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Fashion e-commerce

6 reasons to integrate interactive marketing in your digital strategy

Do you know what the **degree of attention of an average human** in the digital age is? **Barely nine seconds**. This doesn't give you much time to stand out from the fierce competition. To attract consumers' attention and communicate with them in meaningful ways, some fashion brands have left aside **static content** in favour of interactive content and experiences.

Why? Here are different reasons:

Consumer engagement

Sales increase

Valuable and actionable data collection

Personalisation

Brand awareness

Loyalty

In this ebook, you'll discover why brands like **LolaLiza**, **Decathlon**, **Le Slip Français**, **GrandVision** or **Hanes** use interactive marketing to succeed in their digital strategy and achieve their goals.

Let's go!

1. Capture attention

Today's consumers want to interact with brands. They want to actively engage with products and services before making a purchase. And guess what? Research shows that **93% of marketers** agreed that interactive content effectively educates buyers versus just 70% for static content. Bringing static content to life with interactive experiences will help you better engage your audiences and capture their attention.

93% of marketers agreed that interactive content effectively educates buyers

The fashion brand **LolaLiza** has understood that well. For the launch of its new collection "Au naturel", the brand published a **personality test** on its e-commerce titled *"What is your ideal outfit according to your Astro-profile?"*. With this five questions test, participants had the opportunity to discover their profile and the corresponding outfit but also win a bunch of prizes, among which a €50 gift card — ideally to encourage participants to end their test with a purchase.

The results?

13,500 participants in three weeks. The brand promoted the test to its customers via newsletter and to prospects via ads on Facebook.

13,500 participants

Question 1/5

Lequel de ces 4 éléments êtes-vous selon votre signe as
(Passez votre souris sur les images et faites votre choix)

Terre   Air   Eau

PRO TIP

To increase its newsletter open rate, LolaLiza personalised the email's subject and content based on recipients' astrological sign. How? Thanks to the creation of customer segments based on the date of birth. The brand also conducted an A/B test on Facebook ads by having one ad focused on the astrological sign and the other one more generic. Personalisation is key, and interactive marketing can help you achieve this objective; we'll see it on point 4.

**34%**
newsletter
open rate

4%
CTR for
Facebook ads

2. Boost conversions

As mentioned in the above point, interactive marketing does a great job of engaging users. Once you have their attention and interest, they are more likely to convert. Moreover, interactive marketing increases the chances you'll provide what the consumer needs, based on its answers to questions, for example, and therefore deliver personalised recommendations leading to a sale.

Let's take the example of the world's largest sporting goods retailer **Decathlon**. 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.
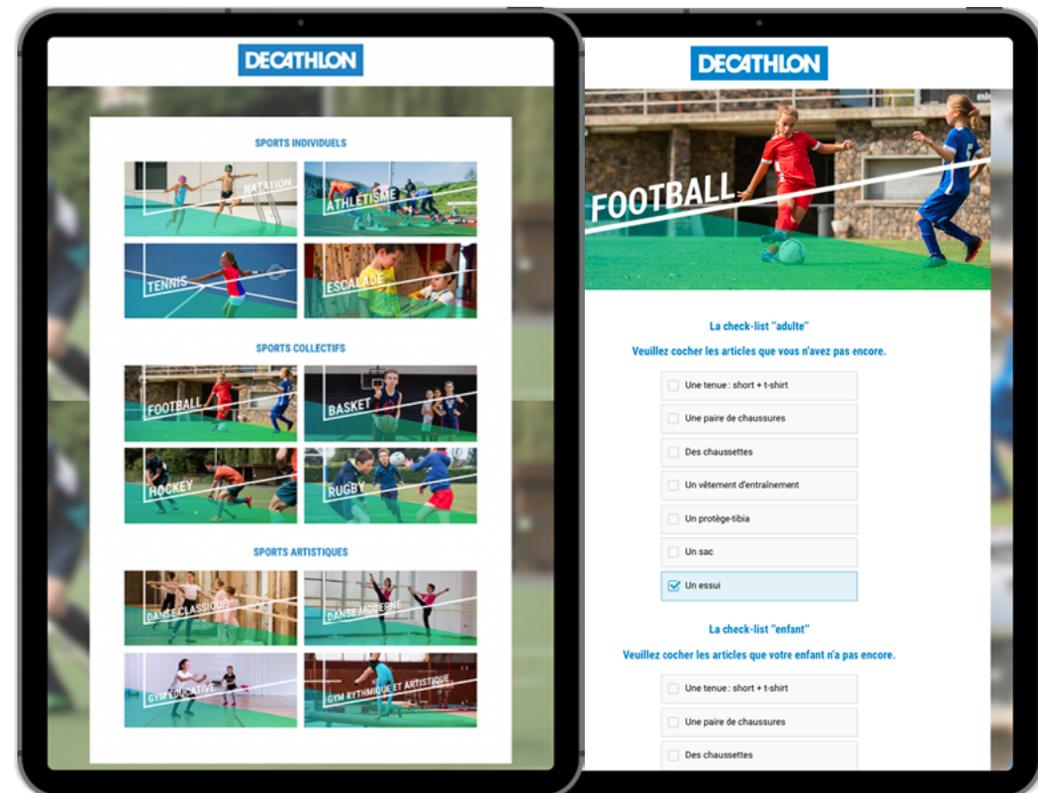
Based on their answers, Decathlon displays a link directing consumers to the right page on its e-commerce to have the opportunity to make their purchases.

