from a local favorite to an international ambassador of Spanish beer culture.

Known for their range of *high-quality beers*, Mahou San Miguel has become synonymous with innovation, taste, and a commitment to customer satisfaction.

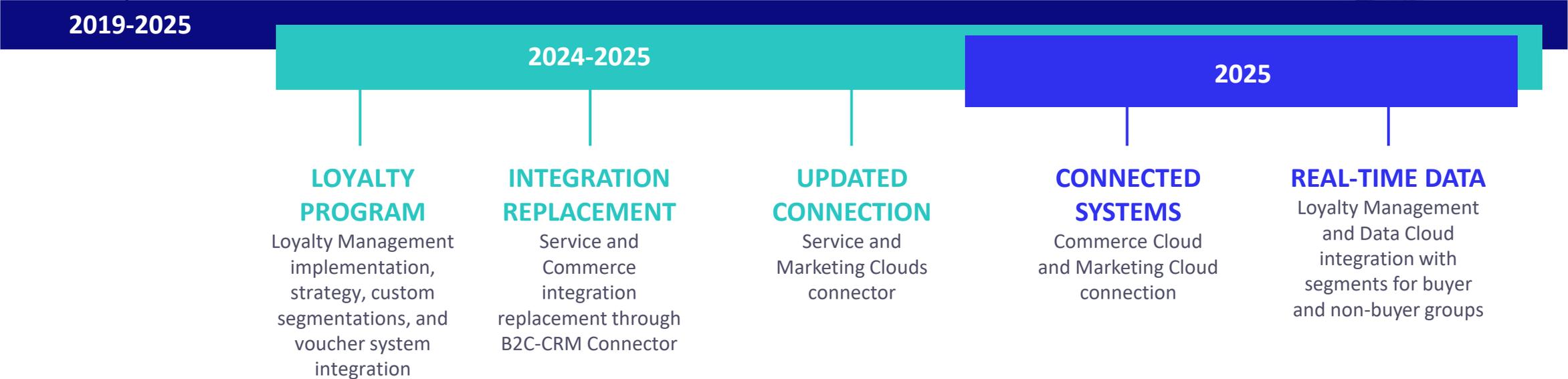
The brand portfolio includes various beers, including non-alcoholic and mixed varieties.



OSF Digital & Mahou San Miguel Partnership

TIENDA
Salesforce Commerce Cloud implementations, customizations, and integrations

Leveraging Salesforce solutions, OSF Digital created Mahou San Miguel's ecosystem in an ambitious collaboration of 6 years and counting.



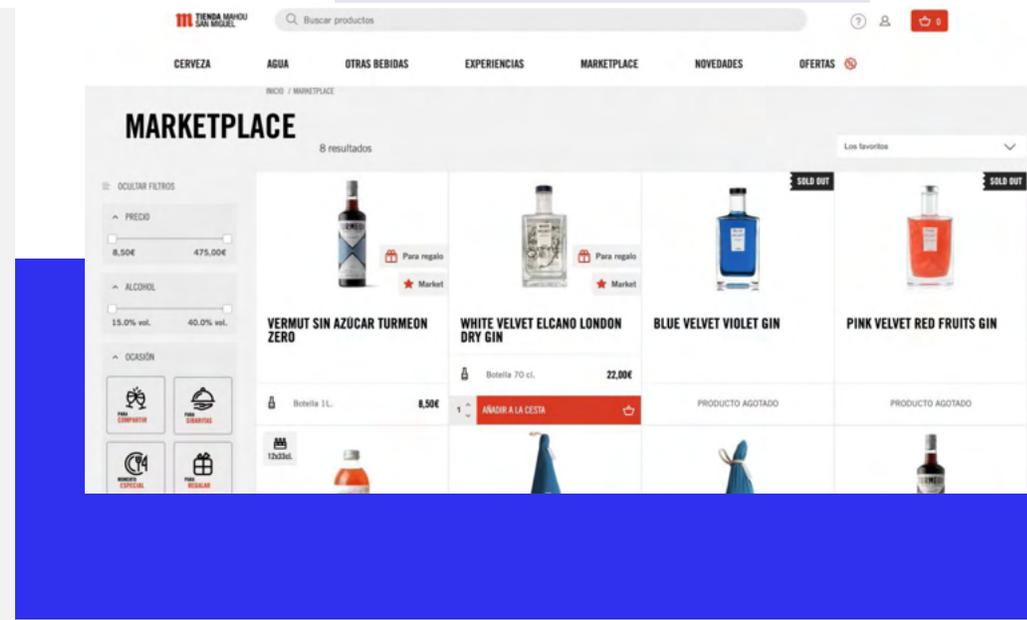
OSF Digital & Tienda Mahou San Miguel

Setting the base for growing sales with a dynamic ecommerce platform.

OSF Digital previously implemented Salesforce Commerce Cloud in connection with Mahou San Miguel's existing Salesforce Service and Experience Clouds, simplifying website navigation, user login, and purchasing.

