



8 interactive marketing strategies that work to increase conversions

Examples from big European brands and media groups

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Introduction

Conversion represents the end-all goal of digital marketing experts, that goal we all strive for, but only the best achieve. A conversion can be anything: clicking a button, filling up a form, subscribing to a newsletter, downloading a content or making a purchase. The conversion rate in digital marketing is the percentage of users who have completed the desired action on your website, social media, email or other digital platforms. Increasing your conversion rate is fundamental to increase your return on investment (ROI) and make the most of your digital marketing budget.

With the rising volume of marketing messages overwhelming consumers, how do you stand out from the crowd? Moreover, knowing that **15 seconds** is all you have to capture someone's attention on your website and that 98% of your visitors will leave without taking action, how do you convert new and returning website visitors?

Well, at Qualifio, we are convinced that interacting with your digital audiences will increase the ROI of your marketing activities. And we're not the only one. According to the **Content Marketing Institute**, **81% of marketers say interactive content is better at grabbing consumers' attention** than static content and generates **2x more conversions**. **Ion interactive** also stated that for 88% of marketers, interactive content is effective in differentiating their brand from their competitors.

In this ebook, we'll give you 8 interactive marketing strategies that work to increase your conversion rate.



Interactive content is

81% more effective

at grabbing people's attention than static content*

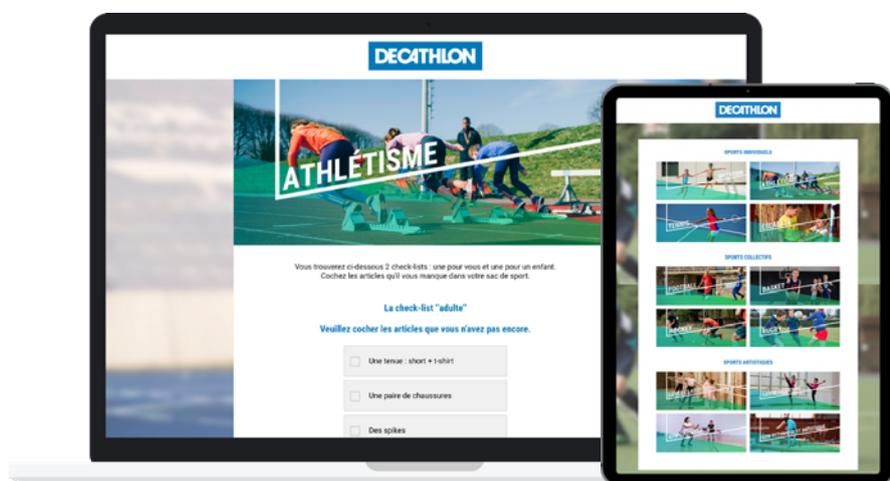
*Source: Ion interactive

#1 Provide product recommendations

If you're an online retailer, you're likely recommending products on your product pages. But that assumes that potential buyers are already on those pages, ready to buy. And that's not always the case. To overcome this, you have three options:

- 1 Recommend products to online visitors using **website pop-ups**. That way, you can meet visitors at the beginning of their experience, and guide them to the relevant page at the right time.
- 2 Recommend products to your online visitors via **email** based on what you know about them (their behaviours, their wishlists, their favourite products, the pages they visited, etc.).
- 3 Offer **personalised recommendations** thanks to a gift or shopping guide, precisely like the sporting goods retailer Decathlon did.

Instead of using a pure acquisition campaign to approach its prospects, **Decathlon decided to create different shopping guides** to generate personalised product recommendations. Each of the guides is dedicated to a particular sport (football, hockey, basketball, dance, etc.) and includes the essential items to have. Consumers are asked to check the sports items they have not yet. Based on their answers, Decathlon displays a link directing consumers to the right page on its eCommerce website to have the opportunity to make their purchases. The result? **An average conversion rate of 2.7%** for the pages with the shopping guides compared to 1.22% for standard landing pages. The shopping guides are used at certain key times of the year and on specific pages, allowing Decathlon to boost its conversions.