The result?

The retailer doubled its conversion rate. 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 the pages with the shopping guides compared to 1.22% for standard landing pages.
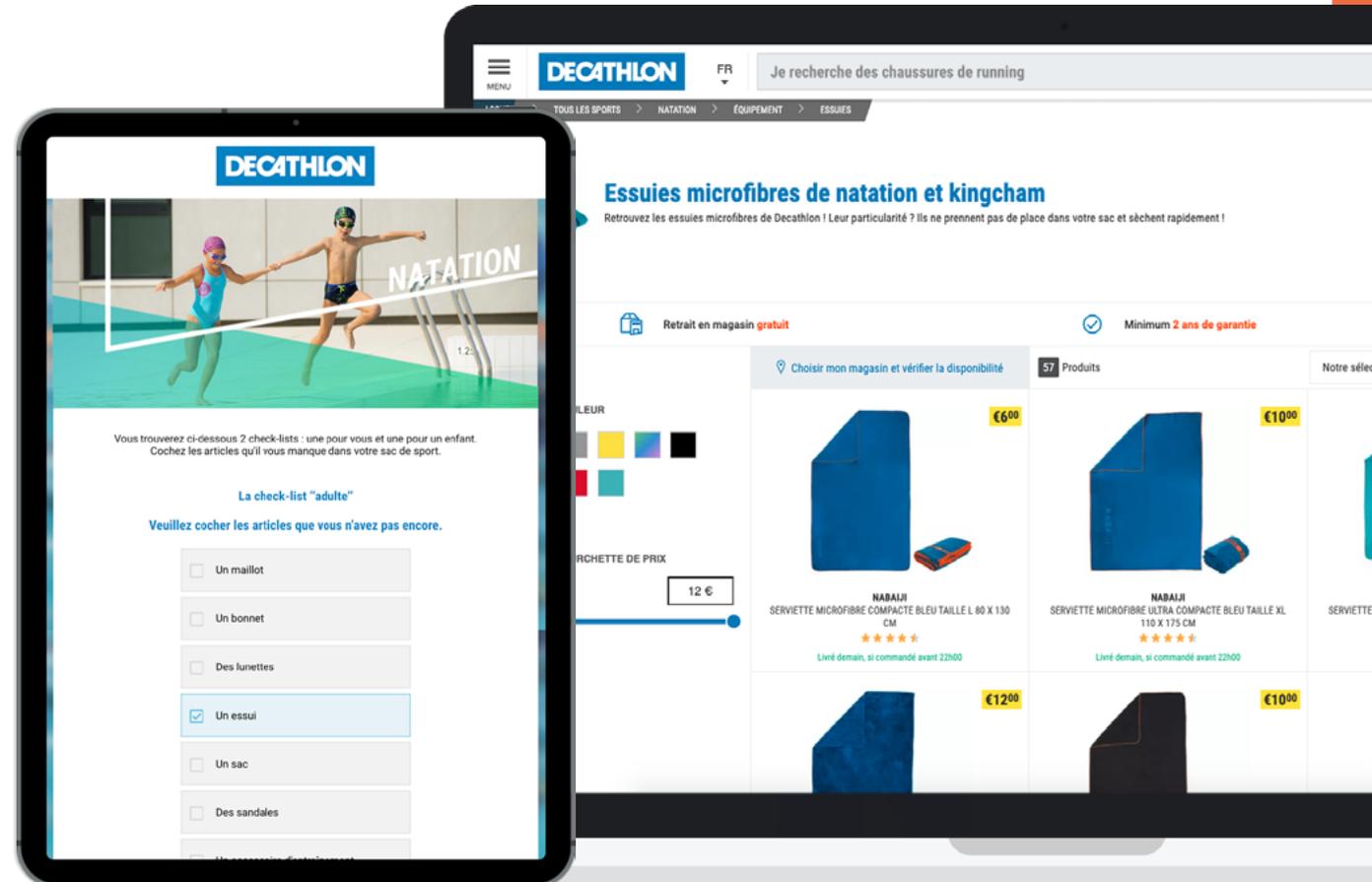
3. Capture more data