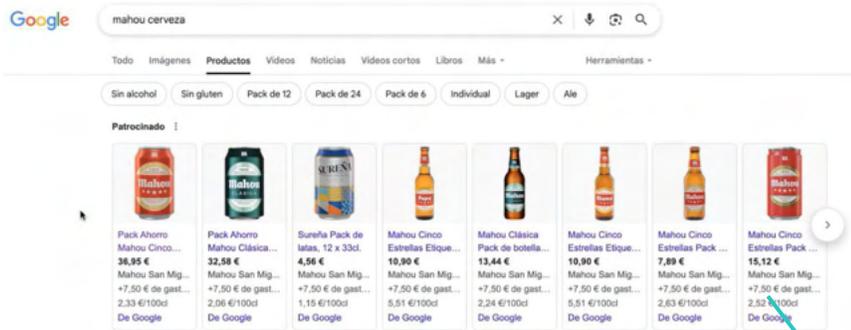
Included beers from multiple brands in the *Marketplace*, which is connected to all existing systems.

Set up a *feature-rich online store (Tienda)* that enables Mahou San Miguel to sell the group's beer and water brands (units and packs) and gift products (boxes, clothes, and accessories).



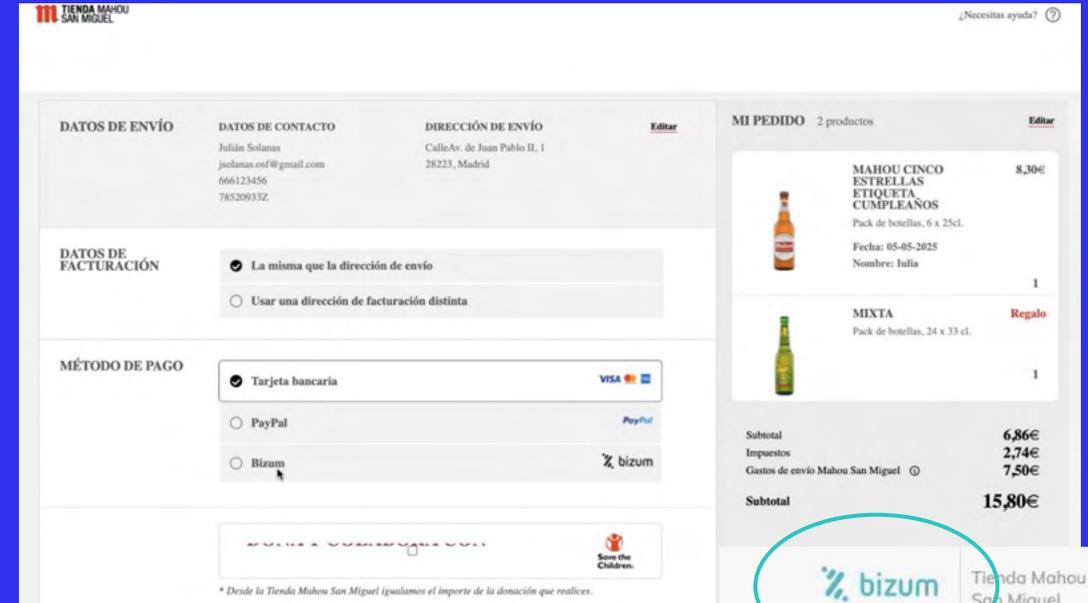
OSF Digital & Tienda Mahou San Miguel

In connection with customers' needs, by offering all the sales channels

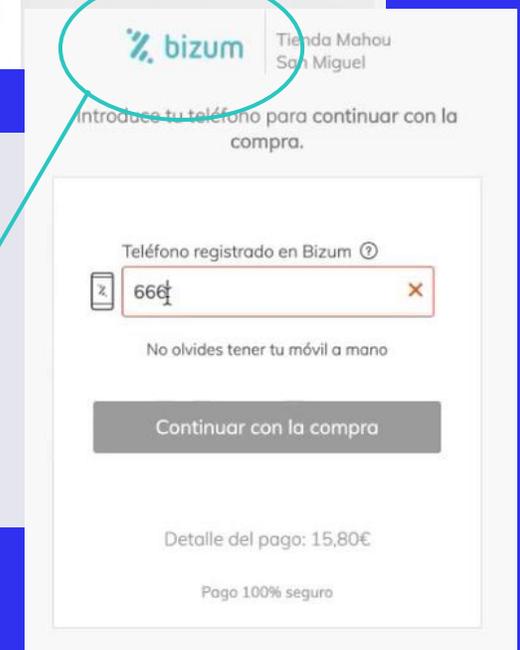


Integrated OSF's **Smart Order Refill Cartridge** to enhance Commerce Cloud capabilities and encourage sales.

Through the **Google** merchant integration, customers can directly buy products from Google, which is synced with Commerce Cloud.



Created a seamless order journey with various third-party integrations: **BazaarVoice** for ratings & reviews, **JDE** as ERP, and **PayPal, Addon, and Bizum** for payments. Customers can pay via mobile phone with Bizum.



OSF Digital & Tienda Mahou San Miguel

Creating a customer-centric approach throughout the entire journey.

