

A top-down view of a desk with various medical supplies including a stethoscope, a laptop, a potted plant, a syringe, and several pills and capsules. The entire scene is overlaid with a dark blue semi-transparent filter.

How PromoFarma.com attracts new customers and gives them a reason to share their data



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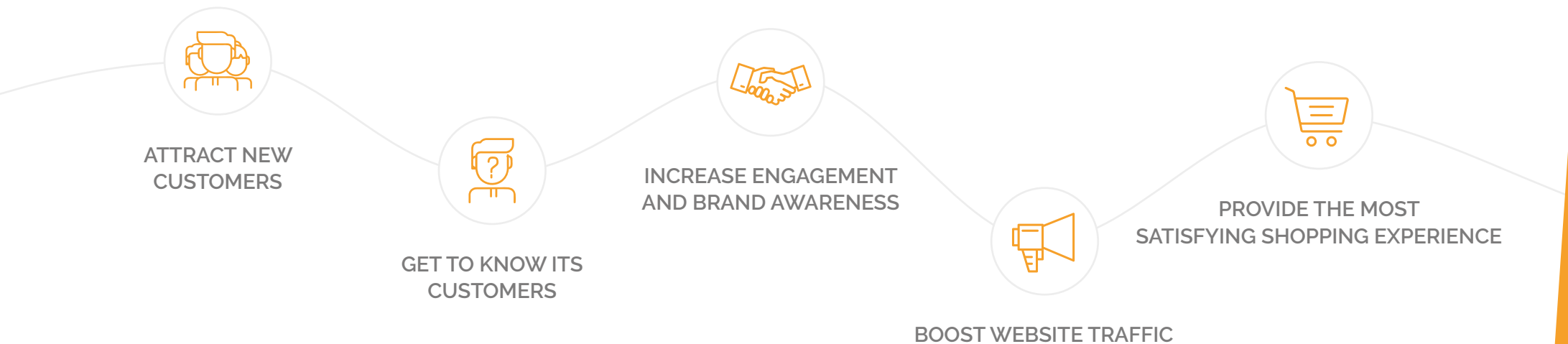
PromoFarma.com

About the company

PromoFarma.com is the leading eCommerce marketplace selling over 50,000 health, beauty and personal care products, direct to consumers, from hundreds of independent pharmacies and other health stores in Spain. Based in Barcelona, the eCommerce is now expanding its service through several European countries like France and Italy.



PromoFarma.com **main challenges** are to:



Internal challenge: UX and Marketing

The UX team seeks to create a fast and efficient shopping experience for the customers while the marketing team aims to know customers better to increase CLTV (customer lifetime value). To do so, the team needs to find a way to collect personal, behavioural and interest data.

Interactive marketing as a main line of action

For a year and a half, PromoFarma.com has been using interactive marketing to tackle its different challenges. The eCommerce launched around 80 interactive marketing campaigns. Here are the most powerful and inspiring ones.

Case 1: Qualify customers and increase CLTV

To qualify customers and increase CLTV, PromoFarma.com launched several interactive marketing actions with a registration form. It allowed them to:



Reach users for which PromoFarma.com didn't yet have information in its database;



Create a positive user experience, avoiding aggressive or invasive data requests;



Qualify and segment participants by requesting that they fill out carefully selected data fields.



A **10% participation rate** from targeted segments, and the expansion of the first stage of the conversion funnel.