As explained in our article *"How to encourage visitors to share their personal data"*, you must offer something useful to consumers if you want to persuade them to share a bit more information about themselves and get valuable data. This could be personalised experiences, discounts, attractive prizes, rewards, loyalty points, premium content, special offers, etc.

The brand **Le Slip Français** decided to offer interactive content (and briefs) as a lead magnet to collect email addresses. The brand launched a **wheel of fortune**, always on, via a pop-up on its homepage. The little extra: once a prospect becomes a customer, the pop-up is no longer displayed! To spin the wheel and try to win Le Slip Français briefs or panties, participants have to fill out a form in which an opt-in to the brand's newsletter is proposed. Participants who subscribed to Le Slip Francais' newsletter have a genuine interest in the brand. Therefore, they are more engaged and more likely to convert.
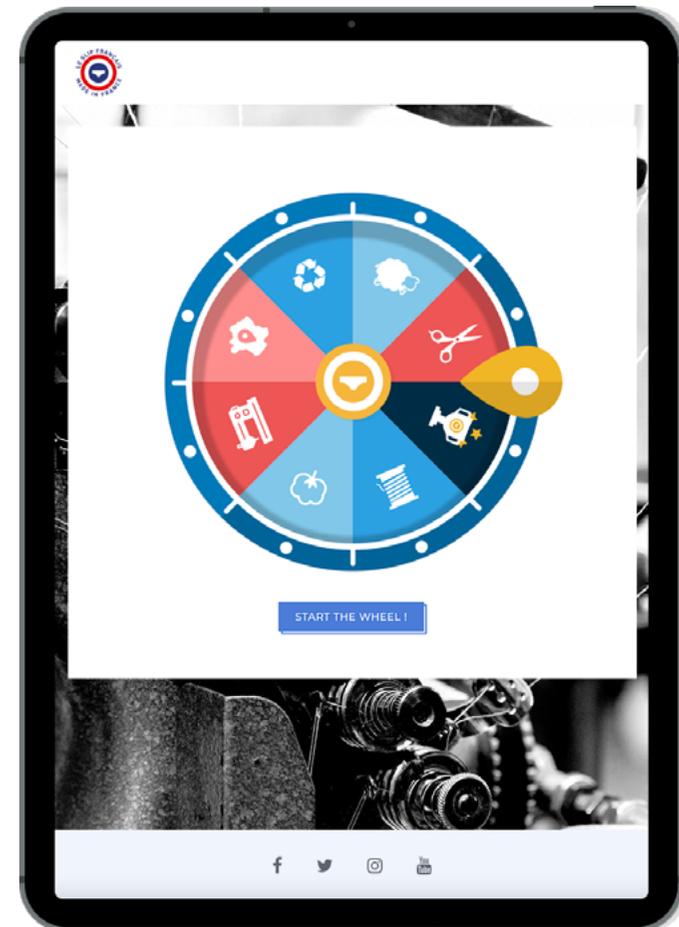
To increase virality and visibility, the brand enables participants to share the campaign on Facebook and invite friends to participate via Messenger. The campaign was such a success that it has also been launched on German and English e-commerce.

