

Interactive content & data collection for the travel & transport sectors

If you are a marketer in the travel and transport sector, you know that communication is challenging and competitive. More than in any other sector, your campaigns and message need to stand out: be creative, viral, interactive, and personalised in order to engage with your community, generate leads, segment your audience and eventually, grow your sales figures.

Qualifio is the leading interactive marketing & data collection platform in Europe. It helps the best brands engage, grow and segment their audiences on digital channels: web, mobile and social media.

We have gathered our best travel campaign examples to inspire you, and to show you how our travel customers achieve their marketing goals with Qualifio.

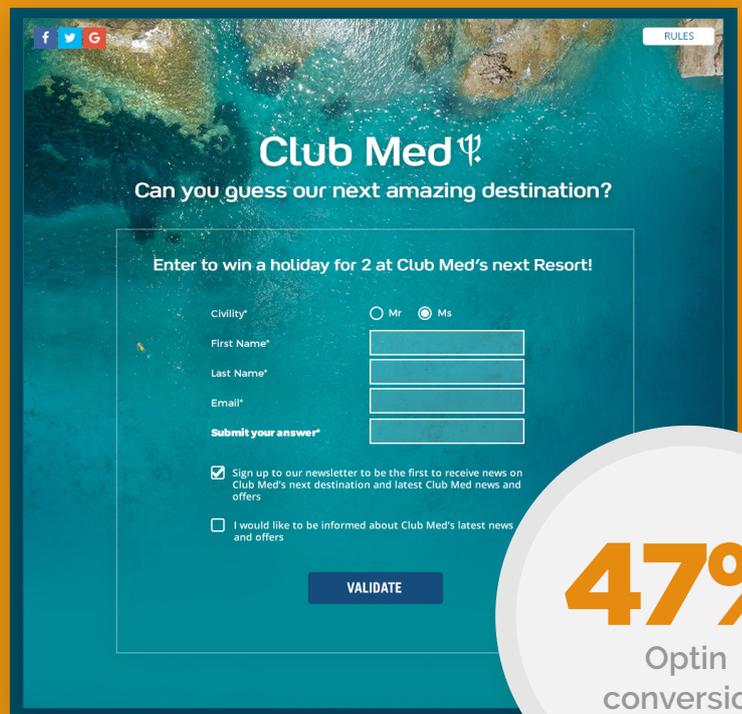
Grow your audience and go viral

Because your business is international and so is your audience, your campaigns must have a large and global reach.

Club Med: Think you guessed where our new resort is opening?

What Club Med did: To make noise around their new resort opening, the company created a simple 1-page contest, asking their audience to guess its location, from clues distributed across Club Med's mini-site.

Result: Launched in 25 languages, the contest went viral and allowed Club Med to grow both their website traffic and their number of newsletter subscribers, thanks to an invitation to subscribe at the bottom of the contest's form.



Club Med Ψ

Can you guess our next amazing destination?

Enter to win a holiday for 2 at Club Med's next Resort!

Civility* Mr Ms

First Name*

Last Name*

Email*

Submit your answer*

Sign up to our newsletter to be the first to receive news on Club Med's next destination and latest Club Med news and offers

I would like to be informed about Club Med's latest news and offers

VALIDATE

47%
Optin
conversion



Geekytip: This campaign was opened to people from 25 countries, each of which had its own minisite and language. By using Qualifio, Club Med created these local websites without a single line of code; they simply duplicated the original campaign and translated the texts.

Segment your database & personalise your communication flows

Tell me how your customers travel, I'll tell you who they are. Travel campaigns and contents cannot be overly broad: to be relevant, your contents need to be in line with the traveler's profile.

GlobeSetters By Doctissimo*: “What kind of globetrotter are you?”

What GlobeSetters did: GlobeSetters wanted to segment their database by gathering key information such as the size of the participant's family or the kind of vacation they like, in order to adapt their communication flows accordingly. This was easy with a personality test and a couple of well-thought-out questions asking their visitors what kind of globetrotters they are.

