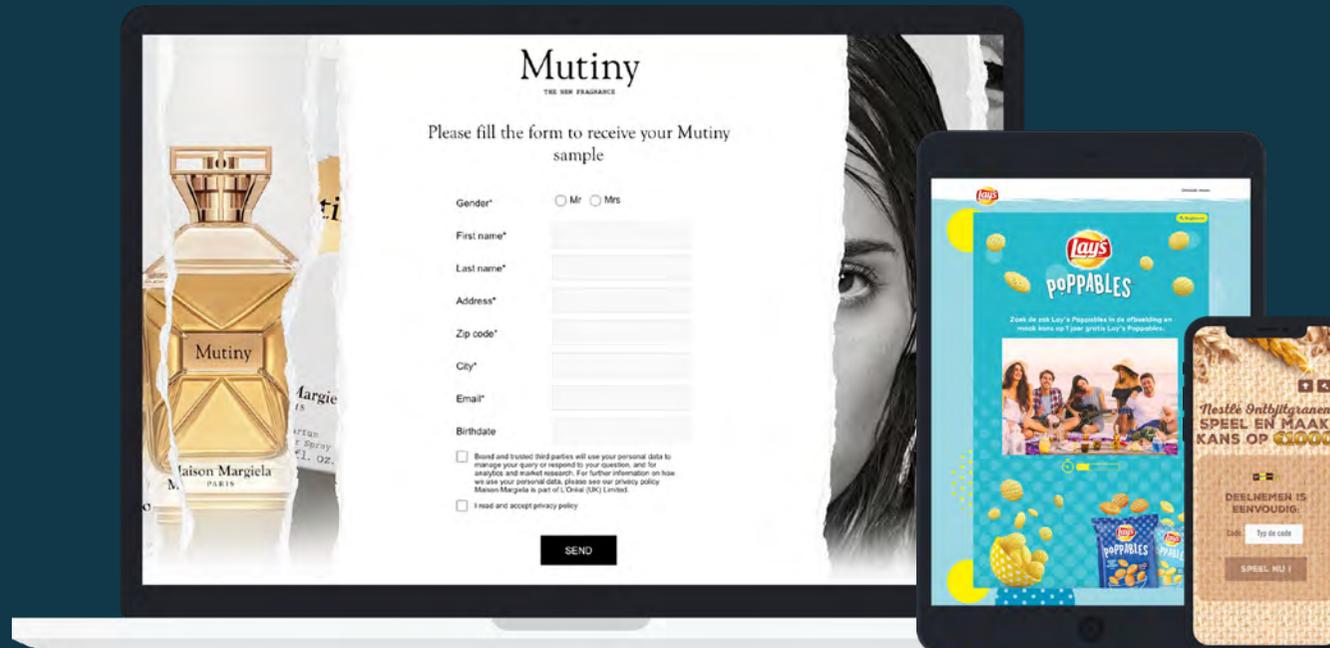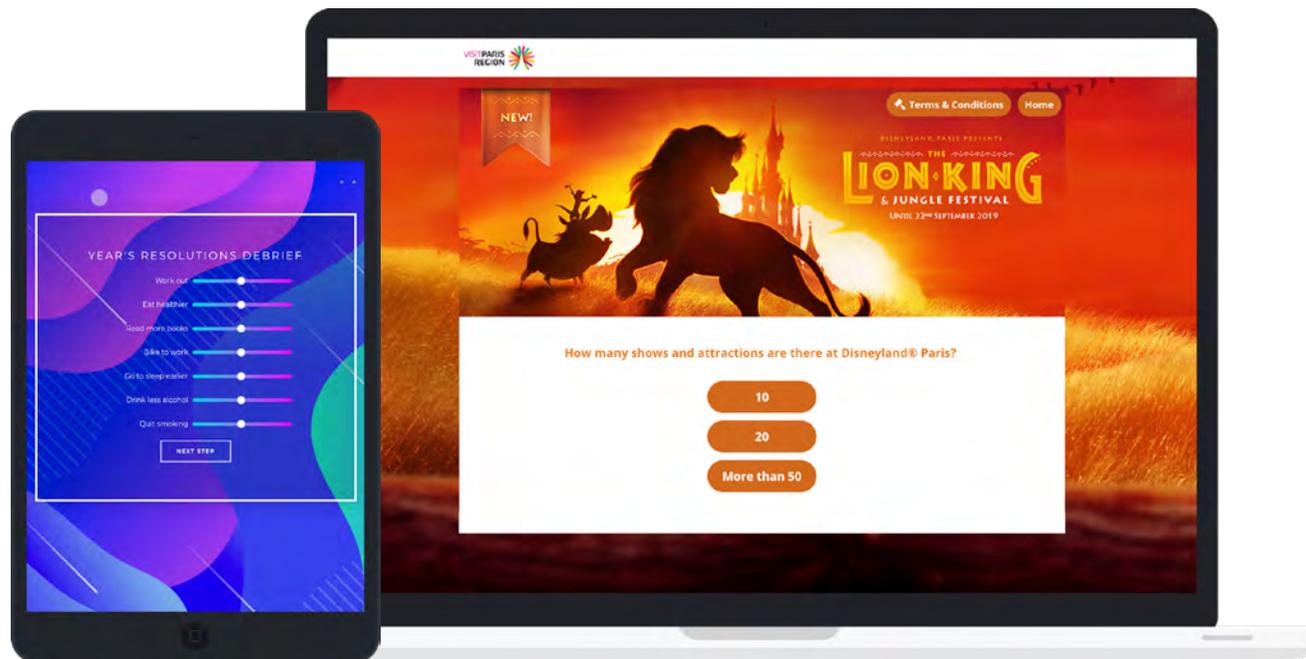# 40+ interactive campaign ideas to boost your marketing and generate leads

qualifio

Engage your digital audiences, generate new leads and segment your clients thanks to interactive marketing campaigns.

Discover more than 40 innovative formats

Customised form to collect data

- **Customisable fields with data validation features**
- **Opt-ins for your newsletters**
- **Get new Facebook fans**
- **Automatic e-mail generation**
- **Push data to your CRM**

Mutiny
THE NEW FRAGRANCE

Please fill the form to receive your Mutiny sample

Gender*	○ Mr ○ Mrs
First name*	
Last name*	
Address*	
Zip code*	
City*	
Email*	
Birthdate	

☐ Brand and trusted third parties will use your personal data to manage your query or respond to your question, and for analytics and market research. For further information on how we use your personal data, please see our privacy policy. Maison Margiela is part of L'Oréal (UK) Limited.

☐ I read and accept privacy policy
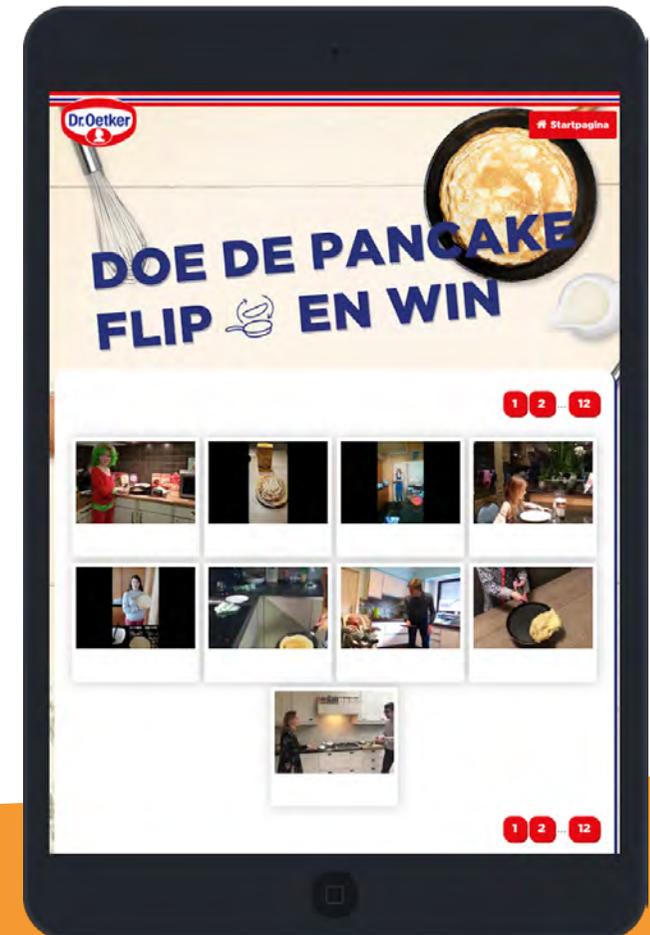
SEND

Photo contest with community voting

- Unlimited hosting space
- Photo moderation
- Various formats of galleries
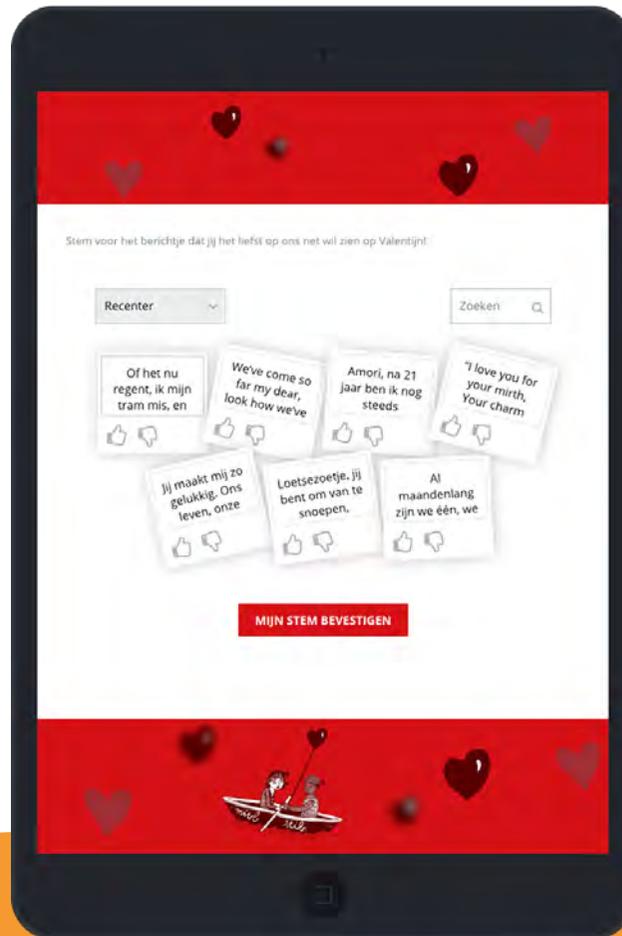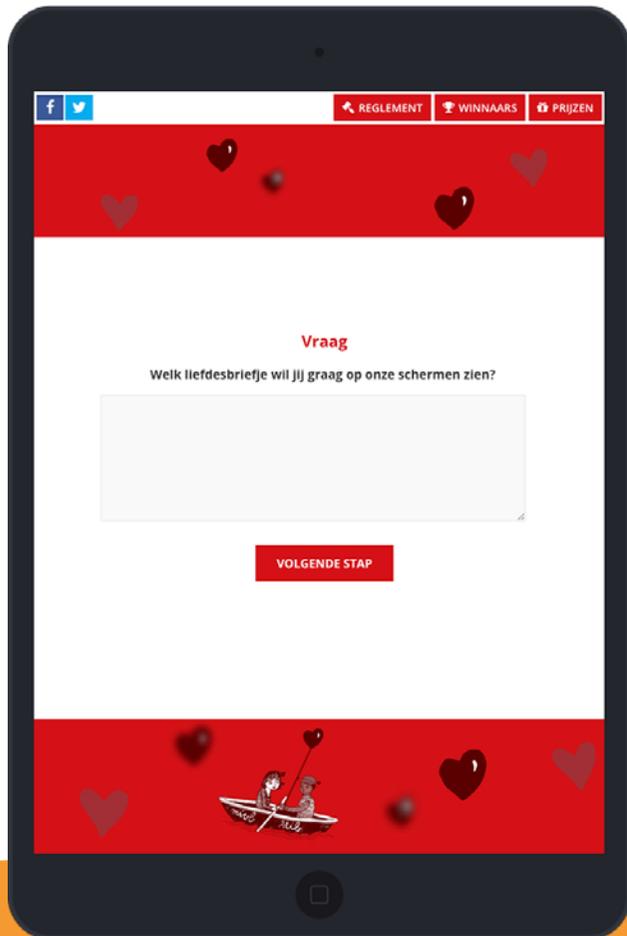- Various voting methods