In 5 weeks, the wheel of fortune counted :

33,000
participants

with a participation rate of **10%**

13,000
new profiles

with an opt-in rate of **28%**

Because the wheel of fortune is a trendy format, the **Hanes** group also decided to launch one for its brand **DIM** for the end of the year. Before spinning the wheel for a chance to win DIM's tights or underwears, participants had to fill out a form with their contact details, in which an opt-in to the brand's newsletter was proposed.
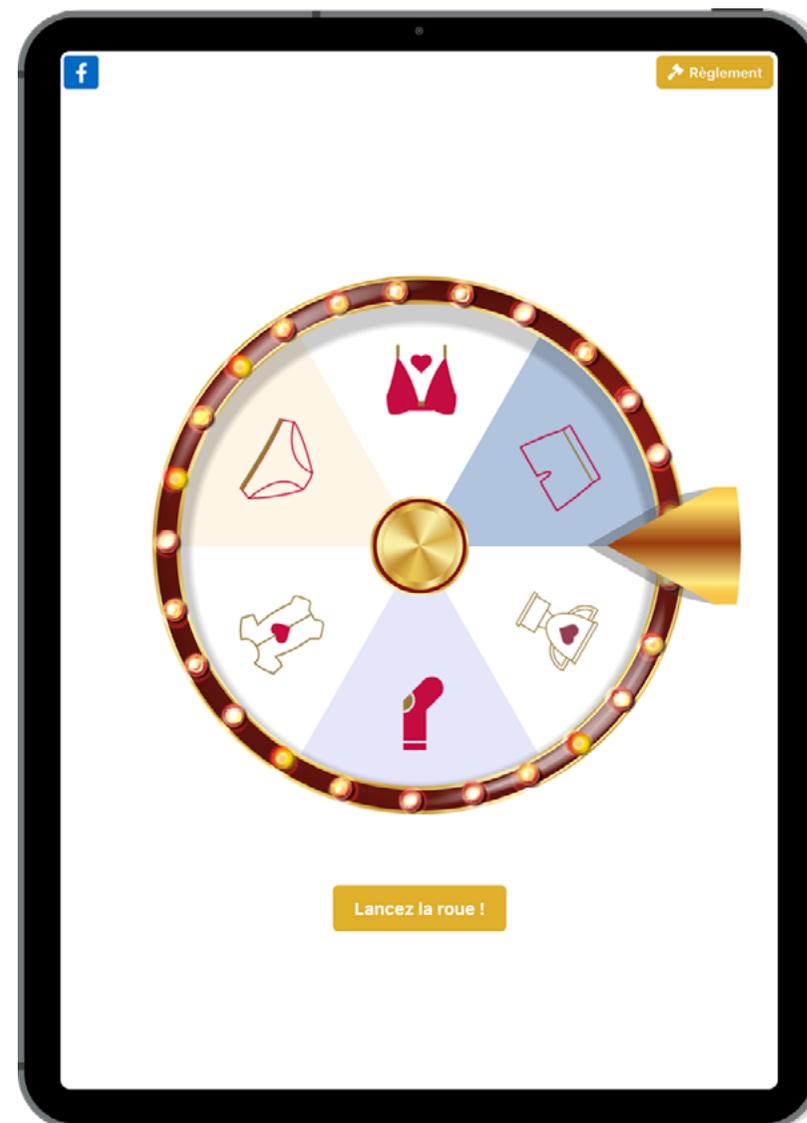
In 9 days, Hanes managed to get:

22,000

participants

21%
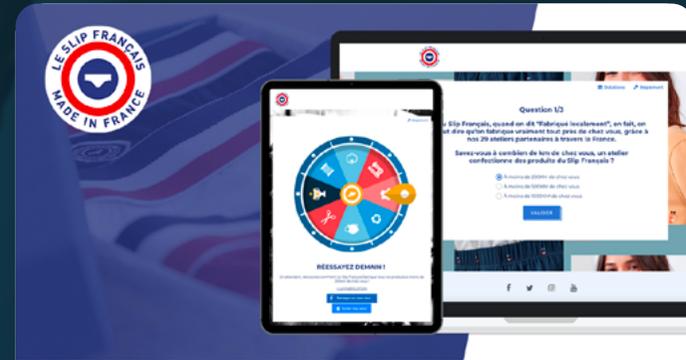
newsletter opt-in rate

78%

of the subscribers were new prospects

How Decathlon uses interactive content in its marketing strategy

Read now

Customer engagement, acquisition and knowledge : Le Slip Français' digital strategy
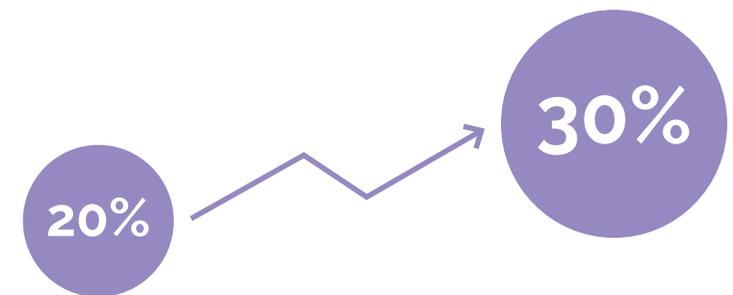
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4. Personalise communications

The more actionable data you get through **polls**, **tests**, **quizzes** and other **animated games**, the better you can optimise your marketing campaigns. Use this data wisely to enhance the personalisation of your consumer relationship and offer them personalised experiences tailored to their unique goals, needs and preferences. This will help you increase consumer satisfaction.

Segmentation and personalisation are part of **Decathlon's flagship and strategic projects**. Rather than pushing a single message to its users, the retailer wants to reverse the dialogue's direction and enable the customer to choose which message it will receive. The idea is to move from global communication to a real individualised and data-based customer relationship. All preference data collected through interactive content enables the company to personalise the user experience and communication as much as possible.

To give you an example, Decathlon recently added a question to its forms to find out its consumers' sports club (football, tennis, etc.). After the reconnection work between the consumer and its partner club was done, Decathlon sent a targeted communication with a personalised offer such as *"You are a member of this club, benefit from this offer"*. Thanks to this, Decathlon noticed a strong increase in the average basket and annual turnover, with a **turnover increase of 20% to 30%** for these consumers.

5. Increase brand awareness

By delivering engaging interactive experiences to your audience, involving them and giving them a voice, your brand will be remembered and gain positive association. Moreover, participants will be more likely to **share your marketing campaigns on social media** and, therefore, increase your brand visibility by making your campaign go viral.

Let's take another example from the brand **LolaLiza**. During the first lockdown, the brand decided to organise a virtual egg hunt directly on its e-commerce to engage its consumers and, in the end, boost its sales. LolaLiza hid the eggs on its homepage, product page and blog and dared participants to find them. Participants had to visit a dedicated landing page for each egg found, enter the code present on the egg, and immediately received a 10% discount. In one week, **22 707 participants** had joined the virtual egg hunt. The campaign was shared via newsletter, with an **open rate of 33%** and social media. In the end, the brand managed to get **1,500 orders** in one weekend.