2.7%

average conversion rate for Decathlon shopping guides

#2 Optimise your forms

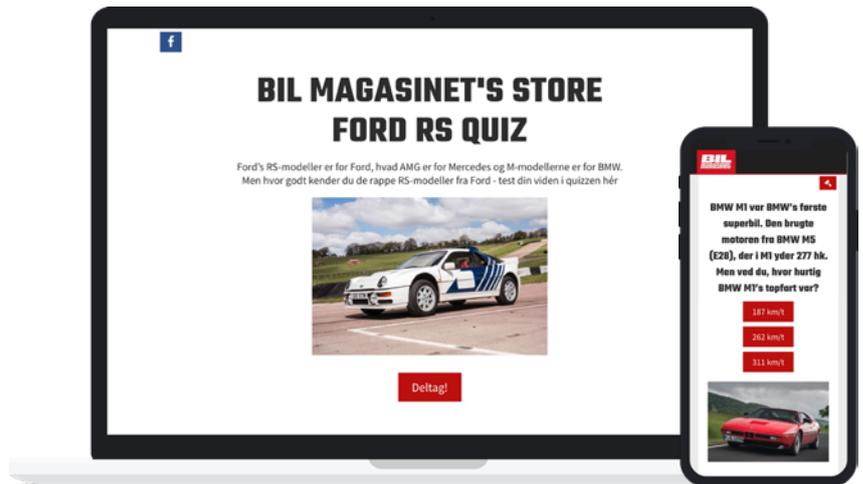
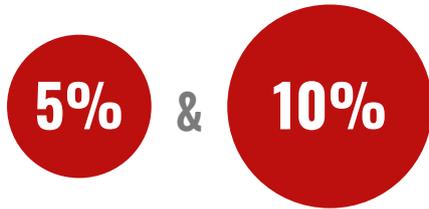
A conversion strategy needs to rely on a reliable lead generation campaign and thus, an efficient form to be successful. The design of your form is crucial. The number of fields, the wording or the colours are elements you will need to optimise your form and get the best results. Try to keep your form as short as possible and focus only on the fields that are essential to reach your goal.

A diagram of a form layout. It features three horizontal input fields on the left, each with a small asterisk to its right. To the right of these fields are three corresponding rounded rectangular buttons. Below the input fields is a single, wider orange button with the text "SHARE YOUR DATA" in white capital letters.

Using short forms with relevant opt-ins is exactly what **Bonnier Publications**, the Nordic region's leading media company, did. Since 2018, the media company has been using interactive content (contests, quizzes, votes, etc.) to generate leads, more specifically, paid subscriptions to its paper magazine. In all its lead generation campaigns, an opt-in is added in the form to collect participants' consent to receive newsletters or different kinds of offers. In some cases, a tab to collect participants' phone number is also added. Then, all the data of people who have given their consent are sent to the Bonnier sales team for one-to-one communication. **The conversion rate lies between 5 and 10%**. Which means that out of 25,000 leads contacted, they get 1,200-2,500 new print magazine subscribers.



conversion rate between



25,000

leads



2,500

paying subscribers



ADDITIONAL TIPS:

- If you can, use **progressive profiling** to make your forms engaging instead of annoying. Progressive profiling is a method that digital marketers use to sequentially capture more information about their prospects throughout the buyer's journey. It just means that they are requesting data in small bits, rather than asking for all of the data they want at once.
- Use Single Sign-On (SSO) to optimise your conversions and improve user experience. What does SSO mean? SSO is a user authentication service in which one set of login credentials (e.g., name and password) can be used to access multiple applications and systems. Simply put, it is a centralised login system. **Get more info right here!**

#3 Use pop-ups

Pop-ups are one of the most commonly used conversion marketing methods. Pop-ups, in general, contribute to the significant increase of newsletter subscribers and improve eCommerce conversion rates. They do this by offering attractive offers and special discounts.

To give you an example, **Kek Mama**, DPG's lifestyle magazine for mothers, decided to boost its paid subscriptions with a special offer: a magazine subscription with a beauty box for a unique prize. To promote its offer, the magazine launched a promotional pop-up on its homepage. The pop-up generated four million views and 100,000 clicks, with an average CTR of 2.5%.