Video contest with community voting

- Unlimited hosting space
- Video moderation
- Video encoding
- Various formats of galleries
- Various voting methods

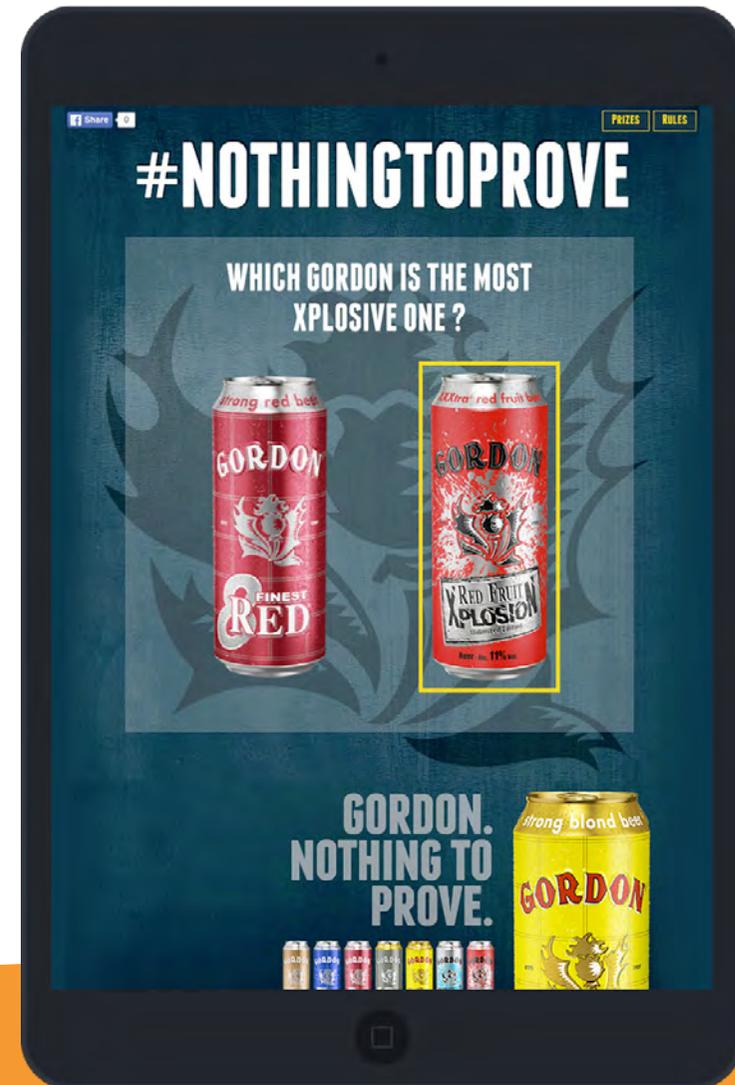# Writing contest with community voting

- Text moderation
- Various formats of galleries
- Various voting methods

Image-based quiz

- Unlimited number of questions

- Mobile-optimised

- Display scores and winners

- Advanced winners' management

Video-based quiz

- Display your video and ask questions
- Unlimited number of questions
- Mobile-optimised
- Display scores and winners
- Advanced winners management

Blind test

- Display audio fragments
- Unlimited number of questions
- Mobile-optimised
- Display scores and winners

Checklist

- Unlimited number of list items

- Text or image-based items

- Display rating and share on social media

- Different messages can be displayed in the exit screen, based on the number of checked items

Personality test

- Users answer questions and get a profile

- They can share their profile on social media

- Display targeted offers based on said profile

- "Smart" test thanks to conditional branching options
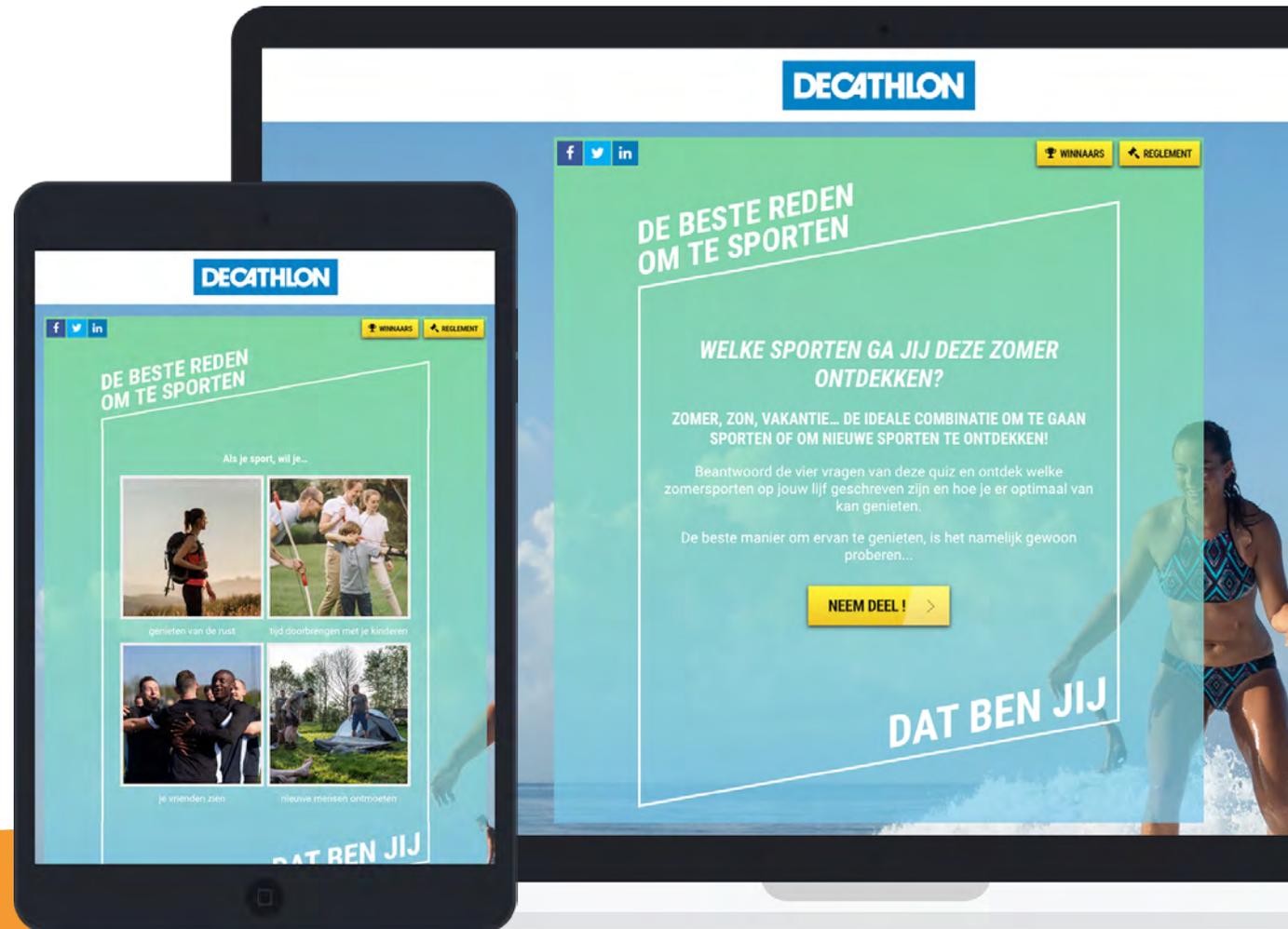
Memory

- Users find the matching pairs of cards

- Show your products

- Full customisation of cards (front & back)