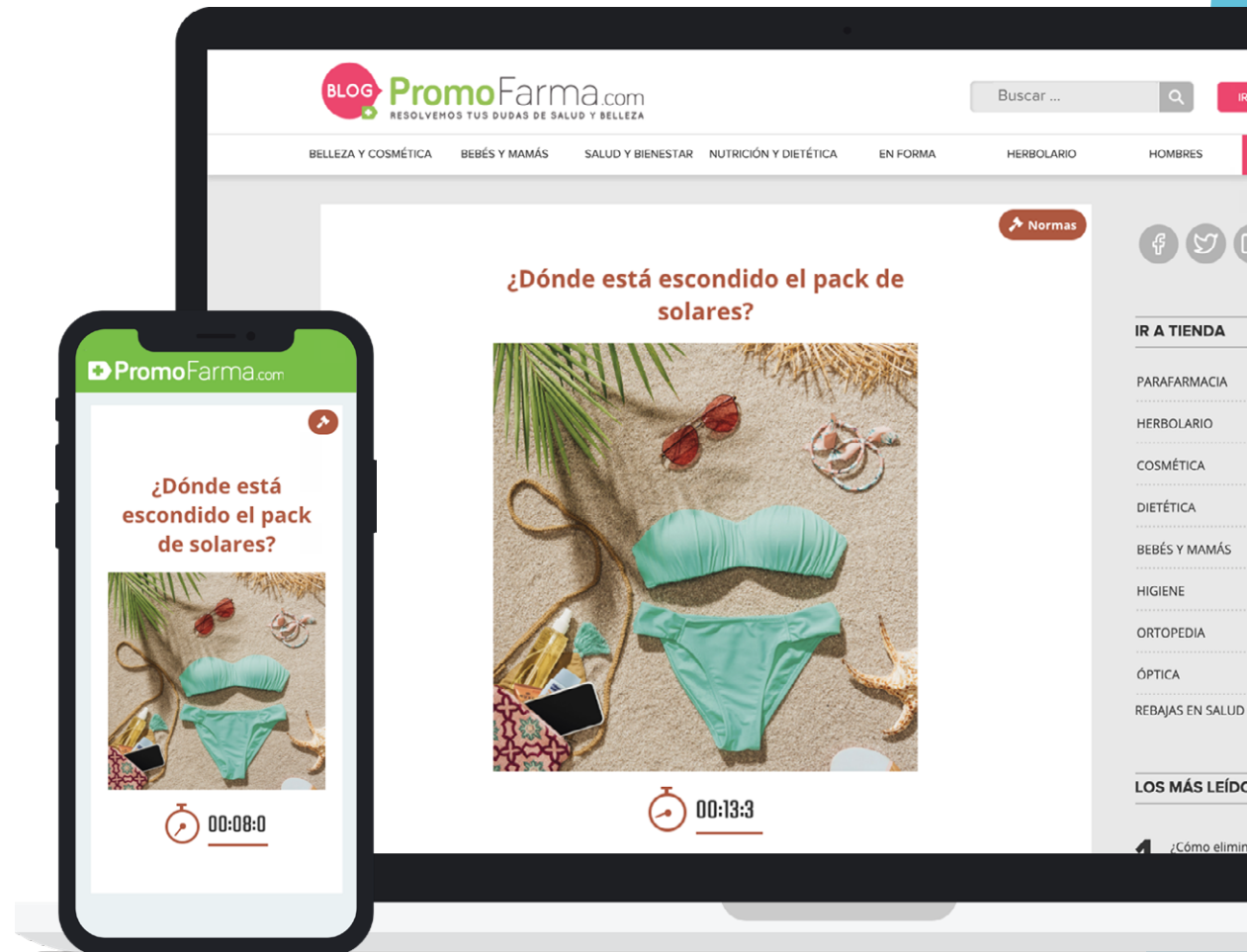
Campaign for customer qualification



THE HIDDEN OBJECT

Where's the sunscreen pack hidden? For this campaign, PromoFarma.com asked its customers to find as quickly as possible the sunscreen pack hidden within the picture. A countdown was displayed to dare players to break the record time. Once the pack was found, players were asked to fill out a form to participate in a prize draw to win sunscreen products.

An original way to find out who among its audience is interested in sunscreen products.



Case 2: Fight the downturn

Every business, seasonal or not, experiences downturns. To fight the recession and attract new customers, PromoFarma.com also decided to use **gamification**. The game helps the eCommerce to catch internet users attention originally and playfully.

For PromoFarma.com, using gamification during a recession has been beneficial.



Campaign to attract new users



THE SHELL GAME

For Halloween, PromoFarma.com created a shell game. The game was published on a dedicated page and promoted via a banner on the eCommerce's homepage.

Visitors were invited to click on the pumpkin behind which they thought the €500 of gifts were located. To avoid cheating, after each participation, the gift was placed behind another pumpkin. To be able to participate, players were first invited to fill out a form with their contact info.



"When you're asking your customers for personal data, make sure that what you are giving them in return is valuable for them."