Result: Following this action, they personalised their newsletter flows based on the customer profile, and managed to increase their open rates.

f t

JEU CONCOURS

Règlement The Globe-Setters Society

QUEL GLOBE-TROTTER ÊTES-VOUS ?
GAGNEZ 1 BON D'ACHAT DE 500€
AVEC
THE
GLOBESETTERS
SOCIETY

QUESTION 1/7

La dernière fois que vous êtes parti, c'était :

- Un voyage organisé avec des amis.
- Un séjour dans votre famille.
- Un trek dans le désert.

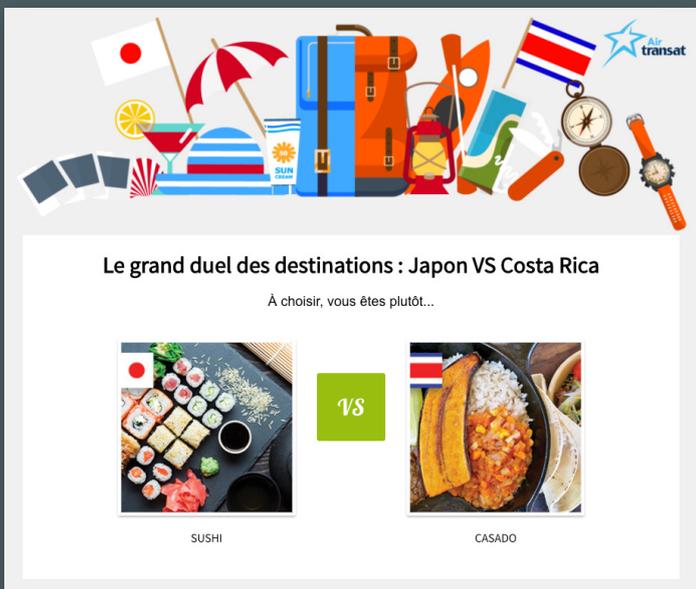
SUIVANT

+9000

Unique
profiles



Geekytip: This kind of test reveals the personality of participants based on the answers they give. By using a different Facebook Pixel in each profile page, you can create different audiences in Facebook Ads Manager and target your ads accordingly!



eDreams: Traditional or wild?

What eDreams did for their brand Go Voyages: Should the very same communications be targeted to both people dreaming of adventure and to those wanting to go on a more traditional kind of holiday? For their brand Go Voyages, eDreams used the battle format to drive engagement and collect its visitors' travel preferences, through a fun and short questionnaire asking participants which destination they would prefer.

Result: eDreams collected 9000+ unique profiles through this short and engaging format. Then they retargeted each participant with the appropriate message around his favorite destination and increased their conversion rate.



Geekytip: This campaign format has one of the the shortest production time in Qualifio: it is very easy and quick to prepare and publish.

03

Let them speak and create a community

Travel marketing should be conversational: your campaigns have to give your prospects the opportunity to express their tastes and share their experiences, as a way to drive engagement.

OuiBus: Who took the best holiday picture?

What OuiBus did: Holiday memories are meant to be shared. OuiBus organized a photo contest for which participants had to upload their best holiday picture. Interactions between participants were encouraged, with the brand's audience being asked to vote for their favourite picture.

Results: With this campaign, OuiBus managed both to drive engagement with their brand and to strengthen their community by enabling votes.

NB: Pictures are not the only upload format possible in Qualifio: participants can upload and vote on photos, GIFs, videos or texts. You are also free to choose and specify the file formats and sizes accepted in your campaign.



Geekytip: Worrying about cheaters? Ouibus didn't have to. Just like them, you can limit participations based on email or IP addresses. Ouibus also chose to ensure data quality by sending a custom validation email to avoid spams, bots and fake information.