- Indication of time and number of clicks

Price is right

- Users match the items with their price

- Full customisation of cards (front & back)
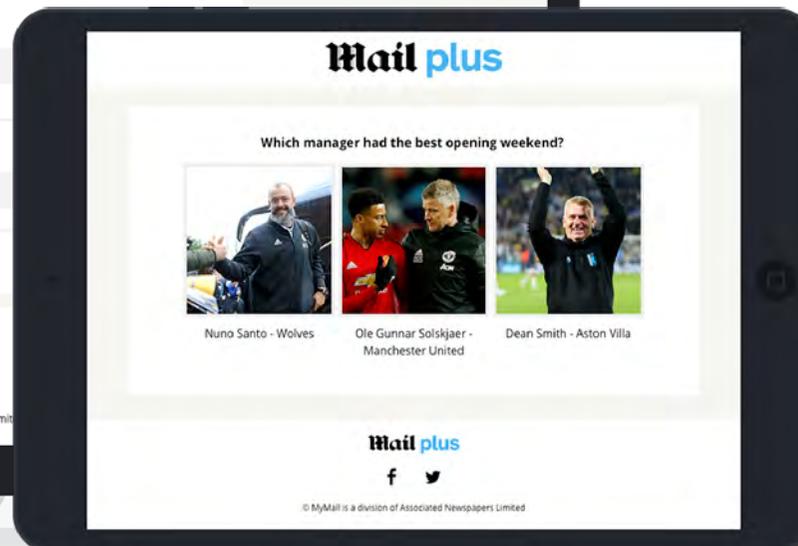
- Indication of time and number of clicks
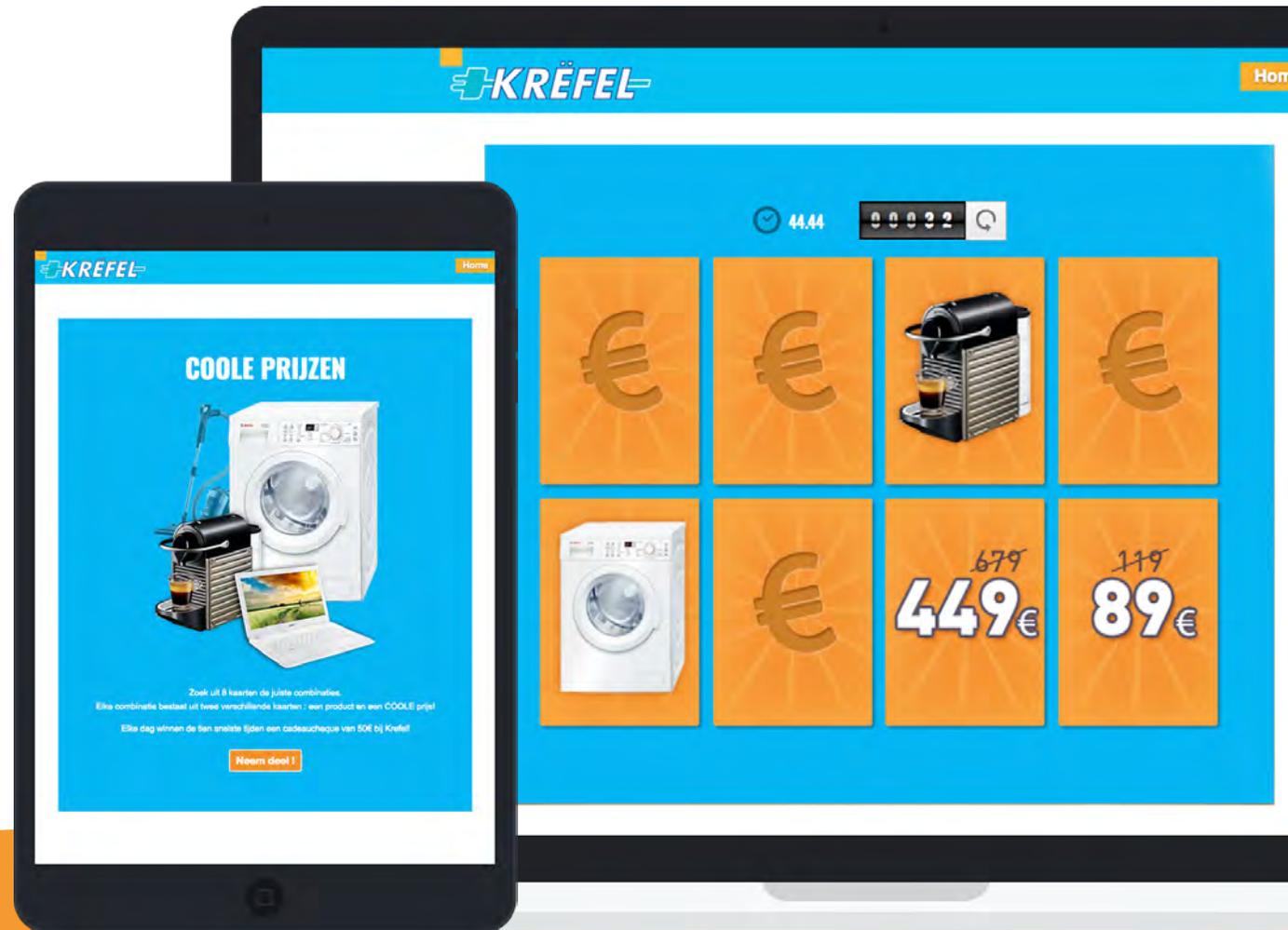
Poll or vote
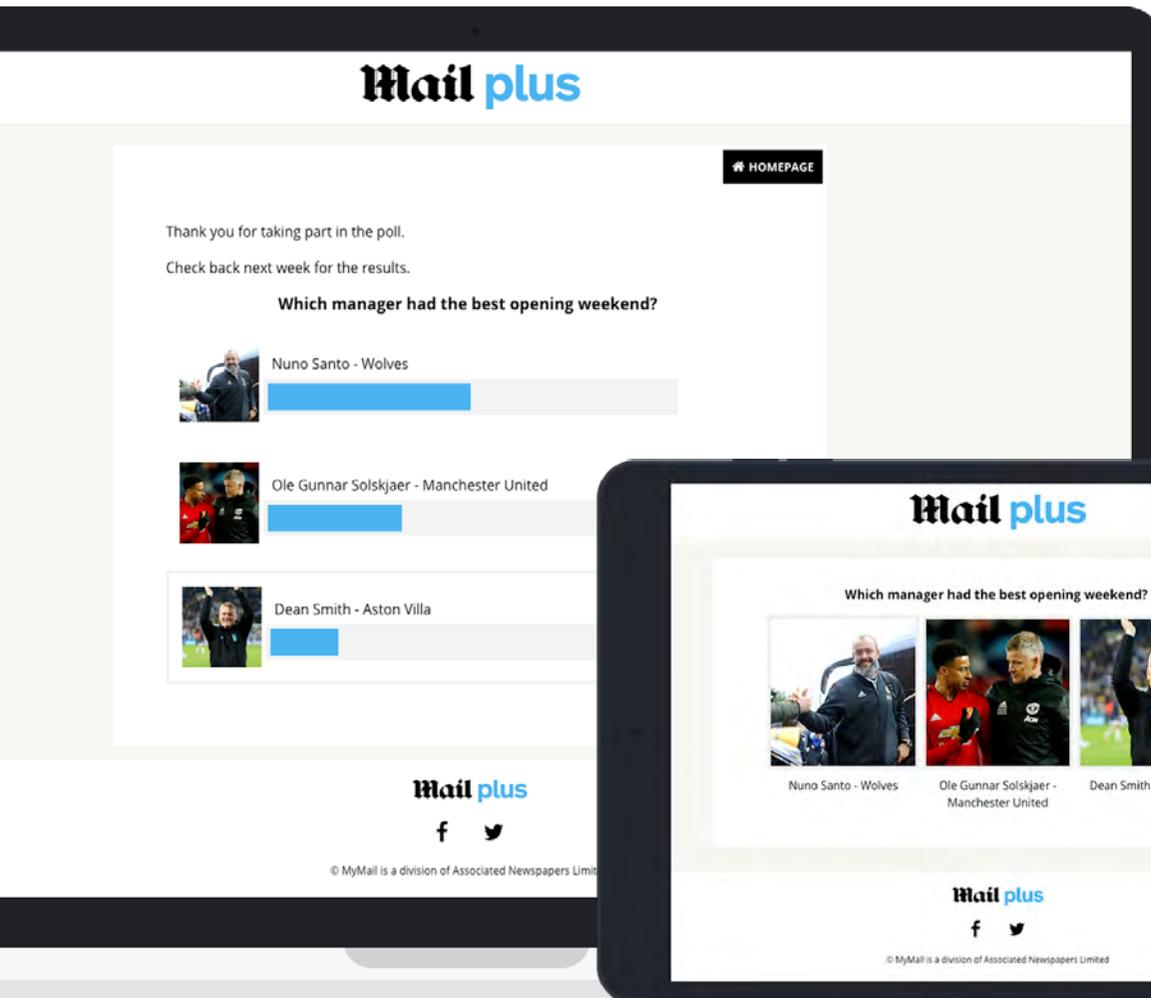
- Choose your question and answer formats (click on image, checkboxes, text fields, dropdown lists, etc.)
- Use text, video, pictures, audio
- Automatic graphs with results

Rating

- Use a slider to rate personalities, products or any other proposal

- Automatic graphs with results

- Unlimited number of items

YEAR'S RESOLUTIONS DEBRIEF

Work out

Eat healthier

Read more books

Bike to work

Go to sleep earlier

Drink less alcohol

Quit smoking

NEXT STEP
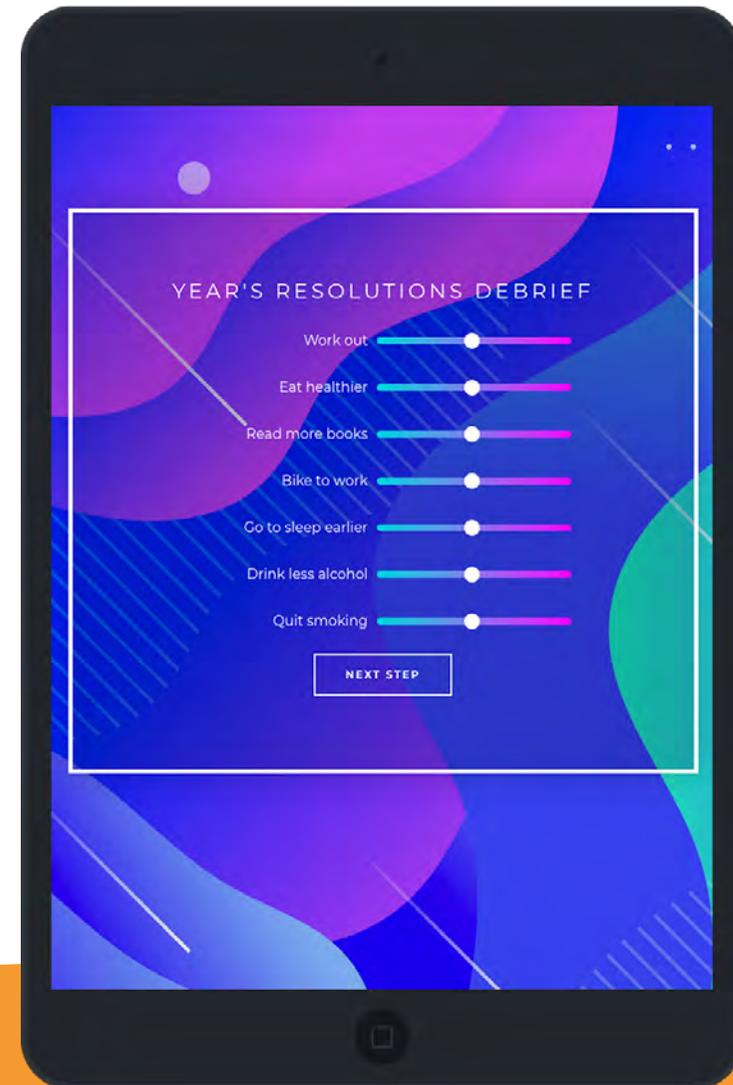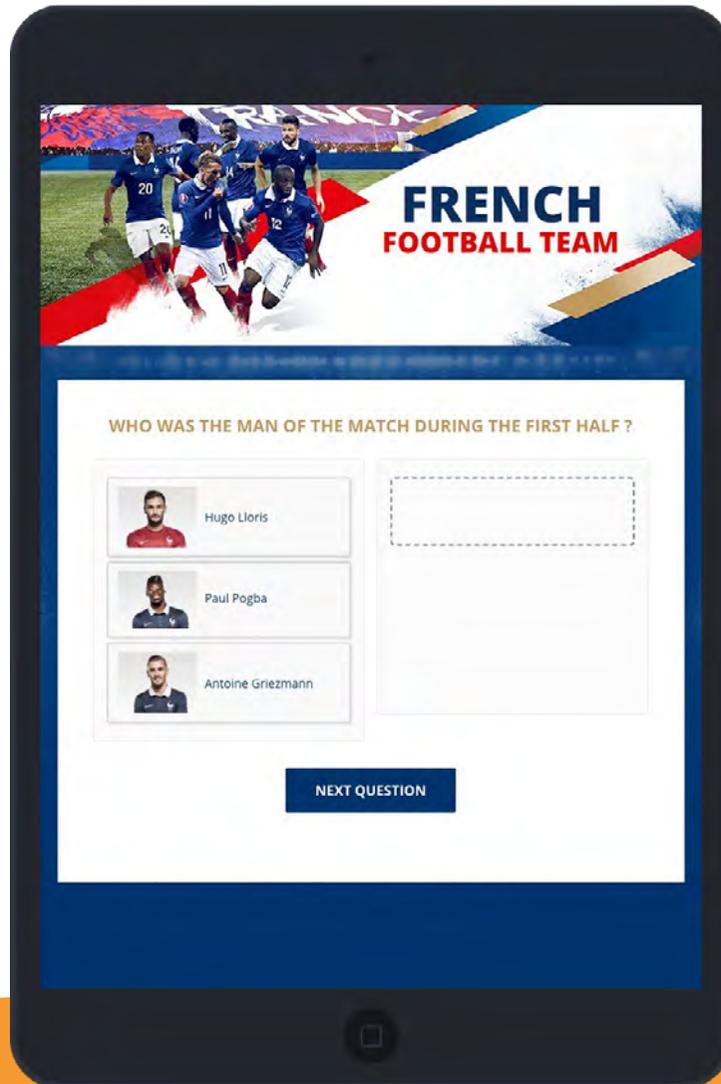
Ranking

