

New Customer Acquisition Strategy

majica app membership surpasses 15 million mark Initiatives to increase store visit frequency and focus on gaining young members

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Evolution of the majica app and initiatives leveraging customer feedback

Since launching our proprietary e-money service “majica” in March 2014, PPIH has been providing user-friendly, good-value services to customers through our majica credit cards and the majica app, including point rewards when topping up their accounts and coupon issuance.

In 2021, we strengthened our efforts to gain new members, developed a customer data analysis system, and begin a trial measure aimed at increasing store visit frequency and purchase amounts. Furthermore, as part of our “Visionary 2025/2030” medium- to long-term management plan announced in August 2022, we committed to “providing new ‘CV+D+A’ (ConVenience+Discount+Amusement) through DX”, and becoming “the most convenient store for the customer” via DX. Amid this policy, we have strengthened the app’s development system and improved its user interface. We enhanced the app’s top-up and coupon functions and implemented

a variety of initiatives, including our signature sales promotional strategies, events, and campaigns. This led to a virtuous cycle where the unique shopping experience provided through our app’s features resulted in a further increase in membership. These efforts led to the majica app membership increasing by over 10 million in about three years, surpassing 15 million members in July 2024.

Furthermore, we released “Maji-Voice” as a service within the majica app in November 2023. Based on our corporate principle of “The Customer Matters Most”, this new service leverages insights gained from our PB (People Brand) to transform PPIH stores into “People Store” (the most convenient stores for the customer). While Maji-Voice is generally referred to as a review, we view the customer feedback gathered through Maji-Voice as the growth driver of our company, distinguishing it from conventional review functions.

One of Maji-Voice’s features, “Shojiki Reviews (Honest Review)”, allows customers to evaluate and post comments about products they have purchased.

Even negative reviews are displayed as-is, offering a highly transparent system where reviews and rankings are completely visible.

Through Maji-Voice, we review every piece of input from our customers, utilize candid opinions to enhance PB product development and feedback to manufacturers, and improve store operations.

Promoting initiatives to boost customer visit frequency

Leveraging the strength of over 15 million majica app members, PPIH is promoting initiatives to increase the frequency of customers’ visits to stores. One example of a sales promotion strategy is the “Maji-Kakaku” service. Instead of offering discounts on products we want to sell, Maji-Kakaku embodies PPIH’s unique approach by intentionally lowering prices on items that have garnered strong support and high ratings from customers on Maji-Voice. These products are sold at exclusive prices for majica members with the product lineup changing monthly, and the service has been well-received.

In addition, by analyzing member data, we are advancing sales promotion efforts through marketing automation that tailors services and coupons to the attributes of existing members. We are advancing wide-ranging sales promotion strategies to prevent member churn, re-engage inactive members, and address customers who visit less frequently or purchase only specific categories. Furthermore, for customers who have not visited a store in a certain period, we have started strengthening touchpoints outside the app to encourage them to visit our stores again.

To accelerate initiatives unique to PPIH, we are also implementing mission-type approaches using a digital stamp card feature that customers can participate in a gamified way, with incentives such as rewards given upon mission completion.

Going forward, we aim to further expand the number of majica members. By adding approaches that utilize media and new measures through the app, we have set a goal of doubling the current membership to 30 million by FY2027.

Strengthening youth-focused approaches to gain new customers

One of Don Quijote’s distinguishing features is its strength in specific categories known as “killer contents”, such as snacks, colored contact lenses, cosmetics, and mascot character goods, which attract a very large number of younger customers. For our Group to pursue our medium- to long-term growth, it is crucial to acquire a steady stream of young customers aged 15–24 who offer high lifetime value (LTV). We will advance initiatives with the goal of increasing the majica membership rate among younger demographic from 20.1% at the end of FY2024 to 50% by FY2027.

Currently, we are focusing on expanding touchpoints with the younger demographic and increasing our fan base as part of our measures to engage with young customers. In August 2024, we aired a TV commercial featuring an artist popular among young people. As a linked campaign, we also held a follow & post campaign where participants could win coupons to redeem for free JONETZ products featured in the TV commercial. We also launched a student discount initiative called “Do-Gakuwari”, targeting majica members aged 15–24 who are students.

Additionally, as part of our Key Opinion Leader (KOL) initiatives, we showcase Don Quijote products through live streams hosted by influencers who resonate with younger audiences. These streams provide viewers with opportunities to engage with our products, aiming to increase store visits. We also focus on in-person events, such as awards ceremonies and category-specific festivals, to promote products popular among young people. As the leading retailer of colored contact lenses across all retail stores, we are organizing events like the “Donki Colored Contact Lens Festival: Step Closer to Your Ideal Self,” targeting Gen Z, the dominant consumer group for this product category. Furthermore, we host a celebration for the birthday of our official character “Donpen” and influencer-participation events, all designed to further expand our young fan base.

We will continue to create numerous initiatives like these, strengthen our approaches to younger generations who are not yet familiar with Don Quijote or visited our stores, and increase the store visit frequency of existing customers in order to drive growth for the future.