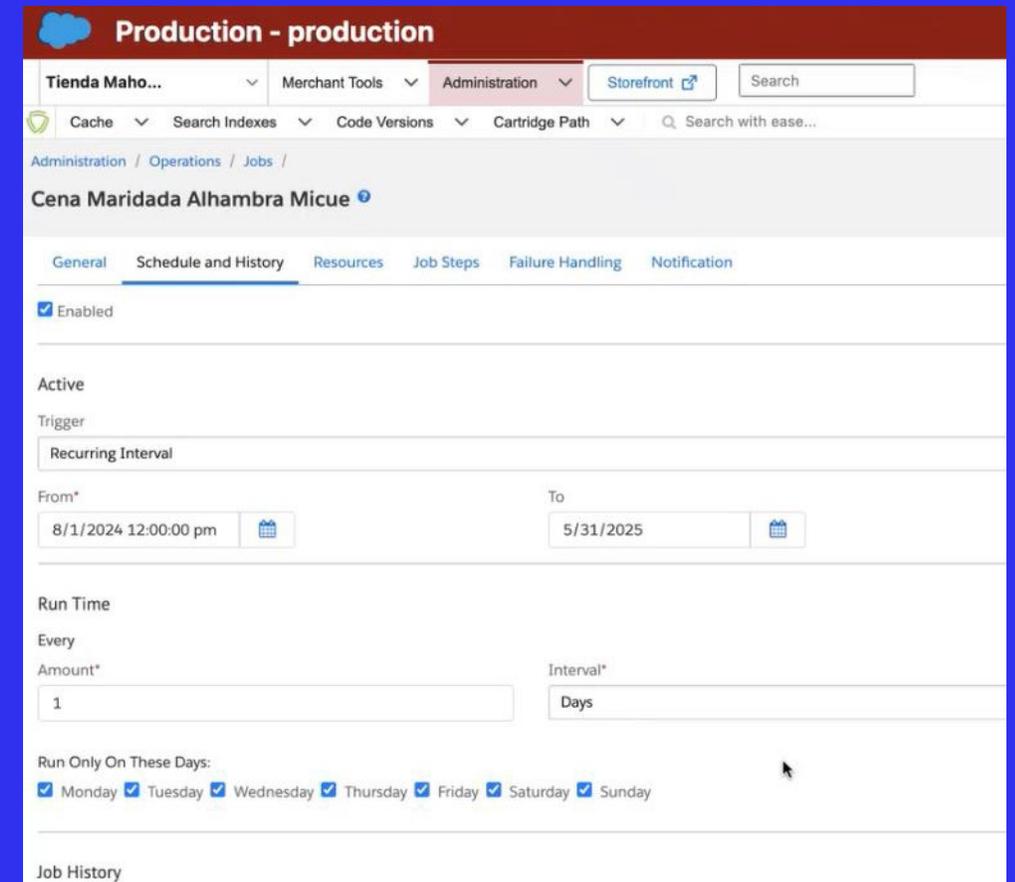
Developed a *customized ticketing system* to allow Mahou San Miguel to sell tickets (with a QR code) for activities such as music events, dinners, and factory tours, including beer-tasting sessions called “Experiencias.”

We set up **automated Experiencias flows**: every day, a scv. file is automatically generated to include all the orders with Experiencias tickets.

- ✓ Mahou San Miguel centralizes the data and synchronizes it with the restaurants or concert revenues.
- ✓ Customers buy products from the online store and receive a QR code with the ticket via email.

We customized Salesforce Commerce Cloud to suit Mahou San Miguel’s goal of always putting the customer first.

- ✓ Moving away from ERP-generated invoices and manual processes to **automated invoice download** from the ecommerce platform.
- ✓ Customers receive the invoices via email but can always download them from the platform.



OSF Digital & Tiena Mahou San Miguel

Growing awareness by keeping the customers engaged with the brand from start to finish

Created *Personalized Products*, a bespoke solution enabling customers to customize and purchase beer bottles with personalized labels and gift labels for celebrations and special events (birthdays, Christmas, New Year's)

Customers can see how the personalized label looks in real time before ordering, and a final check-up before adding it to the cart.

TRAS BEBIDAS EXPERIENCIAS MARKETPLACE NOVEDADES OFERTAS

PALE LAGER 5.50 % VOL.

Mahou MAHOU CINCO ESTRELLAS ETIQUETA CUMPLEAÑOS

Ahora puedes hacer el mejor regalo de cumpleaños a un buen cervicero, o conseguir un toque especial en tus fiestas, con la opción que encontrarás con la botella de tercio de Mahou Cinco Estrellas con etiqueta cumpleaños personalizable para añadir el mensaje que quieras.

Ver información del producto

| | | | |
|------------------------------|-------------------------------|----------------|----------------------|
| Botella 33 cl. | Pack de botellas, 6 x 25cl. | Botella 33 cl. | Pack de b 6 x 33 cl. |
| 3,20€ | 8,30€ | 4,90€ | 29,95€ |
| Pack de botellas, 12 x 33cl. | Pack de botellas, 24 x 33 cl. | | |
| 56,95€ | 108,00€ | | |

Para regalo

EDITAR ETIQUETA

ETIQUETA PERSONALIZADA

Nombre* Iulia 5/15

May 2025

| Lu | Ma | Mi | Ju | Vi | Sá | Do |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

Bases legales
No se admitirán textos con palabras malsonantes, insultos o mensajes políticos. La Tienda Online de Mahou San Miguel podrá realizar la cancelación de un pedido que incumpla las condicio...
[Ver mas](#)

Información adicional
La edición exclusiva de la botella de Mahou Cinco Estrellas personalizada tiene un plazo de entrega de entre 8 y 9 días laborables. Recuerda que por las características especiales de es...
[Ver mas](#)

GUARDAR



* Importante: la imagen de la etiqueta es una simulación final y el diseño de la botella personalizada puede variar ligeramente respecto al mensaje editado.