- Drag and drop ranking

- Possibility to add photo, audio or video elements

- Automatic graph with results

Simple prediction

- Ask your audience to predict soccer, tennis, rugby games results

- Promote your sponsoring actions

- Filter winners on exact scores
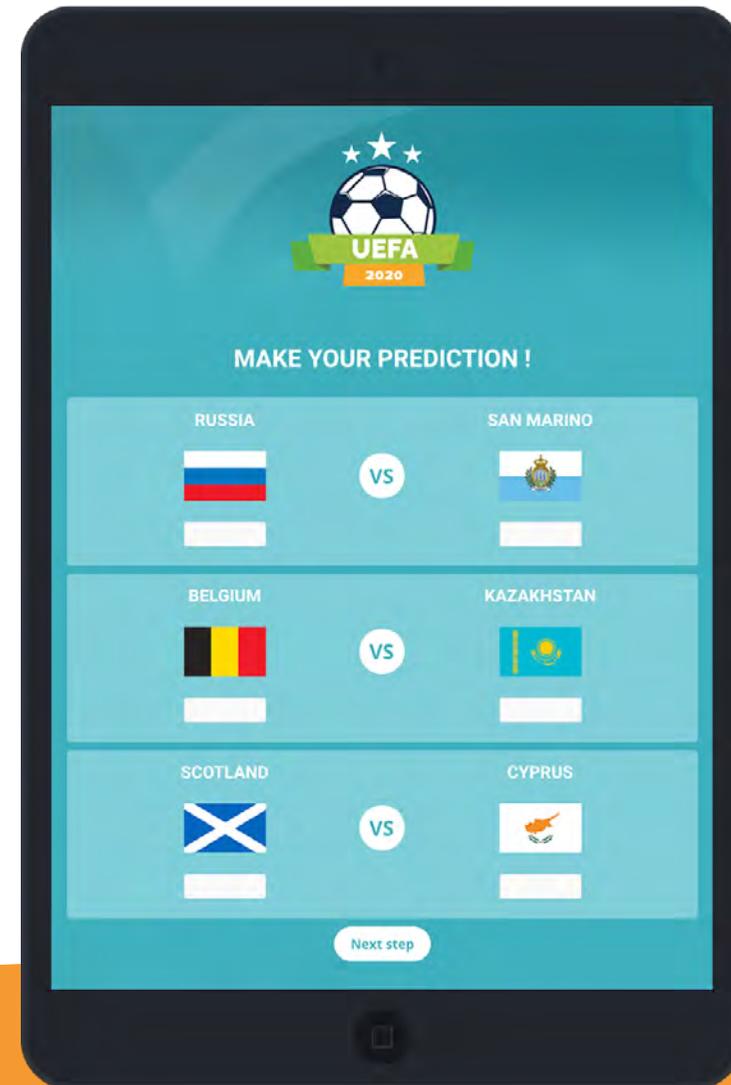
Team selector
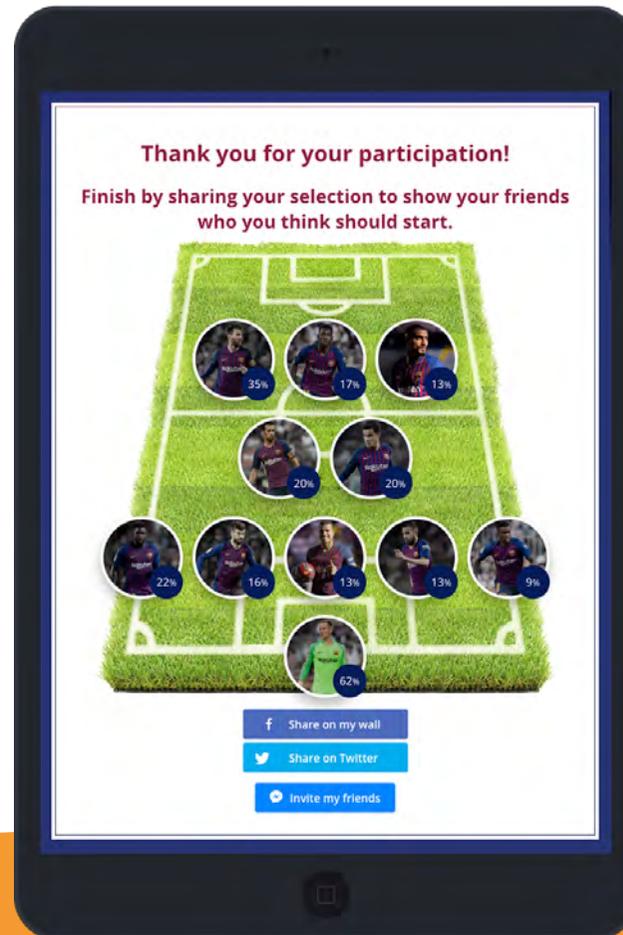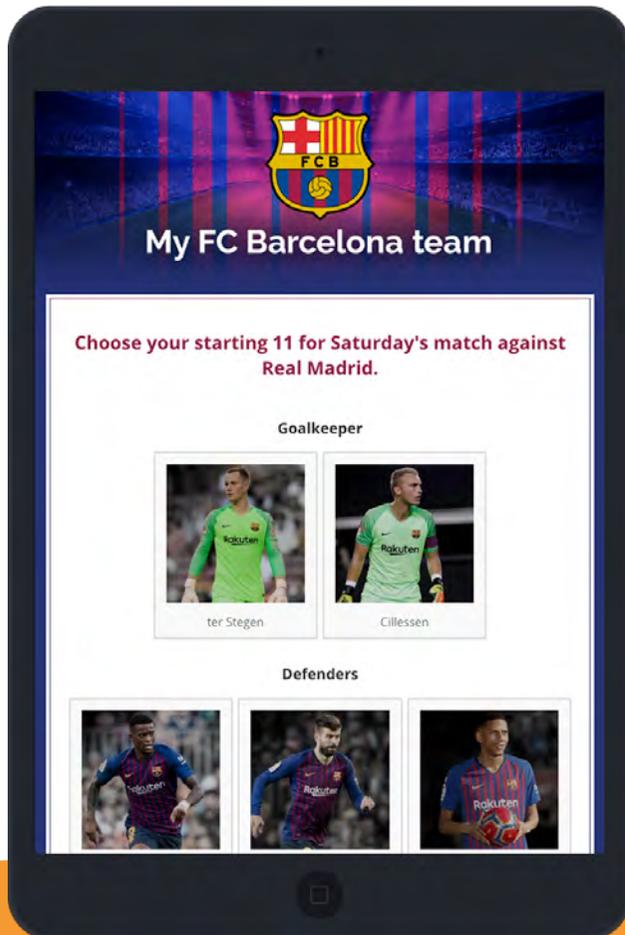
- Ask your audience to compose their dream team (football, basketball, cycling, hockey, rugby or tennis)

- Promote your sponsoring actions

- Invite your participants to share it on social media and encourage virality

Product feedback

- Users vote for their favourite product

Playful quiz
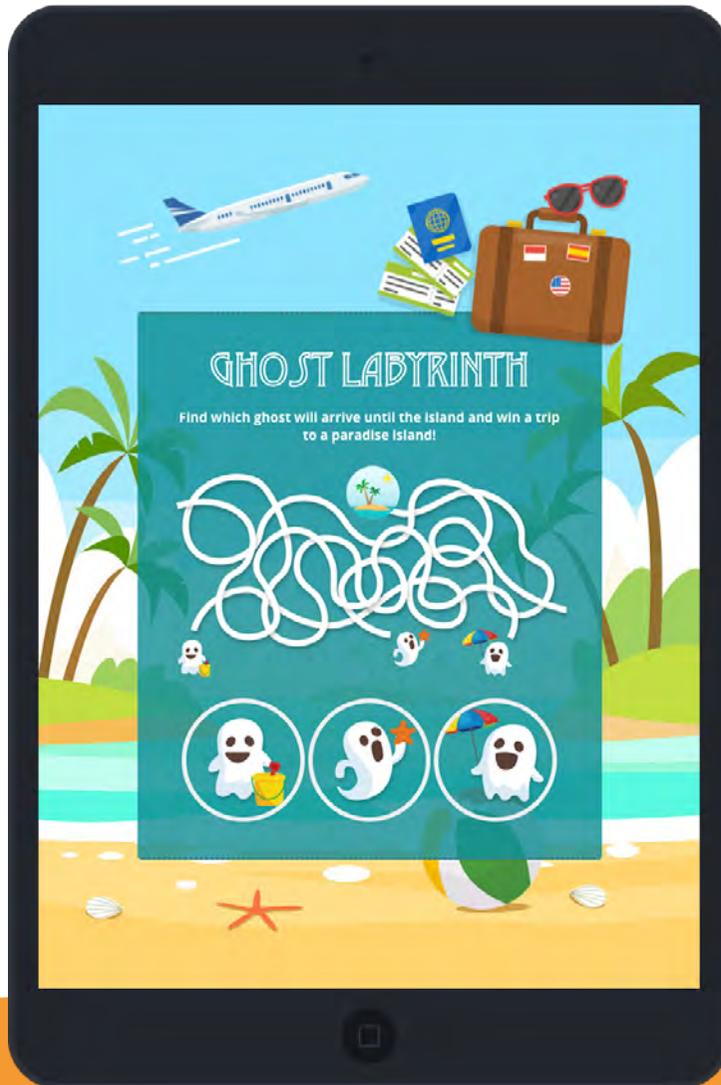
- Simple and efficient interactive format with thousands of different combinations

Puzzle

- Generate a puzzle from the image of your choice

- 2 difficulty settings: 9 or 16 pieces

- Highlight your products or those of your partners

- Display of elapsed play time (stopwatch, sandglass or progress)
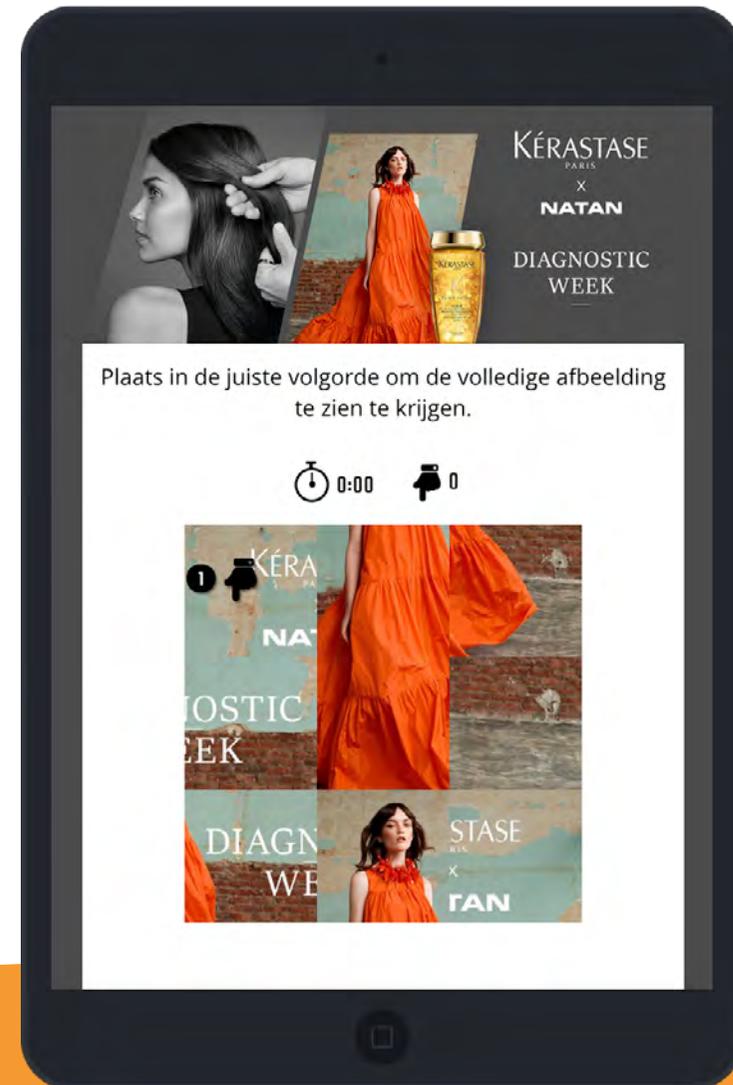
Instant win
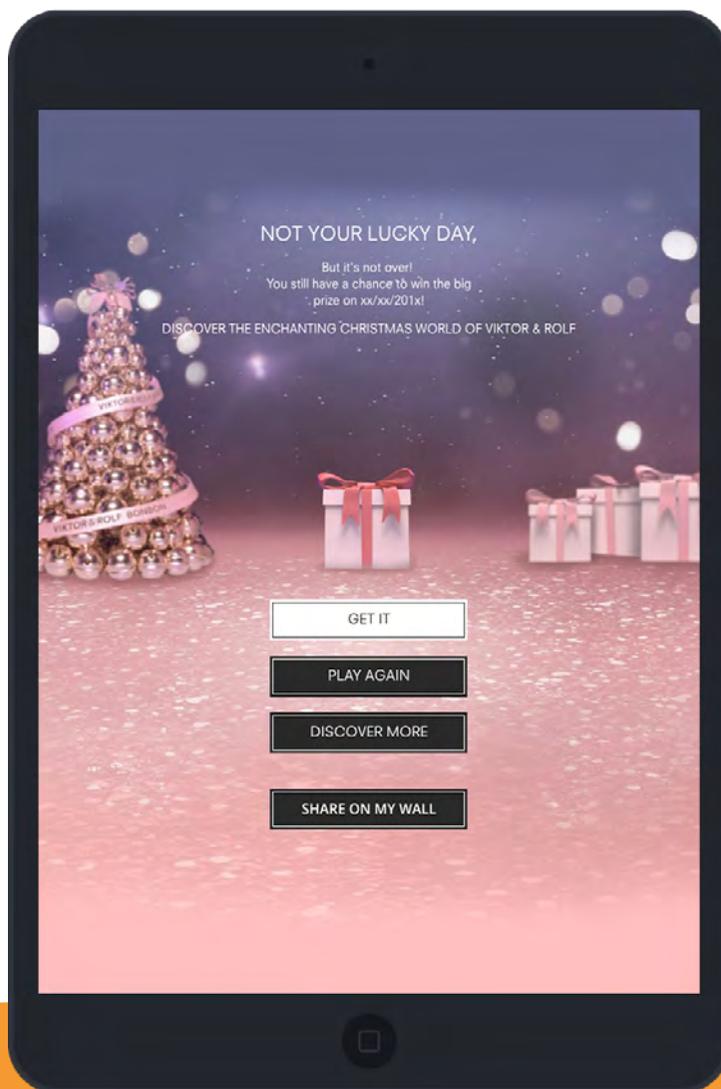
- Participants instantly discover whether they won

- Limit the number of games played by a participant or per day or week

XP97B

Unique code to enter a campaign

- Distribute unique codes in store or insert those on your products

- Ask participants to enter this code to access the campaign

Discount coupon for participants or winners

- Upload or generate a list of unique discount coupons

- Distribute those to winners (via instant wins) or all participants

Probeer vandaag nog Purina®Dentalife®.