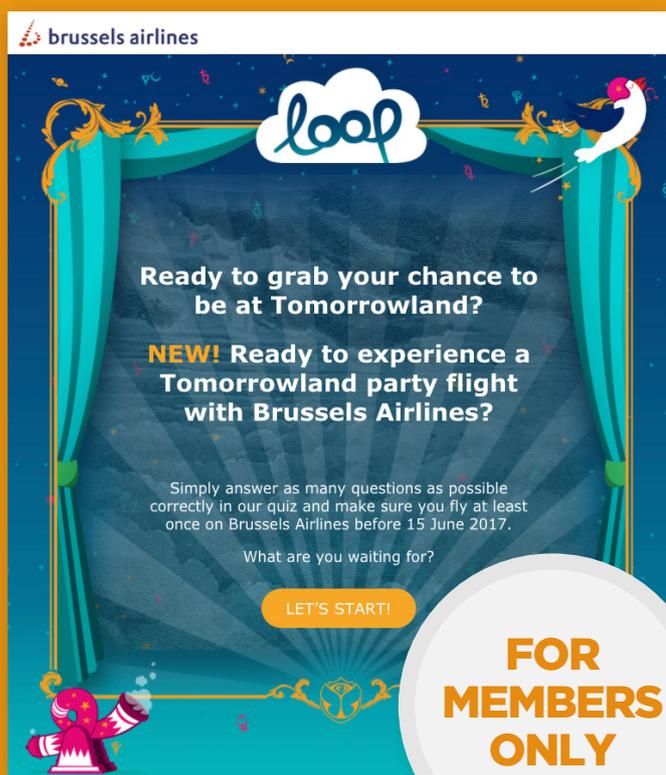
+1400
pictures
uploaded



Build customer loyalty & make them come back

You don't want your marketing to be a one shot. Your campaigns have to engage and secure your customers on the long run by offering targeted contents on a regular basis.

04



Brussels Airlines: Play everyday to increase your chances to win

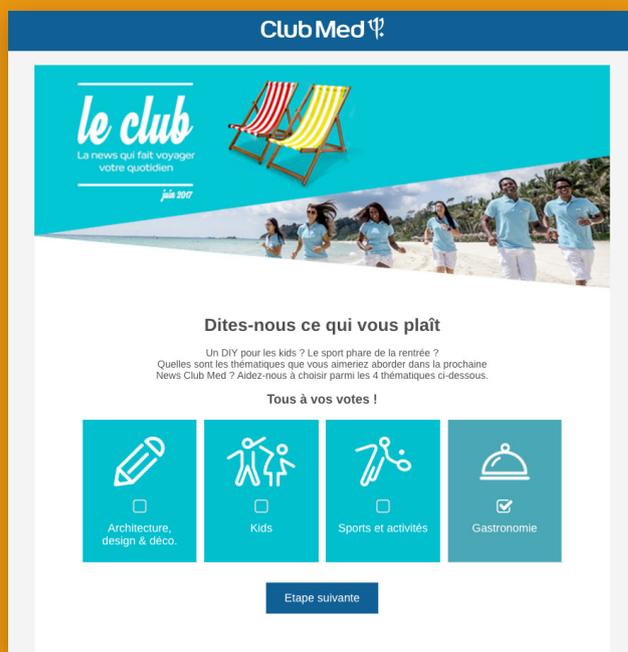
What Brussels Airlines did: In order to keep engaging the members of their loyalty program, Loop, Brussels Airlines used a quiz giving them a unique opportunity to win tickets to music festival Tomorrowland.

Results: The campaign allowed Brussels Airlines to find out who among their members was interested in the music festival, but also to encourage participants to come back on their channels every day (each player could only participate once a day) and to collect opt-ins for their newsletter. Even better: audience members who weren't using the Loop programme yet were incentivized to apply for membership so as to enjoy the exclusive benefits.

Club Med France: Tell us what topic you'd like to see next

What Club Med France did: Club Med France wanted to get more engagement from their newsletter subscribers. So, in order to meet each subscriber's expectations, they used a poll at the end of every newsletter. Each reader could thus choose which topic will be addressed in the next email.

