

# MediaMarkt

## Local to global data collection

### About

MediaMarkt, Europe's leading electronics retailer, makes massive use of interactive campaigns to drive engagement and gather segmentation data, both locally (on local stores' Facebook pages and blogs) and nationally.

### Marketing objectives



**Product launches:** Each of the 29 stores has its own marketing strategy and own Facebook page. Stores launch interactive campaigns to promote one or more products to their community.



**Segmentation:** Data collected locally through interactive campaigns are meant to enrich a centralized database.



**Virality:** Contests offer participants the opportunity to increase their chances if they share the campaign with their friends.

### Overall results

+800

campaigns

+275,000

identified and engaged participants

+7,000

participants identified via Facebook

### Example Quiz: Crazy Run

One of the most creative actions of MediaMarkt is the "Crazy Run" campaign that they organize every year in their stores. The idea: an online contest gives the chance to participants to win 100 seconds of free shopping (the winner can leave the store with all the items they can gather in 100 seconds). To enter the contest, two rather smart conditions: have a Mediamarkt receipt dated from before the contest deadline, and answer the quiz questions correctly.

Last but not least: Participants who share the contest at the end have the right to play again in order to double their chances!

The screenshot shows a contest page for "CRAZY RUN" with a red background. At the top, it says "QUI SERA LE PROCHAIN..." and "Gagner 100 secondes de shopping gratuit?". There are photos of winners from 2015, 2016, and 2017. A large question mark icon is in the center. Below the question mark, it says "#CrazyRun" and "+50,000 participants". At the bottom right, a callout shows "+7,279 shares".

**+50,000** participants

**#CrazyRun**

**+7,279** shares