Alba Salvador

Traffic Acquisition Manager @ PromoFarma.com



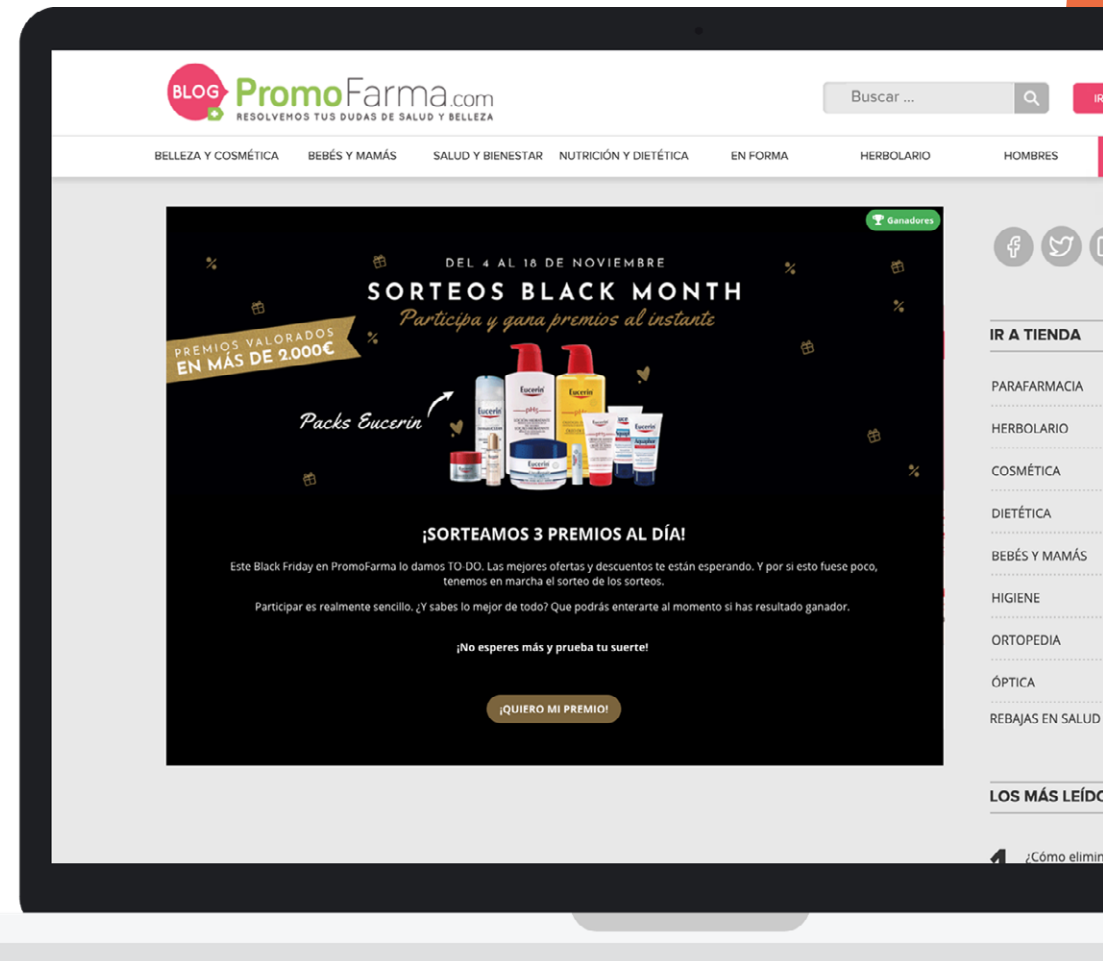


THE INSTANT WIN

To support Black Friday sales, PromoFarma.com launched an instant win campaign on its website for 12 days. Participants only had to enter their contact details and click on “Participate” to try to win one of the three daily prizes (vouchers, skin care products, sports watches, etc.). They instantly discovered whether they won! Finally, participants were encouraged to share the instant win on their social media.

Another solution to fight the downturn is to **increase the overall activity on the website:**

- Create interactive campaigns that encourage users to come back daily on your website to participate;
- Offer valuable rewards;
- Enable players to share your campaign on their social media and promote your campaign on your social media.