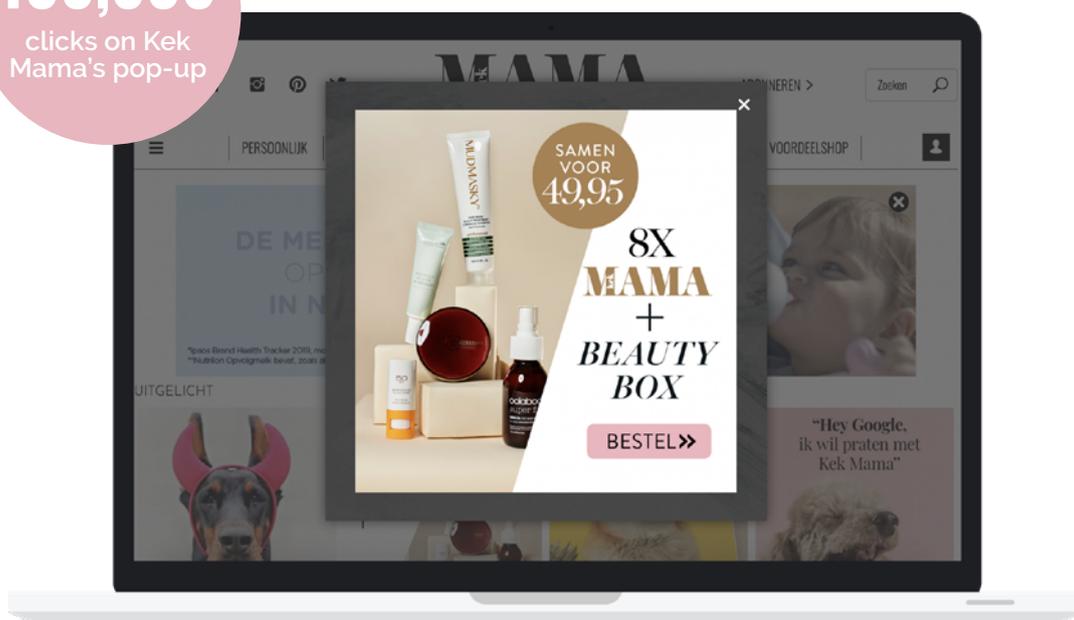
Why did this pop-up perform well?

- An image that serves as a CTA
- A catchy headline
- Bright colours
- A great offer

Another interesting point to know is that research (**like SUMO's one**) shows that pop-ups with relevant context can have conversion rates of over 40%.

100,000

clicks on Kek
Mama's pop-up



#4 Offer eCoupons and discounts

On products whose purchase does not require a long and complicated process, the coupon works very well as an incentive. Retailers regularly add coupons and discounts into their marketing strategies to boost sales conversion rates and increase customer loyalty. It's an excellent way to encourage potential customers to buy your product or sign up for your service. Moreover, **90% of consumers use coupons**. Why? Because they love receiving deals and it's more reassuring to complete a transaction with some discount.

Let's take the example of Nestlé. The brand decided to promote its water bottles "pure life" for kids by giving away eCoupons. To benefit from it and receive a free branded bottle, consumers had to fill out a form with their contact details in which an opt-in for Nestlé's newsletter was presented. eCoupons were sent directly via email and 92% of visitors on the page filled out the form. Generally speaking, eCoupons achieve a higher redemption rate (20%) than paper coupons (1%).