Geniet van een bon van - 1€ en zie zelf hoe Purina®Dentalife® bijdraagt tot de gebitsverzorging van jouw hond.

BON -1€

Geslacht *
○ Mevrouw
○ Meneer

Naam *

Voornaam *

E-mail *

Welke grootte heeft jouw hond? *

Heeft u een kat? *   ○ Ja   ○ Nee

☐ Ja, ik wil graag op de hoogte gehouden worden van het laatste nieuws en de aanbiedingen van de merken van Nestlé. Ik aanvaard de privacyverklaring van Nestlé.

PRINT JE E-COUPON HIER

Branded photo editor

- Participants add your graphic elements of choice (logo, stickers, customised frames) to their pictures

- Customised pictures can be shared on social media

Sudden death

- **Exclude participants as from the first wrong answer**

- **Encourage your participants to come back to your channels in order to reach the final question**
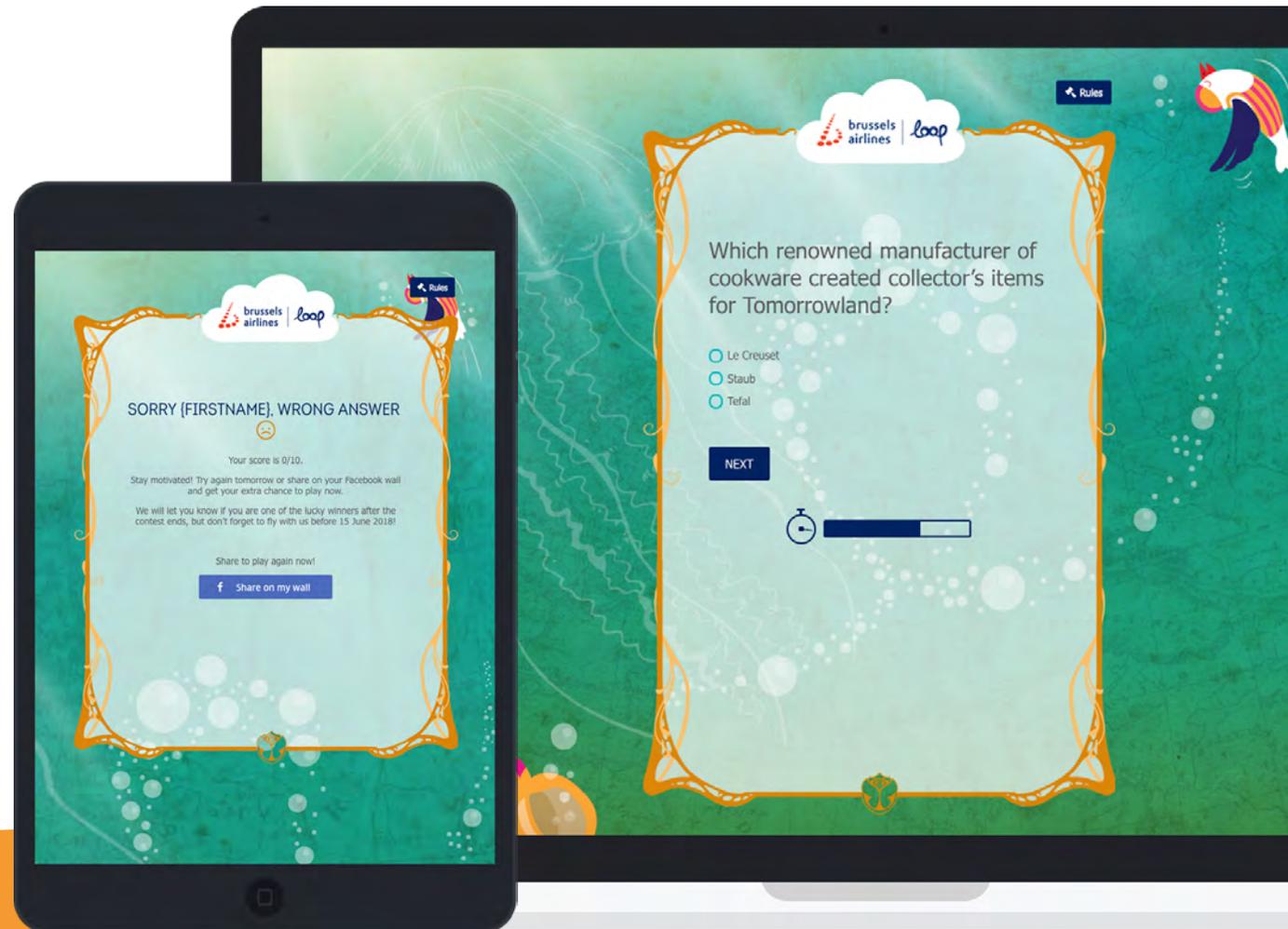
Product battle

- Create battles between different products
- Can also be done in a sponsored editorial format (soccer players, celebrities, etc.)
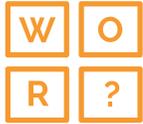
Guess the word

- Participants guess a word, a name, a brand, etc. in the least possible clicks

- Use multimedia tips (image, video, audio etc.)
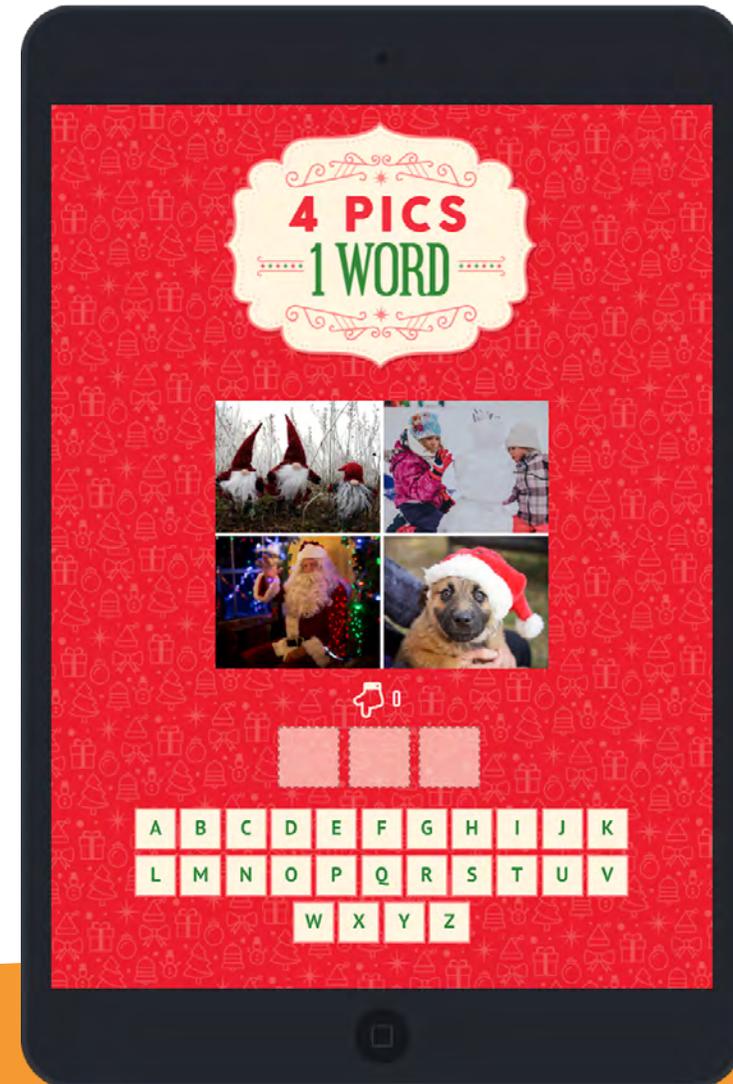
Advent calendar

- Display a calendar for any type of event

- Each day, a case automatically opens to display a promo, a quiz, a video or any other type of exclusive content