Ten también en cuenta que el collarín del tercio viene colocado con respecto a la etiqueta personalizada, que puede no estar milimétricamente centrada.

PALE LAGER MAHOU CINCO ESTRELLAS ETIQUETA CUMPLEAÑOS

Por favor, confirma que los datos de la personalización son correctos. Una vez finalizado el pedido, no se admitirán cambios ni devoluciones:

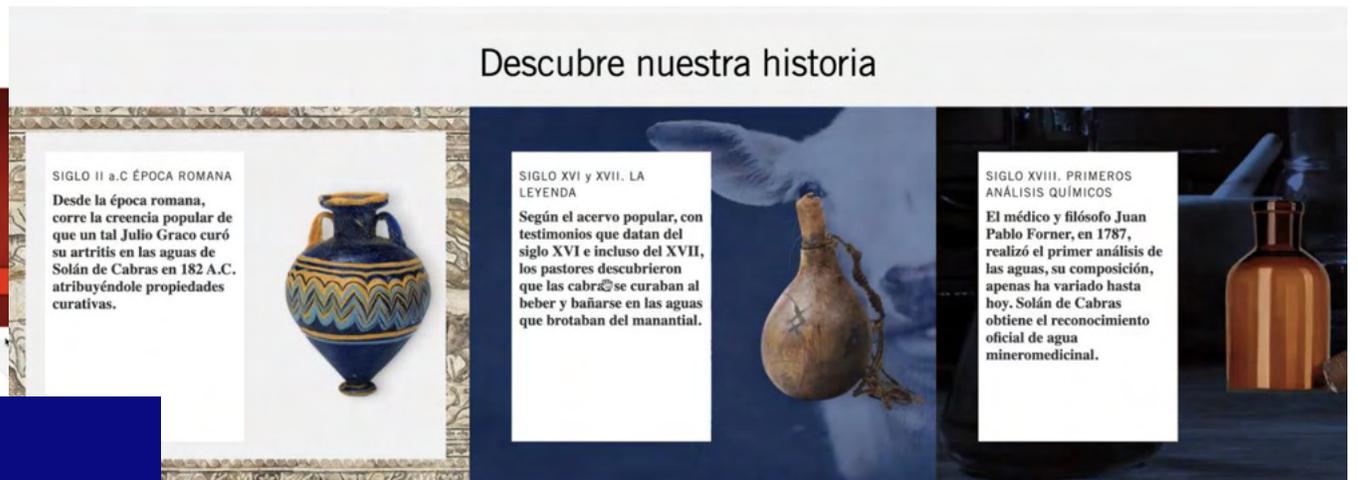
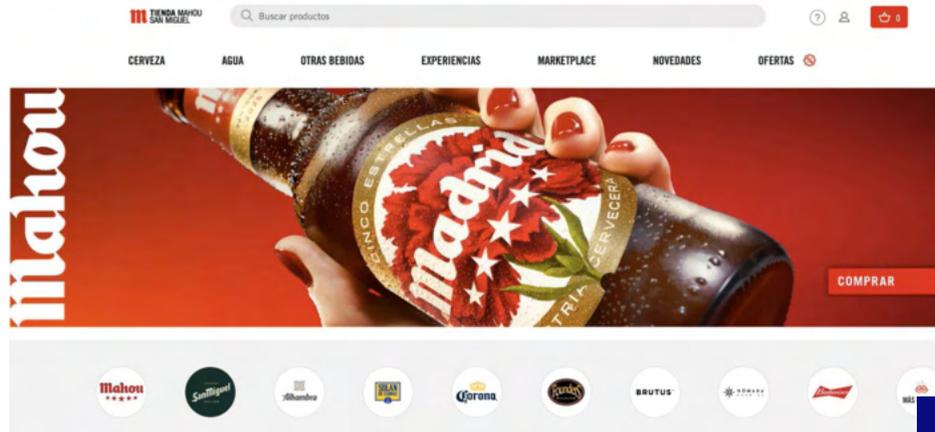
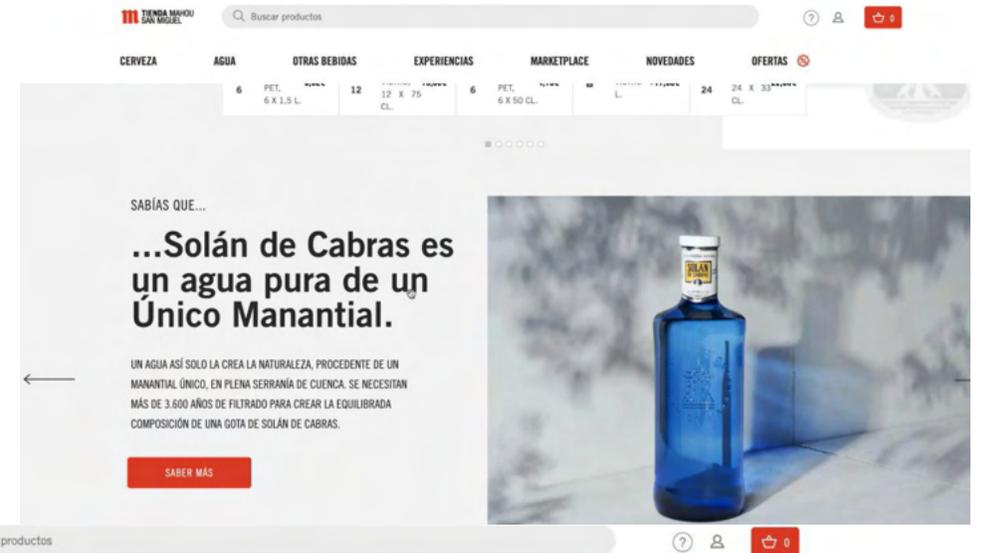
Nombre: Iulia
Fecha: 05-05-2025