92%

of visitors on the page
filled out the form

20%

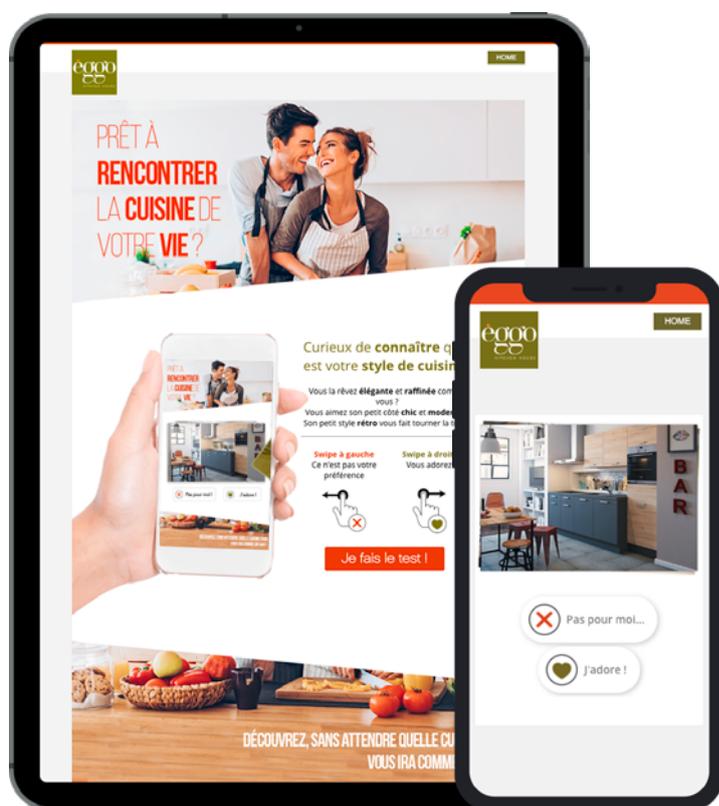
redemption rate

The image shows a tablet displaying a promotional form for Nestlé Pure Life water. The form is titled "NOUVEAU" and features the "WILD ABOUT WATER" logo. It includes a headline in French: "EAU DE SOURCE BELGE DANS UNE BOUTEILLE AMUSANTE POUR AIDER LES ENFANTS À BOIRE PLUS". Below the headline, there are three water bottles with animal-themed labels (lion, penguin, and another animal). The form asks for contact information: "VEUILLEZ INDIQUER VOS COORDONNÉES POUR IMPRIMER VOTRE COUPON ET OBTENIR UNE BOUTEILLE D'EAU NESTLÉ PURE LIFE GRATUITE." The fields are labeled "Prénom*", "Nom*", and "Email*". There is a checkbox for "Oui, j'aimerais recevoir les dernières nouvelles et offres de Pure Life et des autres marques du groupe Nestlé. J'accepte la politique de Nestlé quant à l'utilisation de mes données. Je comprends que je peux retirer mon consentement à tout moment." Below the checkbox is a pink "ENVOI" button. At the bottom of the form, there is a small disclaimer in French: "Conformément à la loi sur la protection des données à caractère personnel, vous disposez d'un droit d'accès, de rectification et d'opposition concernant vos données. Si vous souhaitez faire usage de ce droit, veuillez nous le signaler." The bottom of the tablet shows a row of various water bottles and the "WILD ABOUT WATER" logo.

#5 Leverage the power of email

Knowing that **72% of consumers** prefer to get promotional content through email rather than social media, marketing emails remain a **powerful tool for increasing conversions**. But with the tons of emails consumers are receiving every day, how can you make your emails stand out? One way is to make your emails more clickable thanks to interactive content. People love games and surprises, and you can leverage this by integrating a preview of your quiz or contest in your emails and redirecting them to the page of your choice.

To give you an example, after a trade show, the Belgian company Éggo Kitchen retargeted its visitors via email, in which an interactive content was displayed. When clicking on it, people were redirected to a dedicated web page where they could **discover their “dream kitchen”** by “swiping” right for the kitchen they like or left for the one they like less. The exit screen was displaying their dream kitchen with the opportunity to discover more about it on its eCommerce via a CTA. The opening rate of this retargeting action exceeded 50%, with a click-through rate of over 10%.