Quiz with cumulative points

- Allow users to play every day

- They accumulate points

- Increase loyalty and encourage comebacks
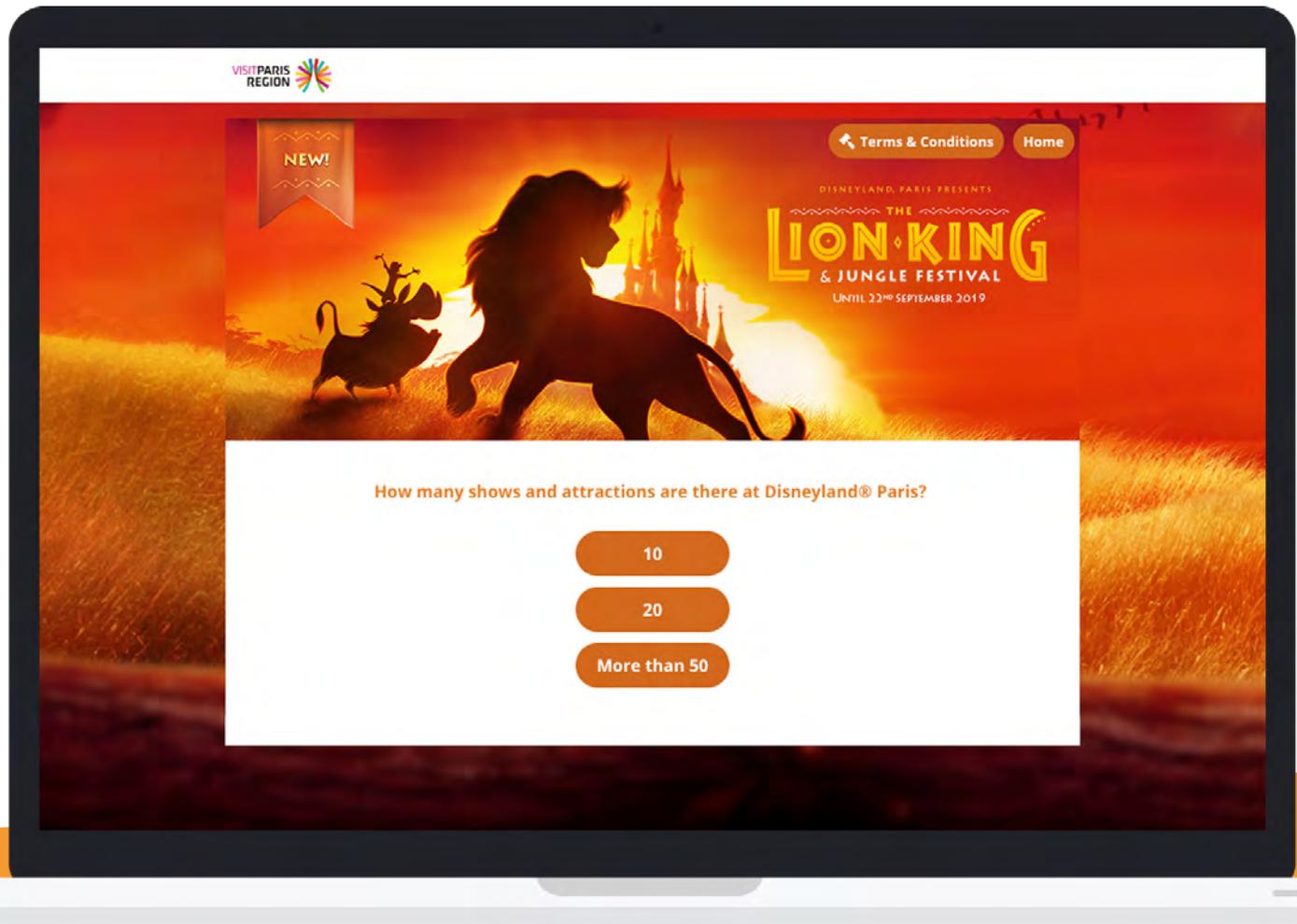
Jackpot
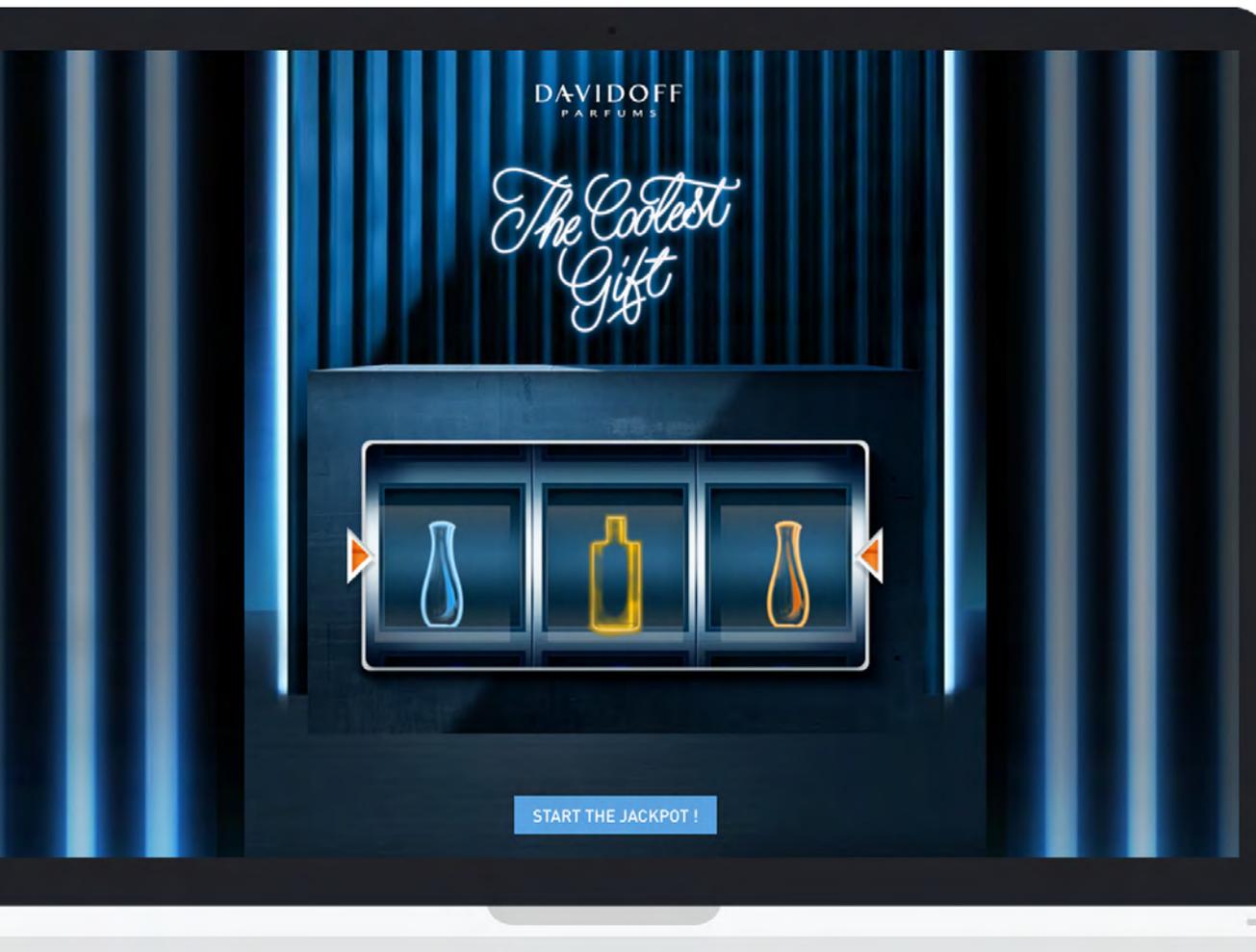
- Participants immediately find out whether they won

- Published on your Facebook Page, your website, your mobile app, or on a responsive dedicated minisite

- Share the campaign on social media

Gift guide

- Help your audience find the perfect gift

- "Smart" guide thanks to conditional branching options

- Unlimited number of questions of different types: multiple choice, checkboxes, answers in the button, clickable images, etc.

- Integrate call-to-action to your online shop based on the profile
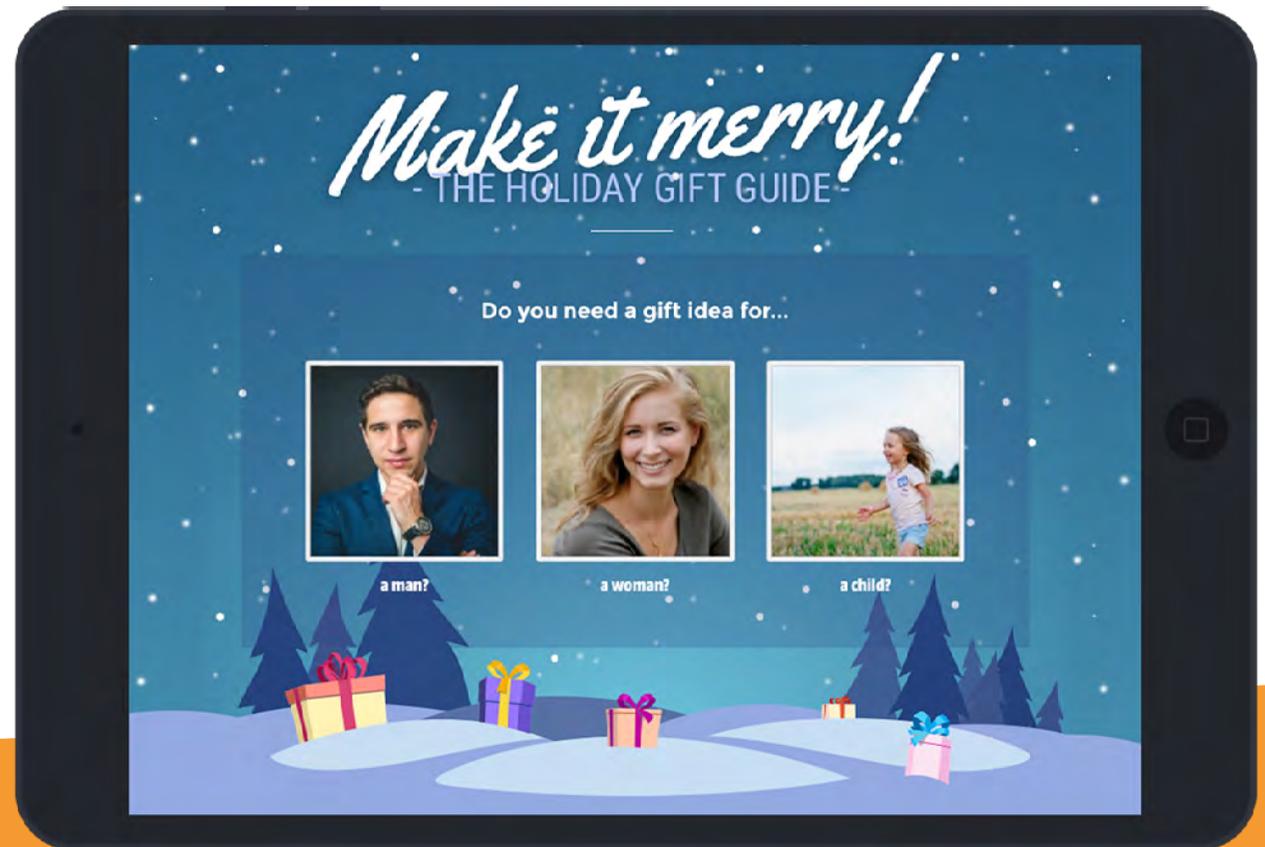
Find the difference
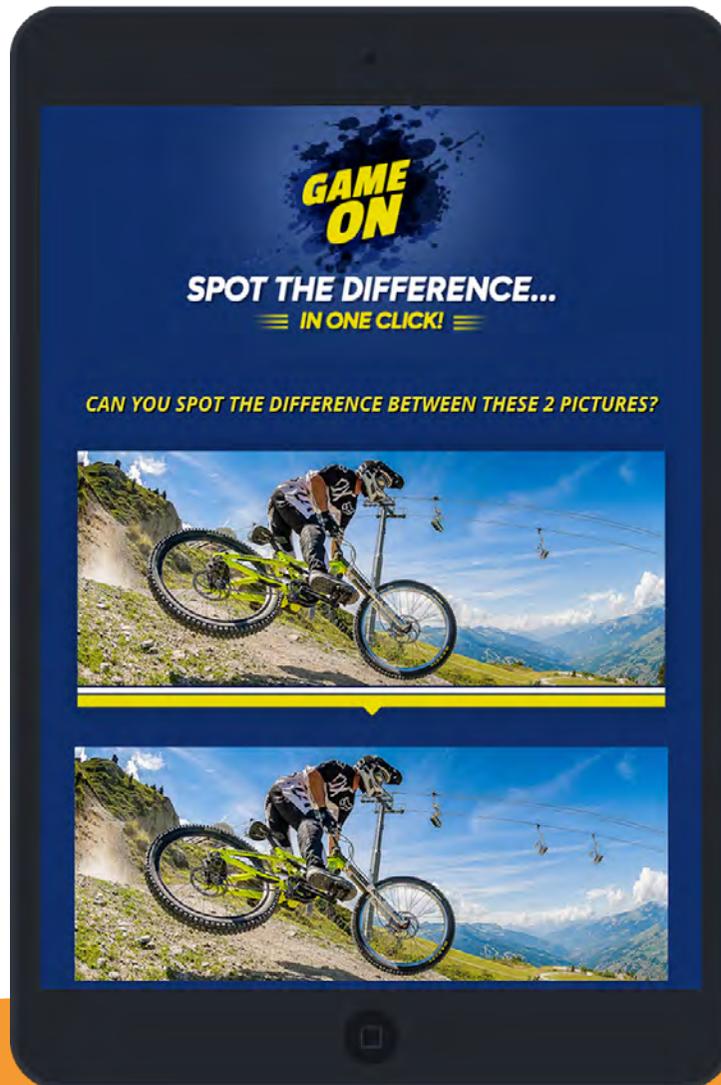
- Highlight your products
- Participants find the difference as quickly as possible
- May be coupled with a final draw

Hidden object

- Users retrieve a hidden element in an image as quickly as possible

- Unlimited number of questions

- Highlight your products

- Anonymous or identified

Guess who?
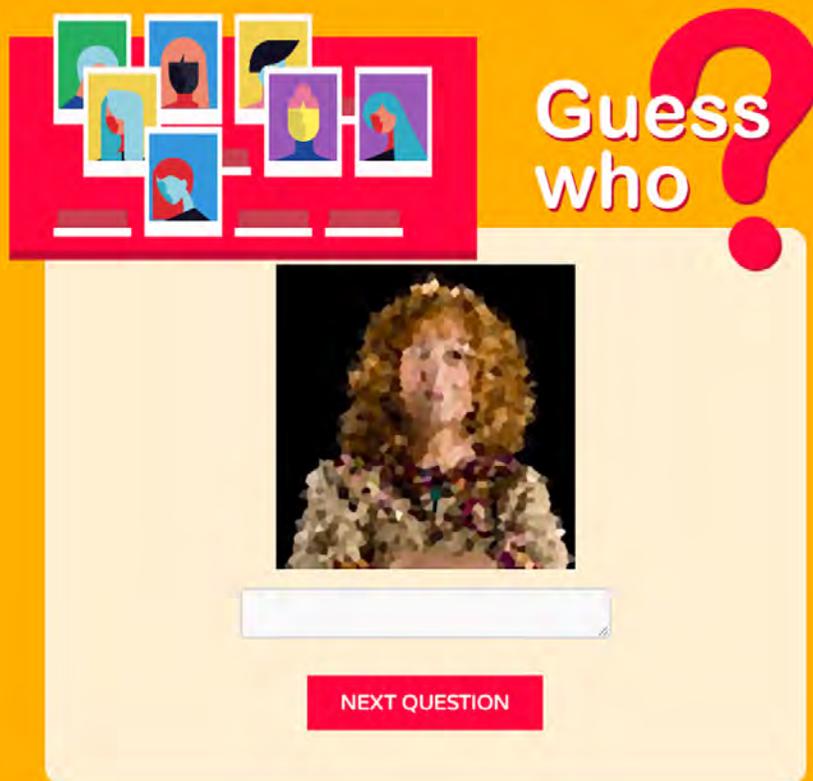
- Participants need to guess who's behind a mysterious image

- Response field with text matching feature and input mask

- Add new hints based on a strict schedule set in advance

- Individual or collective limitation of the number of participations

Shell game

- Customise the appearance of your game by adding your own own containers (cups, doors, trunks, etc.).