SÍ, LOS DATOS SON CORRECTOS NO, QUIERO VOLVER A EDITARLOS

OSF Digital & Tienda Mahou San Miguel

Creating a community of beer aficionados and honoring the brand's legacy

OSF Digital created The Brands' Corner, a Designer Page, with specific information about Mahou San Miguel's most commercialized brands.



Mahou San Miguel's Goals

Creating an Enjoyable Customer Experience to Boost Sales and Brand Awareness



With a strong online position, elevated ecommerce, and a robust Salesforce system,

Mahou San Miguel aimed to add value as a brand and elevate customer experiences continuously.

RETAIN CUSTOMERS AND IMPROVE THEIR OVERALL EXPERIENCE

After the ecommerce implementation and integration of Salesforce Marketing and Data Clouds, together with Tableau, Mahou San Miguel focused on growing loyalty to achieve the following:

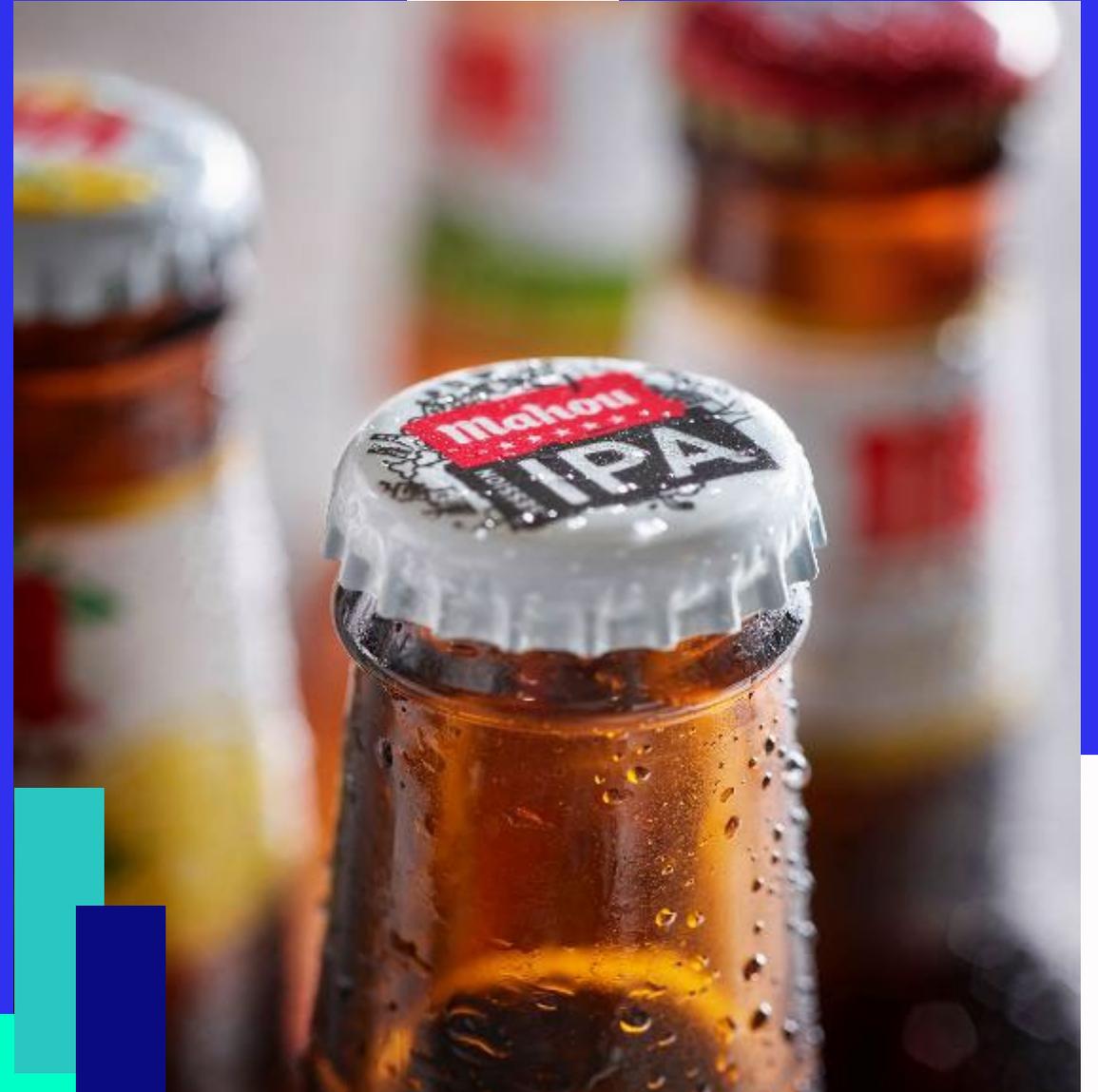
- ✓ Reduce the number of unregistered customers, particularly guest users and purchases.
- ✓ Facilitate information sharing and acceptance of commercial communications.