10%

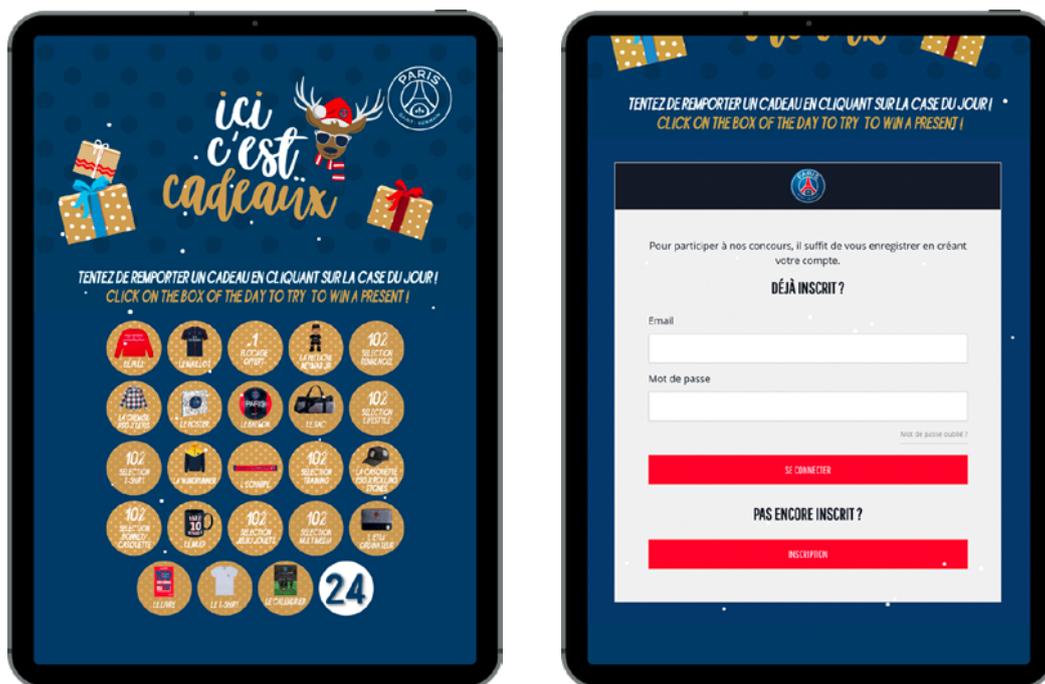
email click-through rate thanks to interactive content

#6 Go for gifts and giveaways

Who doesn't like that? By promoting attractive giveaways, you can get in contact and attract your potential customers more easily! Here are three examples to illustrate this point:

1

During December, the football club PSG created an Advent calendar that unveiled a gift or promotion every day. Users wishing to participate in the draw had to connect either by using their existing PSG credentials or by creating a PSG account. The results? PSG managed to get 3,000 new accounts per day.



3,000

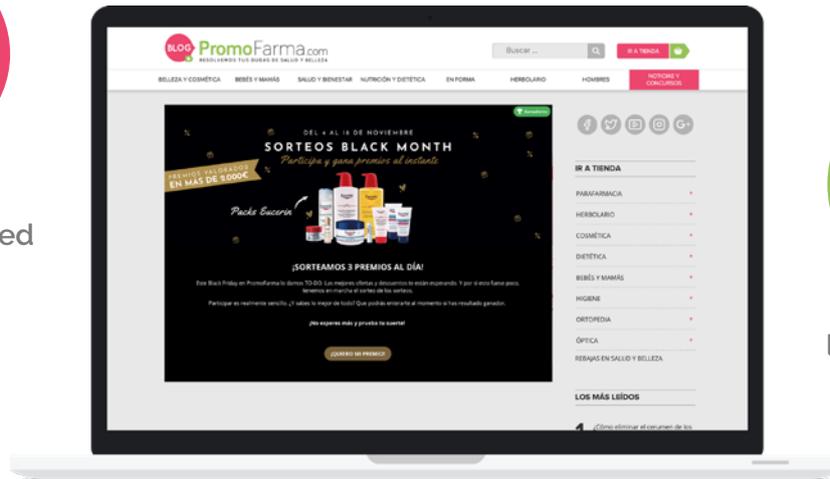
new accounts per day

2

Every business, seasonal or not, experiences downturns. To fight the recession and attract new customers, PromoFarma.com is using instant win games and contests. Interactive content helps the eCommerce to catch internet users' attention originally and playfully, with a **30% increase in accounts created** and a **CPL 80% lower than usual**.

30%

increase in accounts created



CPL
80%

lower than usual

3

Bioderma decided to promote its new products by giving away free samples. To receive their sample, participants had to enter a personality test and answer different questions to discover their skin type and get the adapted care. The goal? Offer a playful moment to participants, promote its new products and collect opt-ins through free samples order forms. The result? **5,000 new newsletter subscribers**.