- Random result, changes for each player and each new game

- Viral and addictive mechanism

Rebus

- Your coded message using numbers, images, letters, etc.

- Various question types: interactive keyboard with instant verification, multiple choice, open question, etc.

Chrono quiz

- Make your quiz even more engaging and challenging
- Display a countdown
- Dare your participants to break the record time
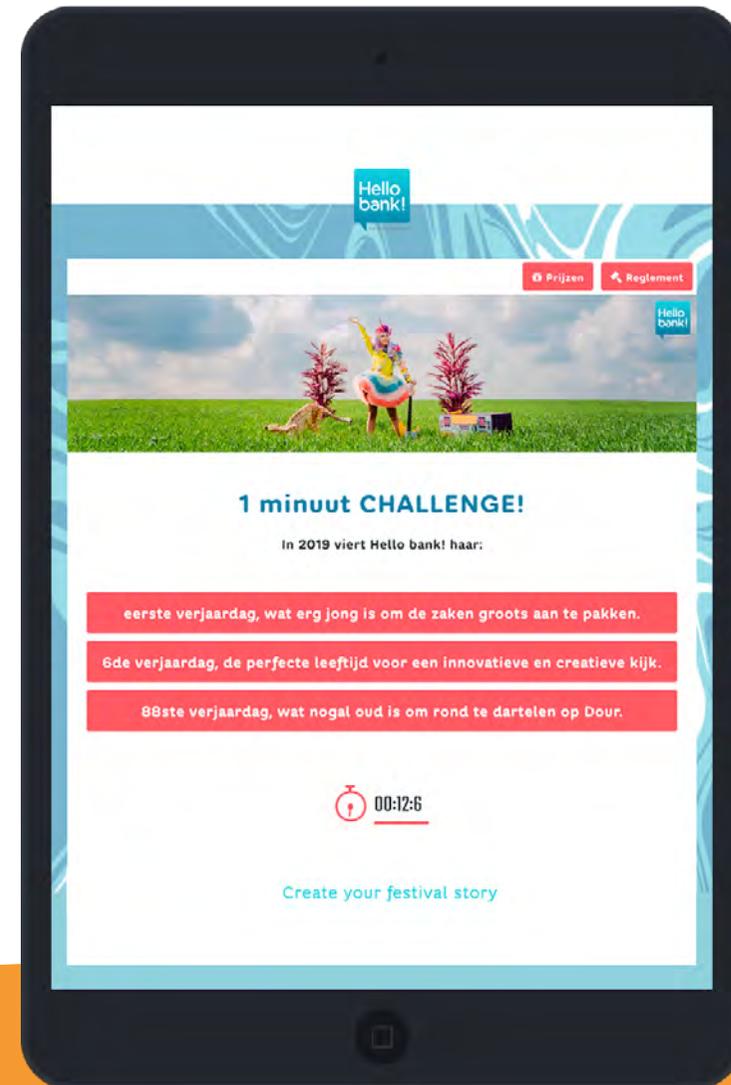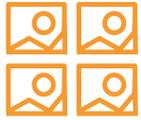
Photo gallery
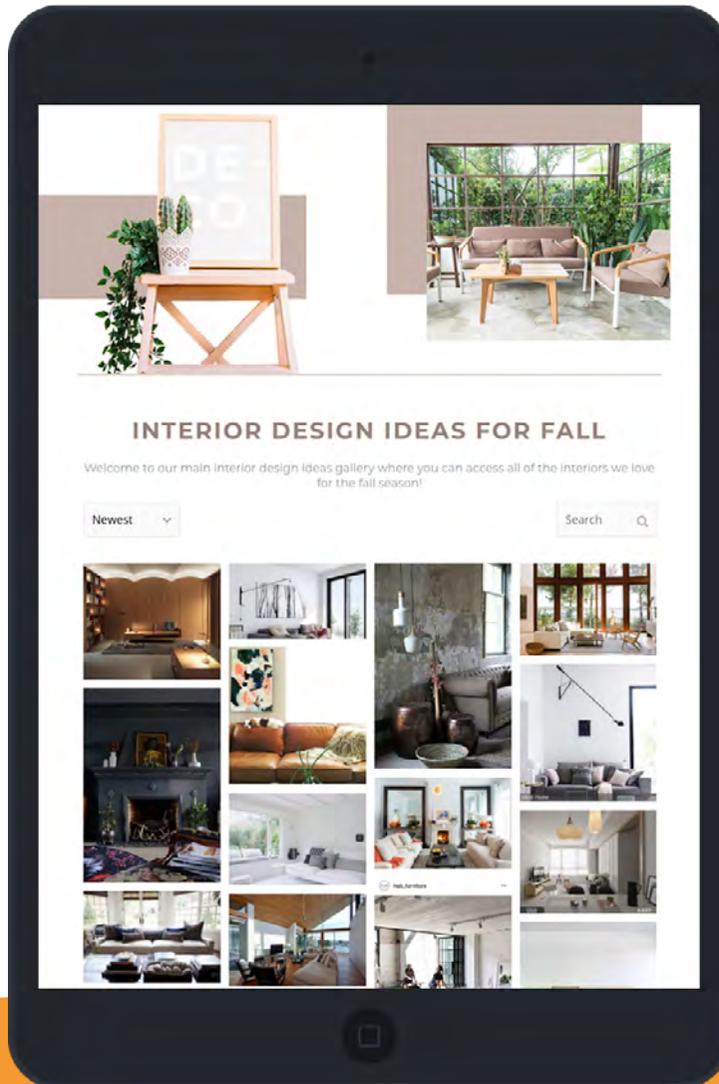
- Simple gallery or with a voting module
- Share the pictures on social media
- Customisation of the gallery design
- Unlimited hosting space

Swiper

- Quiz, personality test or poll in a Tinder-like swiper format
- Users swipe to answer the questions
- Full customisation of the swiper
- Particularly suitable for mobile environment
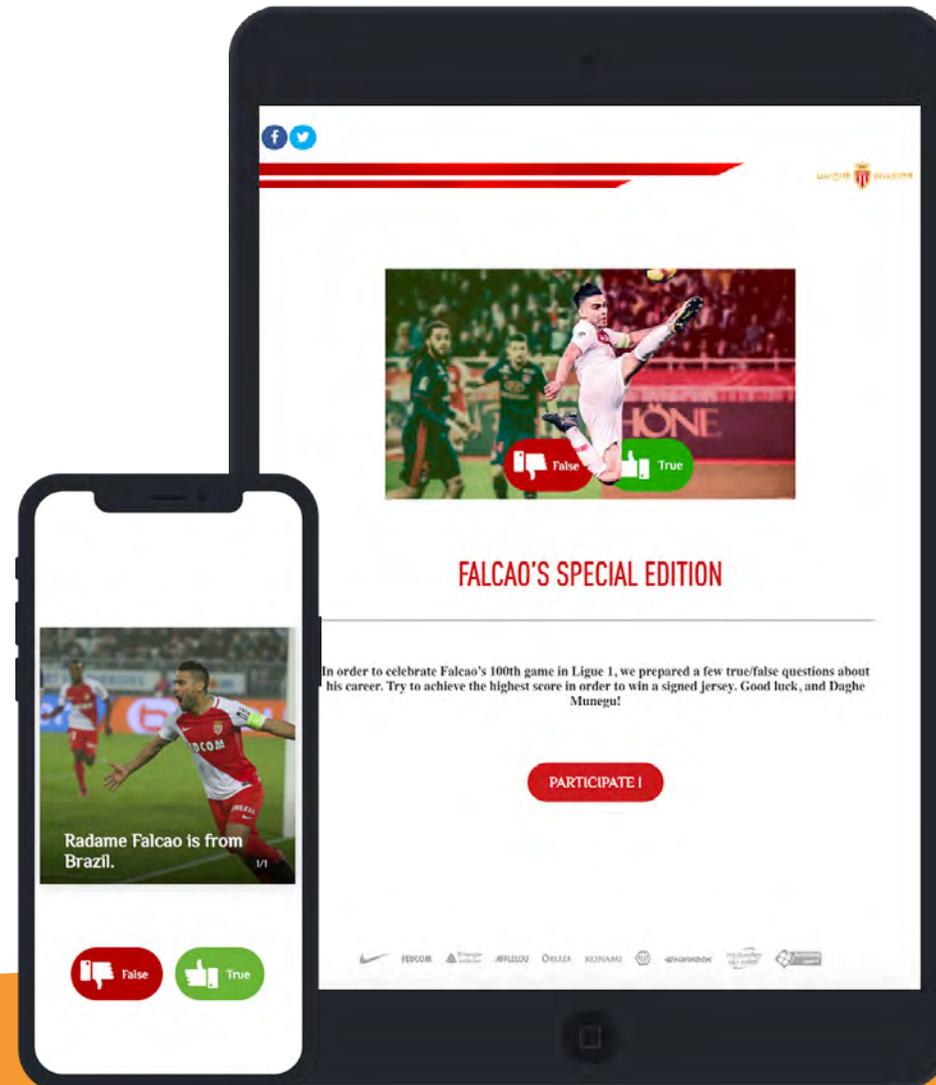
Survey
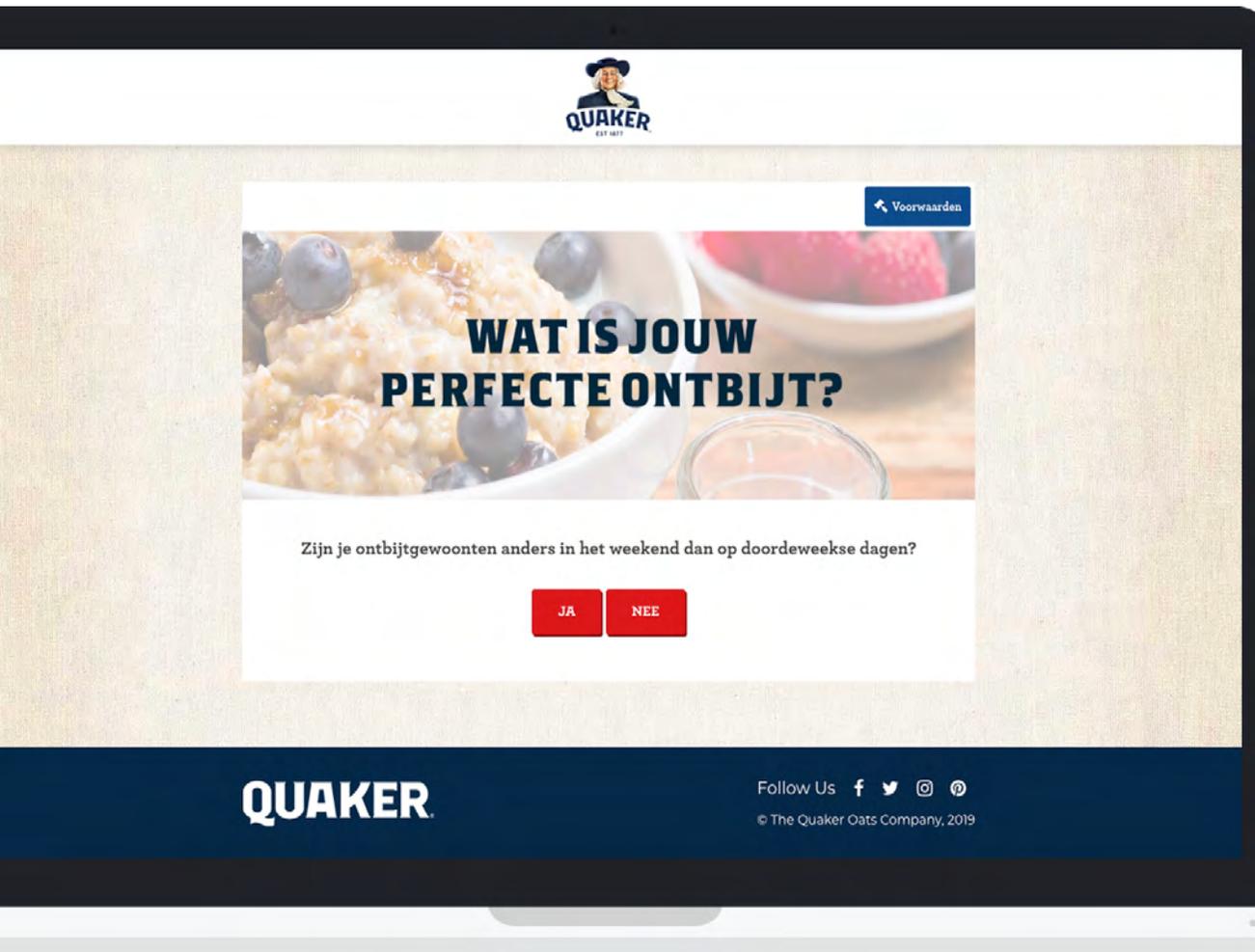
- Get to know your audience's opinions and preferences