22,707
participants

33%
newsletter open rate
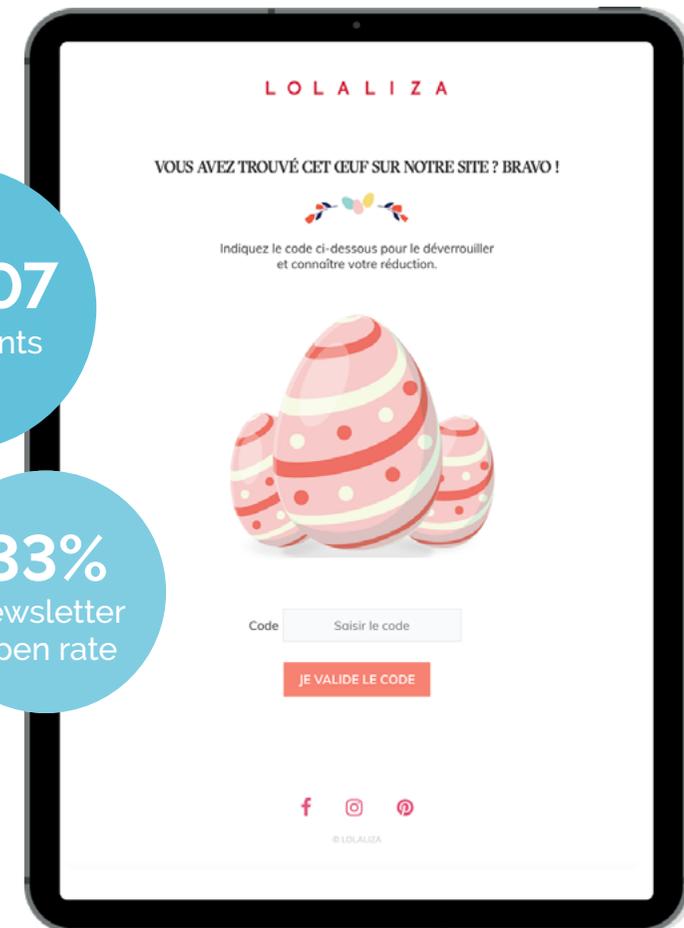
6. Build loyalty

Thanks to all the valuable and actionable data you gather through interactive content, you learn more about your consumers, making it easier to create content they will love. This will enable you to build trust, grow a bigger audience of people and keep them coming back to your brand.

An interactive format that works very well for building audience loyalty is the **digital calendar**. It's the ideal format to hold your audience on the lookout for as long as you want and encourage users to return to your channels daily to discover a new surprise. This is exactly what GrandVision France, a member of the international GrandVision group, leader in optical retailing, has done. For Christmas, its brand **GrandOptical** launched an advent calendar on its e-commerce. Every day, consumers had the chance to win glasses or discounts valid on GrandOptical's website through instant win games. Participants had to enter their contact details and click on «Play» to instantly find whether they won.

The results?

42%	**84%**	**177%**
opt-in rate	participation rate	increase in page views compared to last year

Here are the 6 reasons why fashion brands use interactive marketing in their digital strategy. Remember that consumers want to interact with your brand and live more engaging experiences. From these examples, it is clear that interactive marketing is key to keep consumers playing, clicking, buying and sharing information with your brand. It is also an excellent way to create a strong brand and occupy consumers' minds, so they remember you easily when it counts.

"

"With Qualifio, we engage our customer base while respecting our commitments and our brand image. The variety of formats and the ease of use of the platform allow us to be reactive and stay one step ahead of our competitors. In less than an hour, I can create my marketing campaign, personalise it and publish it on our website."

Lucie Bonadies
Loyalty manager at Le Slip Français

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10 actions to increase your audience engagement and build lasting relationships

Real-life examples of highly engaging brands

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8 interactive marketing strategies that work to increase conversions

Examples from big European brands and media groups

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Request a demo and see how to quickly create and launch your upcoming campaigns

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About Qualifio

Qualifio is the leading European first- and zero-party data collection platform for consumer brands. We enable marketing teams to get to know their audiences through interactive and gamified experiences, offering compelling reasons for ongoing engagement with their brand.

COLLECT

Capture data and generate engagement via quizzes, games, polls, contests, and over 50 other interactive formats.

ENRICH

Enrich your database and foster recurring interactions with your customers via engaging reward programs.