Campaign to increase website traffic



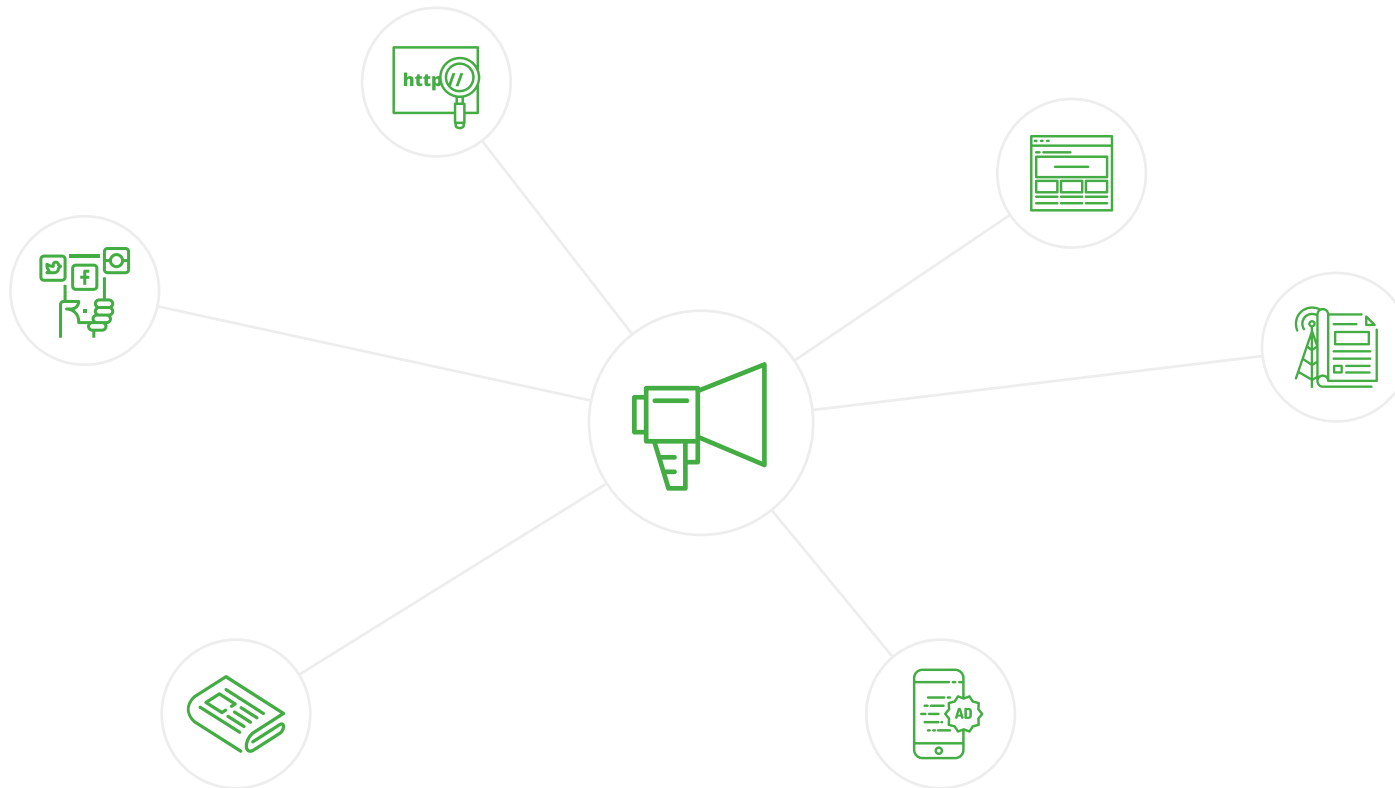
THE ADVENT CALENDAR

For Christmas, PromoFarma.com created the self-care Advent calendar with 25 surprise boxes, each of which opens to a display promo, a gift, tips and other custom content. It allowed PromoFarma to increase its website traffic by encouraging visitors to come back thanks to a new fun experience every day!



Case 3: Increase engagement

Customer engagement is about encouraging customers to interact and share in the experiences you create for them as a business and a brand. To do so, being simultaneously present on several channels is essential: website, blog, social media, app, etc.



Campaign to increase engagement



THE ANONYMOUS QUIZ

PromoFarma.com asked its visitors which part of themselves they wanted to take care of: face, hair or body. Depending on their choice, they were redirected to an article with useful tips and products to take care of them. Behind each product, a link to the product page was added to enable visitors to purchase it. An effective way to know its audience interests.



Do you have the same challenges as PromoFarma.com?
Do you want to learn more about gamification?

CONTACT US NOW



What is Qualifo?

Qualifo 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.)