- Use conditional branching to adapt your survey questions according to participants' answers

Promotional pop-ups

- Create and manage pop-ups for your blog or website

- Redirect them to your interactive campaigns or any other content

- Personalise your pop-ups (fonts, colours, images) or use ready-made templates

- Choose when and where the pop-up appears through different timing and display rules
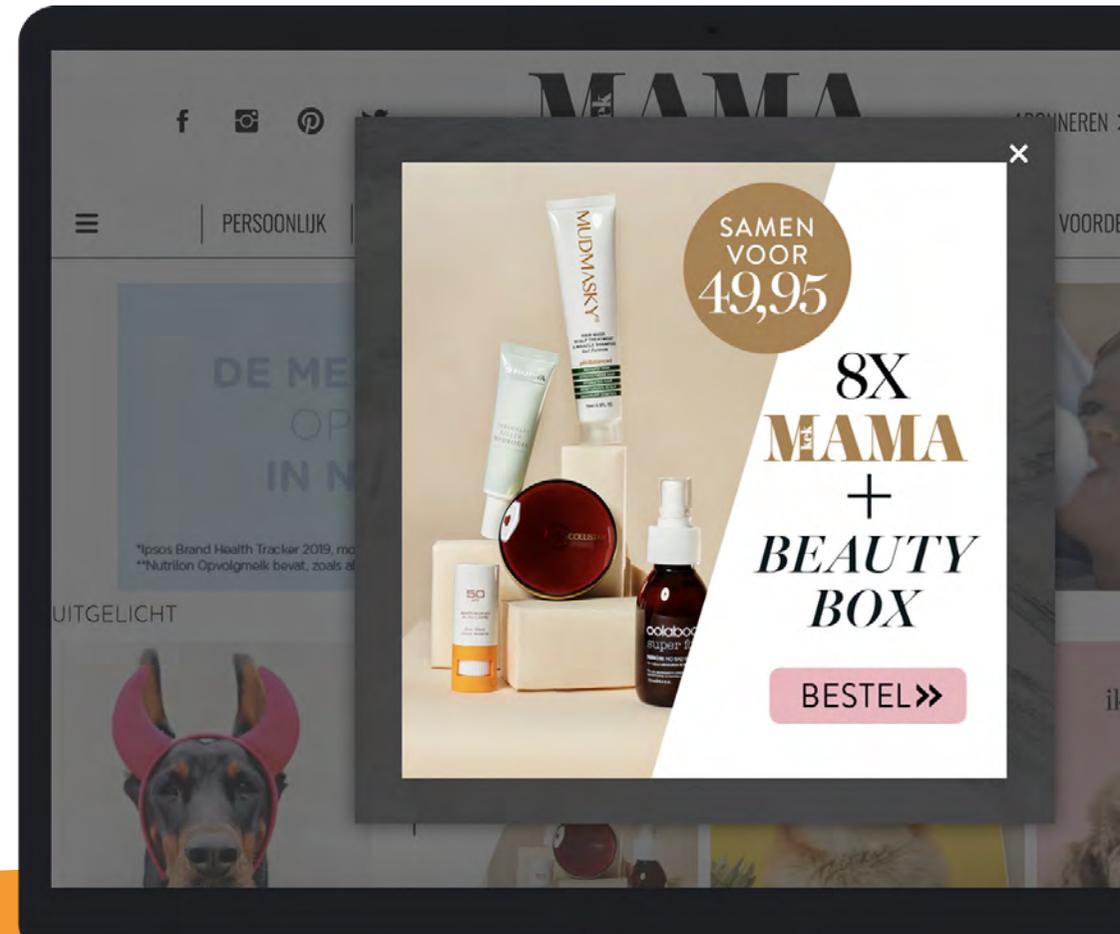
Wheel of fortune
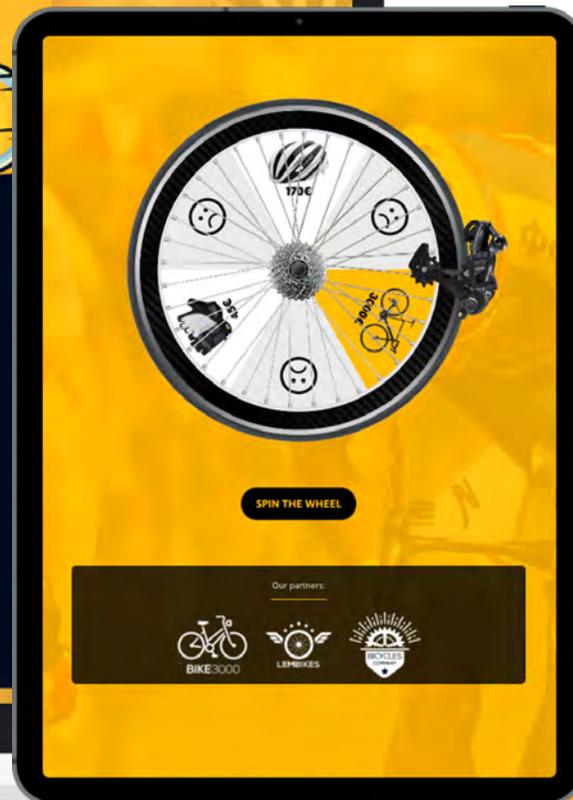
- Entertain your audience and promote your products or those of your partners

- Customise the look and feel (colours, logos, texts) or use our premade templates to easily create beautiful wheels

- Change the number of slices (max. 12)

- Fully mobile optimised

Runner game

- Customise the scene, the protagonist, the obstacles, the bonuses and the music to give more visibility to your brand

- Participants can run forever – there's no finish line!

- Show the highest scores in a ranking

- Let participants share scores with friends

- Ready to go on any device
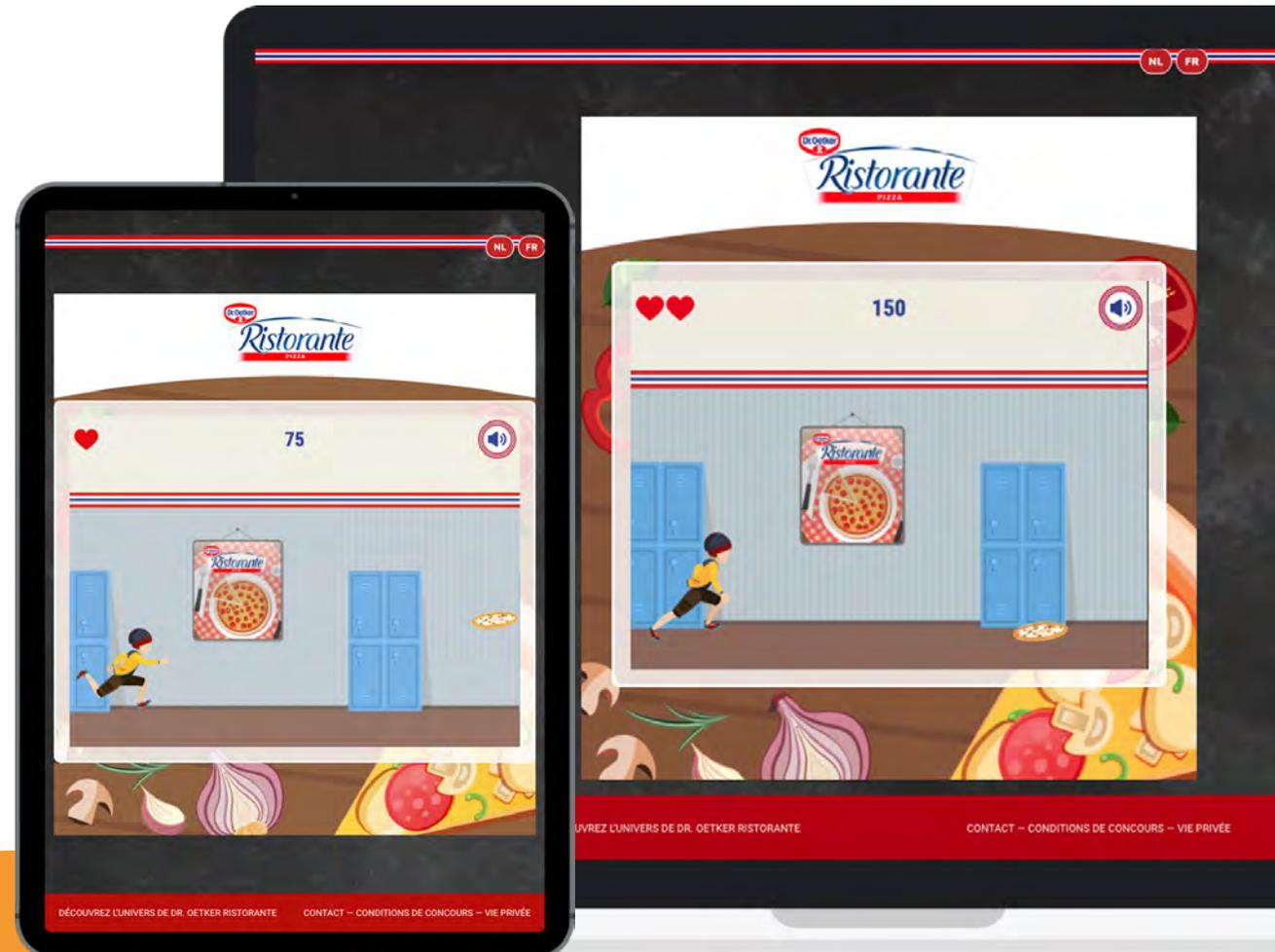
Catcher game

- Choose among 3 game modes (based on time, a number of lives or a target number of objects to catch)

- Add custom music and sounds

- Adjust the speed of the object fall

- Full support for touch control on mobile; use of mouse and arrow keys on desktop

Quiz with instant answer check

- Let participants type any answer. It will be validated instantly!

- Participants can attempt the question an unlimited number of times

- Add fun hints or extra information to improve participants' experience

- Decide if you want participants to be able to view their score or if you'd rather keep them to yourself until the end of the quiz

What is Qualifio?

Qualifio is the leading SaaS in Europe for interactive marketing & data collection. It allows you to easily create and publish interactive content (quizzes, personality tests, polls, and 50+ other innovative formats) on all your digital channels, and to collect data on your audiences to better engage, qualify, segment and monetise them.

How does it work?

CREATE
Choose your interactive campaign and customise it without any extra development

PUBLISH
Easily publish your campaign on your websites, mobile apps, social networks or on a dedicated minisite

COLLECT DATA
Run GDPR-compliant data collection campaigns thanks to a set of dedicated features

GET RESULTS
Visualise and extract profiles collected and campaigns statistics in real time

SEGMENT & MONETISE
Connect the platform to your marketing & data tools (CRM, DMP, SSO, email, automation, Analytics, etc.)

qualifio

Interested?

Book your demo with live custom examples

REQUEST A DEMO

Need more info?

CONTACT US

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