Result: By personalising the content, Club Med France increased the open and click rates and grew the traffic on their website.



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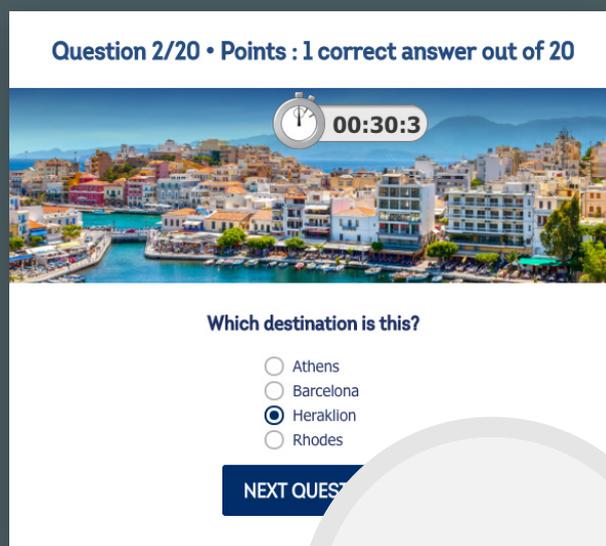
Retarget participants with display ads

Once you have segmented your audience thanks to data collected by Qualifio, you can use this data to target your future campaigns to the right customer segments.

Brussels Airlines: Which city is this?

What did Brussels Airlines: Brussels Airlines wanted to find a way to retarget specific segments of prospects based on the kind of travel they like most (city trip, nature, beach, etc.) They came up with a quiz in which participants had to retrieve a city based on a picture. The airline created many questions, among which 20 were selected at random and displayed to the player.

Result: This mechanism helped Brussels Airlines greatly increase the conversion rate of their retargeting campaigns.



+50000
Page views



Geekytip: In the identification form, they asked what was the participant's favorite type of holiday. Based on this information, a DoubleClick tag was triggered and launched a specific retargeting display campaign.

06

More examples from our customers

WIN EEN VERBLIJF IN DE GELDERSE STREKEN

Geef het juiste antwoord op 4 vragen over Gelderland en WIN EEN VAN DE VIER VERBLIJVEN voor 2 personen.

In elk van de Gelderse streken is er een verblijf voor 2 personen te winnen. We vervennen je ook met een diner en nog andere leuke extra's.

[Speel mee!](#)

ASIA INVENTEUR DE VOYAGES EN ASIE - PACIFIQUE

PREPAREZ VOTRE VOYAGE

Scènes de rue en Asie

Bienvenue sur la 2ème édition de notre Grand Prix Photo du 16 février au 15 mai 2016

Postez vos photos et tentez de gagner des billets d'avion ou l'un de nos nombreux cadeaux !

[Poster une photo](#) [Voter](#)

AIRFRANCE

CELEBRA LA LLEGADA DEL A380 EN MÉXICO

216

AIRFRANCE AIRFRANCE AIRFRANCE

AIRFRANCE AIRFRANCE AIRFRANCE AIRFRANCE

AIRFRANCE AIRFRANCE AIRFRANCE AIRFRANCE

LE CLUB ACCOR HOTELS LOYALTY PROGRAMME

YOU ARE HERE

wrong answer
The correct answer was : 73%

7

PICK THE GIFT OUR MEMBERS COULD NOT BENEFIT FROM THANKS TO THEIR POINTS (IN 2015) :

- Meeting Serena Williams
- VIP events (Roland Garros, World Cup...)
- Dream Stays in our hotels
- A trip to the moon

is!lines

LE GRAND JACKPOT de l'été

It's time to play!

À GAGNER CHAQUE JOUR!

Des A/R Paris-Londres, des bons de réduction et un iPad

Tentez vite votre chance!