OSF's Solution

Supporting Mahou San Miguel's Needs with a Multi-Faceted, Multi-Year Loyalty Program

Established the foundation of Mahou San Miguel's loyalty program with Salesforce Loyalty Management and gradually evolved the program to grow customer engagement and lifetime value:

- ✓ Configured the loyalty program for Mahou San Miguel's custom model based on range-defined tiers, using RFM Calculation for tiers: customers change to another tier when they reach a specific point threshold.
- ✓ RFM tier calculation is based on customer purchase habits: recent orders, frequency, and monetary value.



OSF's Solution

Rewarding Customer Purchases and Non-Buyers' Engagement with the Brand

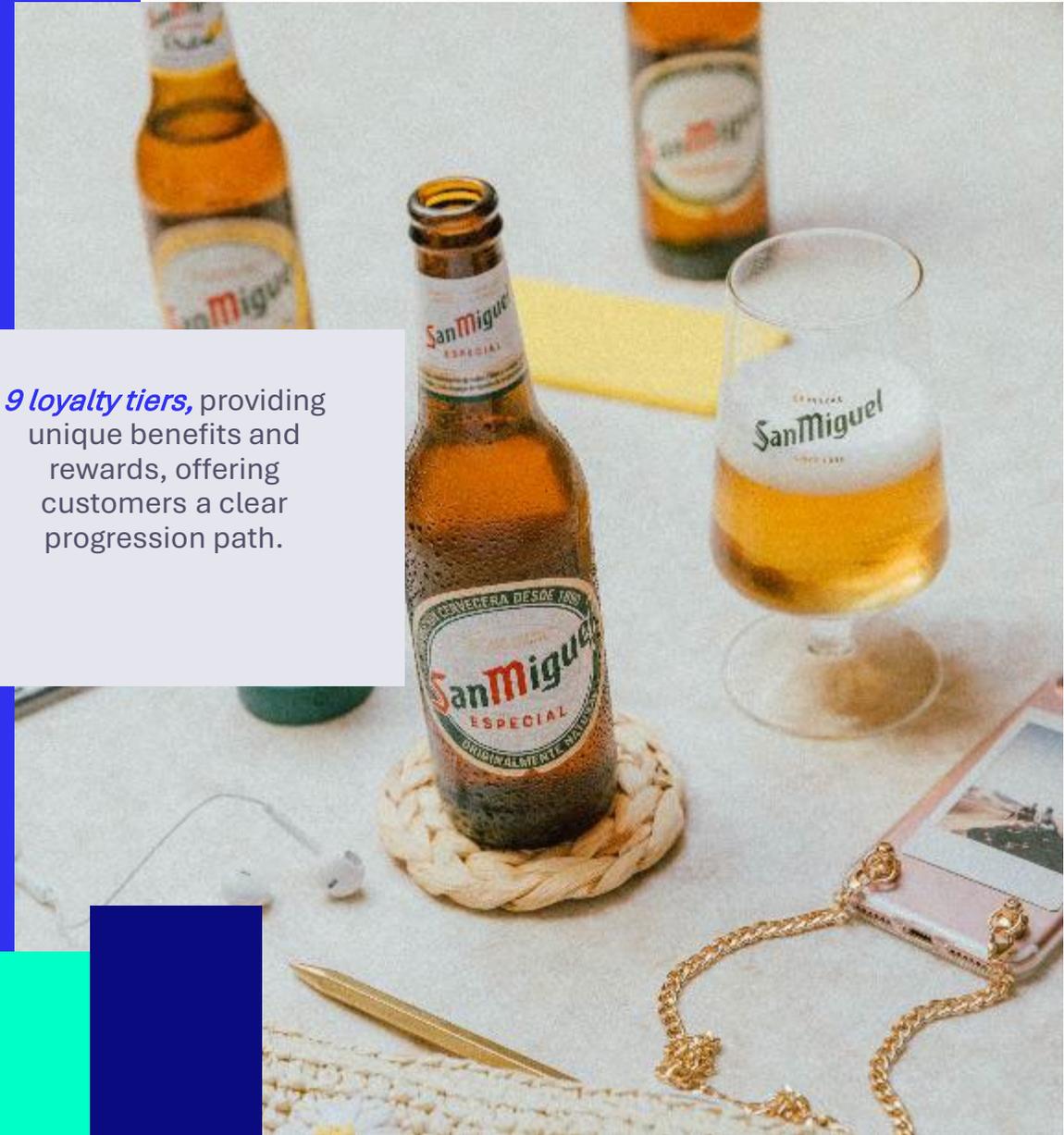
2 distinct loyalty tier groups catering to different segments of Mahou San Miguel's customer base, *ensuring tailored experiences.*

A custom segmentation strategy based on RFM calculation, accurately placing customers in the appropriate tier group based on their interaction with the brand.