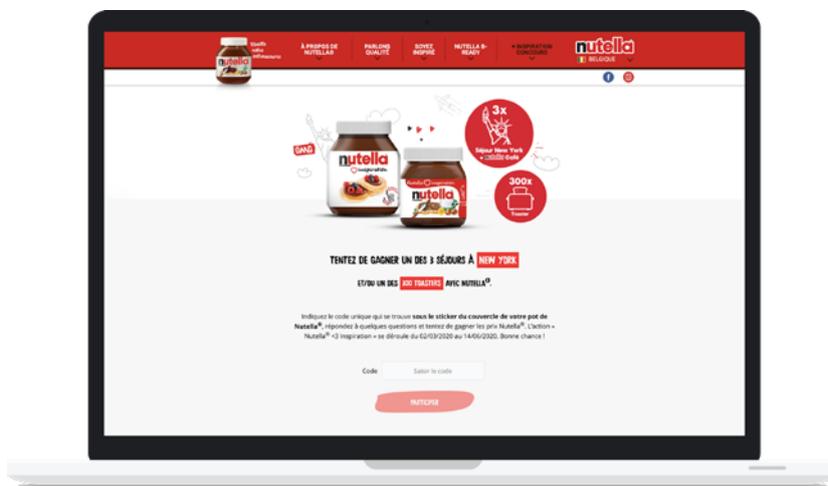
5,000

new newsletter subscribers

#7

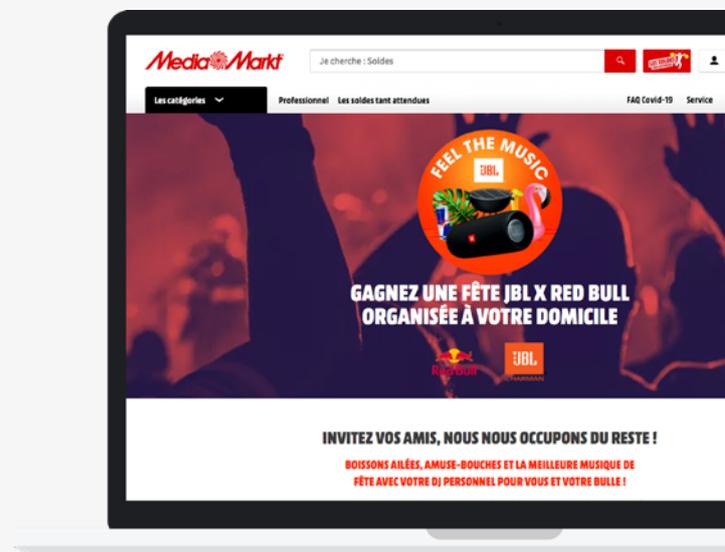
Reward your loyal customers

Use your already converted customers to create even more conversions. How? By rewarding them with a highly attractive prize. Let's take the example of NUTELLA®. The brand printed unique codes on its jars and distributed them in different retailers. The unique codes were giving consumers access to an exclusive contest on NUTELLA® 's website to win various prizes among which a trip to New York in 2021. The results? **1.7 participations per participant**, which means that, on average, participants made more than one purchase to be able to play and increase their chances. The more NUTELLA® jars you buy, the more likely you are to win one of the prizes!



participations
per participant

MediaMarkt did the same. To enter its contest and have a chance to win a free party organised in their garden by JBL and Red Bull, participants had to have bought beforehand a product from the brand JBL. After answering a question, they had to fill out a form with their data and the number of their receipt or their online order. Participants were then encouraged to share MediaMarkt's campaign with their friends on social media to increase its brand awareness and get more participants.