A GAGNER

1 IPAD mini

FRAM ez le bonheur avec **FRAM**

Choisissez votre catégorie Prenez-vous en photo Téléchargez votre photo Faites voter vos amis

Plus récent

1 2 3 4 5 6 7

| | | | |
|-----------------|-----------------|--------------------|-----------------------|
| | | | |
| Laurence Boxoen | Sandra Chevrier | dorothée graveline | maryse bonnet |
| | | | |
| Thomas crampe | Bruno GUITON | Clo Nunes | Françoise SABET SABET |

Jal Alisse

1 2 3 4 5 6 7

FONT-ROMEUF changez d'air, mûchez!

Grand JACKPOT DU 18 AOÛT AU 28 AOÛT 2017

TENTEZ DE GAGNER
1 WEEK-END NATURE ET BIEN ÊTRE EN DUO
 2 NUITS + 2 MASSAGES BIEN ÊTRE + 2 ENTRÉES BAINS + 2 REPAS...
 + DESTICKETS QUAD + DES INITIATIONS GOLF + DES ENTRÉES POUR LES BAINS

Grand JACKPOT

week end

Désolé, Vous avez
PERDU
 REJOUÉZ DEMAIN !

airprishtina
 LOJA SHPËRBLYESE

DEM BABA DEM

E thjeshtë si: 1, 2, 3!

- Fillo - Bëjeni fotografinë në pozitë të drejtë.
- Shto - Shtojani fotografisë motivet shqiptare.
- Posto - Share dhe fitoni vota sa më shumë.

1 Fillo 2 Shto 3 Posto

Ju lutemi bëni upload foton këtu :

Drag & drop your file here

Browse

Vazhdo

Font-Romeuf changez d'air, mûchez!

Grand CONCOU PHOTO HIVER DU 4 AU 30 AOÛT

TENTEZ DE GAGNER
1 WEEK-END AU SKI POUR 2 PERSONNES
 2 NUITS + LOCATION DE SKI + 2 ENTRÉES BAINS + 4 FORAITS + 2 FORAITS JOURNÉES POUR 2 PERSONNES + 2 FORAITS JOURNÉES

Plus de votes

1 2 ... 15

| | | |
|-------------------|-------------------|-------------------|
| | | |
| Laura PRIVAT | nathalie roucolle | nathalie roucolle |
| | | |
| chantal bordaries | Olivier Fau | chantal bordaries |
| | | |
| chantal bordaries | chantal bordaries | chantal bordaries |

1 2 ... 15

VALIDER MON VOTE

What is Qualifio?



Qualifio is the leading interactive marketing and data collection platform. It enables publishers, brands and agencies to easily create and publish viral interactions on websites, mobile apps and social media. Quizzes, polls, tests, animated games, multimedia galleries and other innovative formats allow them to collect data and to engage, grow, monetise and qualify their digital audiences.

Qualifio enables editorial, marketing, CRM and sales teams to build and publish a wide array of interactive contents, in record time and at a reduced cost, with no IT knowledge.

Qualifio is designed to be an integral part of its clients' data ecosystem. It easily integrates with other corporate IT tools such as CRM, CMS, emailing, Single Sign-On, Analytics, DMP or even payment systems.

Qualifio is perfectly suited for media and brands with multiple brands and users. Along with an access to the online platform, it provides a highly responsive helpdesk, training and best practices workshops, as well as a Studio to build custom campaigns on behalf of clients.

CREATE INTERACTIONS



QUIZ



CHRONO QUIZ



INSTANT WIN



MEMORY



PHOTO CONTEST



POLL & VOTE



WRITING CONTEST



PERSONALITY TEST



VIDEO CONTEST

AND MANY MORE

PUBLISH ON MULTIPLE CHANNELS



WEBSITES



MOBILE



MINI-SITES



FACEBOOK



DISPLAY ADS



XML FEED

MEASURE RESULTS COLLECT PROFILES



LIVE REPORTING



CRM



SSO (SINGLE SIGN-ON)



GOOGLE ANALYTICS



DMP

Want to discover even more and discuss the possibilities for your business?

Contact us