9 loyalty tiers, providing unique benefits and rewards, offering customers a clear progression path.

Similarly, a custom approach to tier downgrades, *maintaining the integrity and exclusivity of each tier.*

Customized tier upgrade criteria, *ensuring loyal customers* are recognized and rewarded.



OSF's Solution

Increasing the Profitability of Mahou San Miguel's Customer Base through Loyalty

A CURRENCY SYSTEM

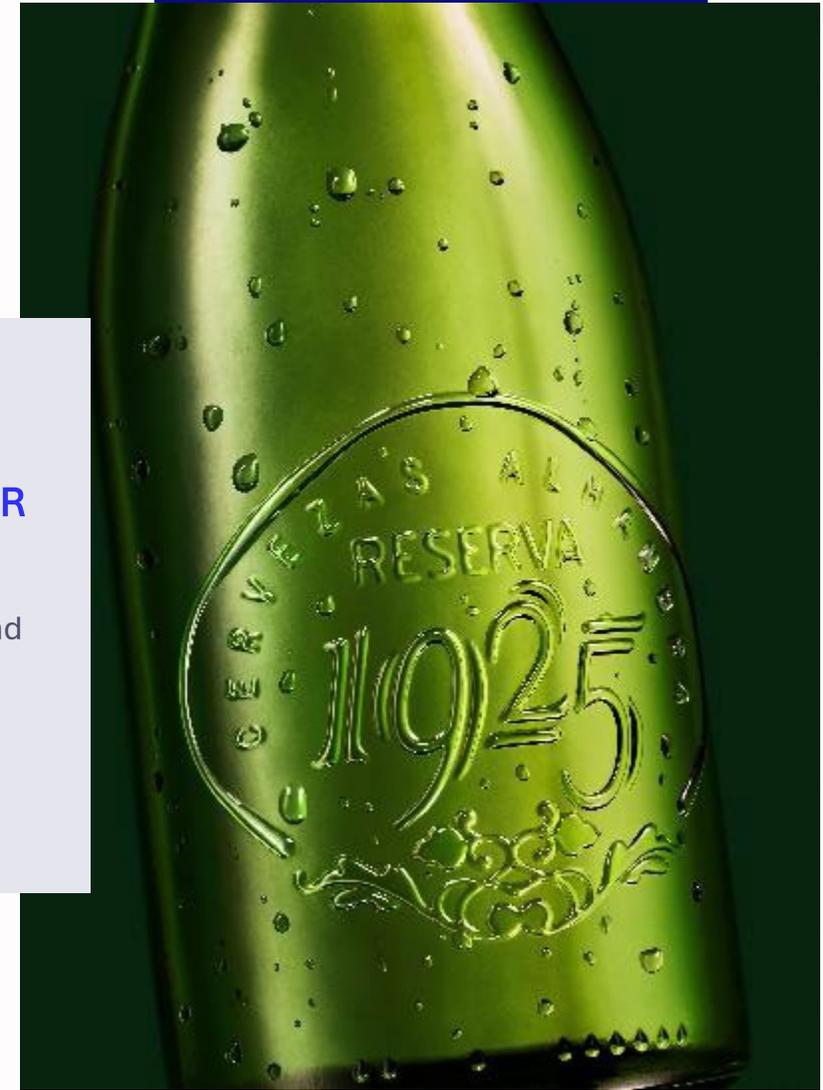
allowing members to earn points that can be redeemed for exclusive rewards.

A VOUCHER SYSTEM INTEGRATED INTO THE LOYALTY PROGRAM

offering additional incentives for customers to return and engage with Mahou San Miguel.

A ROBUST FRAMEWORK FOR MANAGING MEMBER DATA

tracking engagement, and maintaining up-to-date customer profiles.