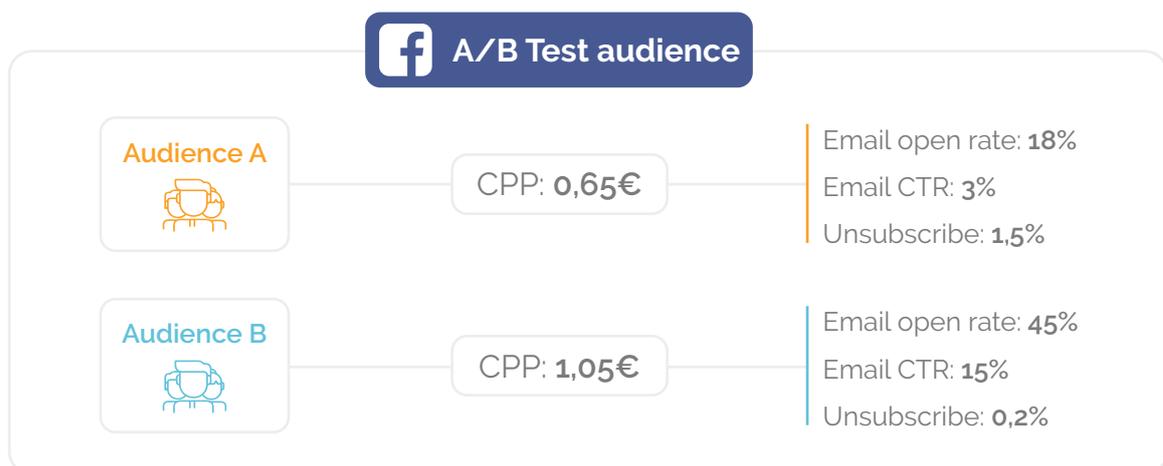


#8 Test and iterate

Make your digital marketing efforts more and more effective by doing A/B tests and thinking of every element of your campaign and their possible variations (email subjects, images, texts, etc.)

Olivier Danhier, CEO of the marketing agency Dogofriends, shared with us some useful lessons learned from his **Dog Smile Challenge campaign**:

- 1 Test your campaign with a small sample of people before starting promoting your campaign. Check if your form works, if your questions are clear enough and adapt your campaign accordingly.
- 2 Once your idea has been tested, launch only a part of your activation budget. Start by spending 10% of your budget and check if the results meet your expectations.
- 3 If your ultimate goal is to convert your participants into clients, it is better to focus on engaging your audience rather than maximising the number of participations. To illustrate, here are two pillars to consider:
 - **The reward.** Offer a prize related to your brand to ensure you attract the right target. You may get fewer participations, but you will attract people who are interested in your product, which you will be able to convert more quickly after.
 - **The promotion.** Launching a Facebook ad with the number of participations as the primary KPI may not be the best strategy in the long term. Proof by example: after launching your ad to two audiences (A and B), you realise that audience A has a lower cost per participation. You will, therefore, tend to cut the budget of audience B to put it on audience A, to generate a maximum number of participations. However, if you go further into the analysis, you will notice that audience B is a much more engaged audience and it is, therefore, more appropriate to focus on engagement.



Conclusion

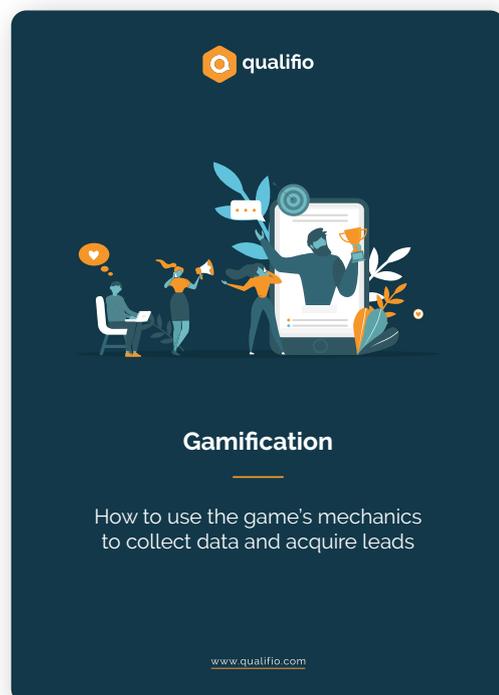
We've given you 8 interactive marketing strategies that work to increase conversions. It's now time to test your own and figure out what you need to do and what is working for your brand.

From these examples, it is clear that producing compelling and original interactive content will help you reach a wider audience, which you will be able to convert more quickly after. And we have the tool to help you create interactive campaigns and achieve your conversion goals. With the Qualifio platform, get ready to boost your conversion rate by creating engaging interactions in minutes easy to publish and activate on all your digital channels, without the need for any IT skills.

To go further



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How does the Qualifio platform work?



Create

Select from over 50 formats and customise your campaign, no technical skills required



Publish

Publish your campaign in one click on your websites, mobile apps, social networks or dedicated minisite



Collect opt-ins and 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 collection tools (CRM, DMP, SSO, email, automation, Analytics, etc.) to leverage your data

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