OSF's Solution

Enhancing Customer Reach and Loyalty with a Connected Multi-Cloud System

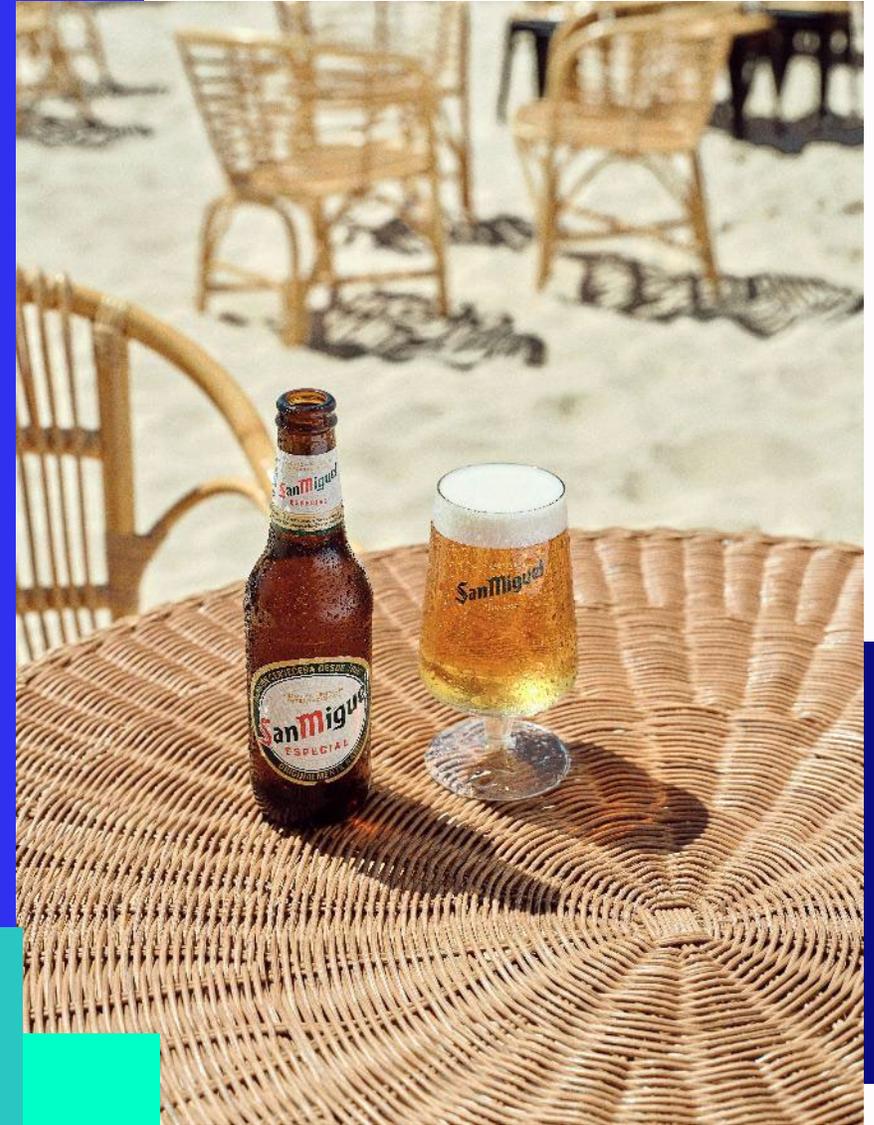
OSF Digital enhanced the loyalty program's effectiveness, allowing for loyalty data integration

Replaced the existing custom integration between Service and Commerce Cloud with the new **B2C CRM Connector** to streamline system communication and data flow and synchronize customer, order, product, and price book data.

Provided easy access to loyalty information and voucher redemption options directly from **Commerce Cloud's** dedicated loyalty management section in customer accounts.

Updated the **Service-Marketing Connector** to bring loyalty data into Marketing Cloud, leveraging loyalty-related journeys and emails.

Implemented a new **Commerce-Marketing connection** to send transactional emails directly from Marketing Cloud instead of Commerce Cloud.



OSF's Solution

Providing Mahou San Miguel with Omnichannel Customer Loyalty Data for Elevated Engagement

OSF Digital supported Mahou San Miguel to target loyalty members with personalized promotions

OSF Digital connected Loyalty Management to the existing Data Cloud for real-time customer intelligence.

Mahou San Miguel can calculate segments from the Marketing Cloud and get real-time insights on their two-tier groups from the Data Cloud: *purchasing customers with information from the RFM calculations and non-buyers.*

We developed six distinct segments within Data Cloud, categorized by time intervals. These segments include customers who have opened or clicked on an email within the past 3, 6, and 12 months.

For the non-buyer tier group, we leveraged Data Cloud to integrate Marketing Cloud insights, explicitly focusing on email engagement metrics such as clicks and opens.

By combining these activities with website login data, we *effectively categorized non-buyers into distinct tiers.* The same email that opens and clicks data from Data Cloud is utilized to allocate points to members.



Results

Growing Sales and Customer Database with a Comprehensive and Integrated Salesforce Ecosystem

+39.03%

Revenue Growth

+26.15%

Orders Growth

+224.44%

Visits Growth



360

degree
customer
view



15%

increase in
purchase
frequency



12%

increase in
AOV

- ✓ An *adaptable ecosystem* that can scale to meet future business needs.
- ✓ A robust loyalty program to *increase customer retention*, purchase frequency, and the number of registered customers.
- ✓ A connected ecommerce and CRM system powered by *data-driven insights*, elevated segmentation, and unified, omnichannel data.
- ✓ Enhanced the group's relationship with beer lovers worldwide through cutting-edge technology and a *customer-centric approach*.
- ✓ Rewarding purchases, celebrating a shared passion for quality beer, and *creating a community of devoted customers*.

Testimonial

Our Work through the Eyes of Our Clients



We continuously aim to keep our community of customers and beer aficionados engaged. Relying on a robust and integrated Salesforce system gives us the foundation to expand. OSF Digital built a strong partnership with Mahou San Miguel over the last eight years. They have consistently proven to be a reliable and innovative partner, offering expertise and connected commerce solutions, positioning us for enhanced retention and loyalty.

Marina Clarimón,

Ecommerce Manager, Mahou San Miguel



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THANK YOU!

