

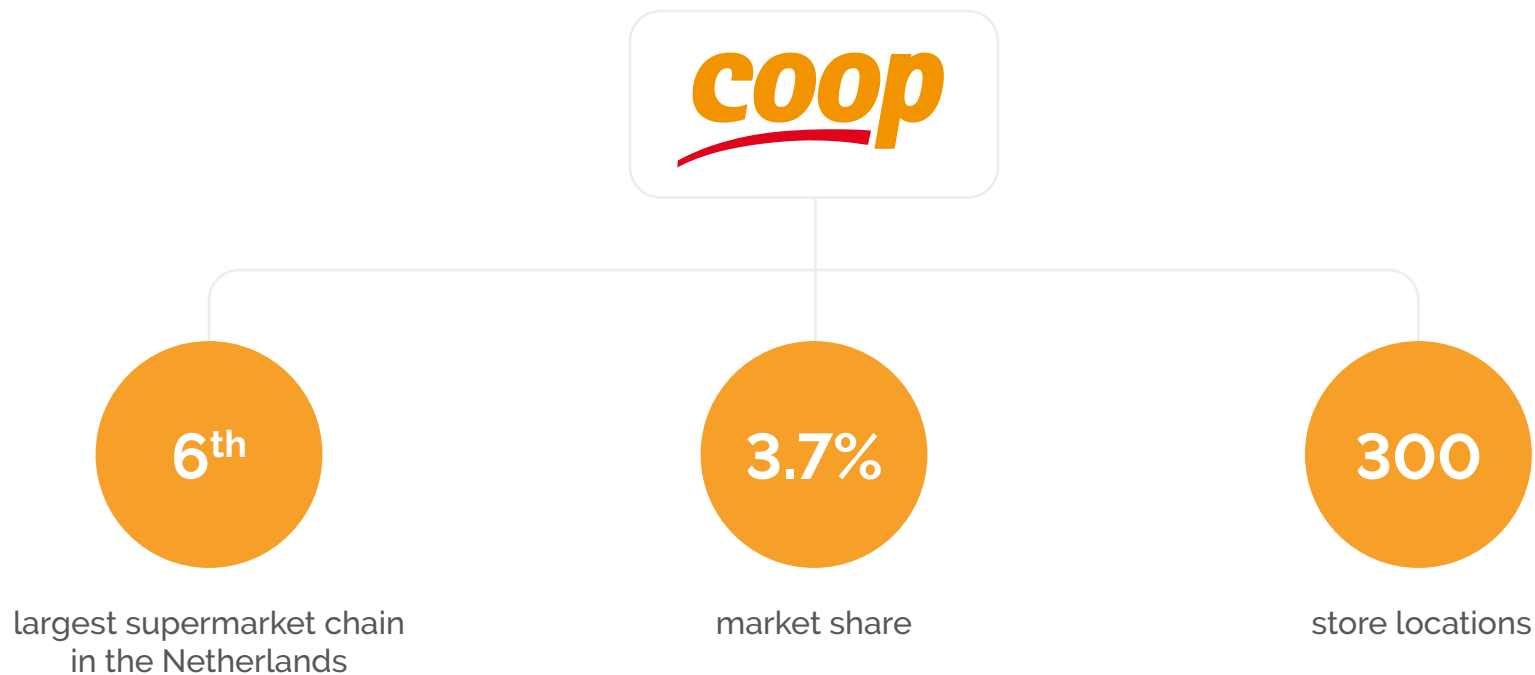
How a supermarket chain uses Qualifio to drive online traffic and build a real community

Coop Supermarkten's success story



Supermarkets face many challenges when going through their digital transformation. They are trying to maintain a close relationship with their consumers whilst adapting to their constantly changing expectations and preferences. More than ever before, supermarket chains are looking to increase their digital presence and to bridge the gap between the online and physical worlds.

In this context, we spoke with Leanne De Jong, content coordinator at Coop Supermarkten. **Coop Supermarkten** is the sixth largest supermarket chain in the Netherlands with a 3.7% market share and 300 store locations. For four years now, they have adopted an omnichannel strategy to reach current customers and acquire new ones.





“We’re doing really good offline and we are profitable, but the online world is still something new. Since we started to increase our digital presence four years ago, we really grew and we need to keep growing. We now have an Instagram account, a weekly newsletter, and we are publishing more and more content on our website.”

Leanne De Jong

Content coordinator @ Coop Supermarkten



Now that they have an increased presence online, they want to bring their customers online too, by making them buy online and, in fine, build and grow a real community around their brand. The chain plans to achieve this by using, amongst other things, Qualifio's interactive formats to tell a story and collect newsletter opt-ins. So let's take a closer look at how Coop Supermarkten have integrated interactivity in their strategy to reach their marketing objectives.

Use storytelling to build a community

Coop Supermakten are creating content around three main themes.



Firstly,

each season has a theme (spring, summer, fall, and winter). For example, which product to choose to avoid getting sick in the winter? Or what to do with forgotten vegetables in spring?



Secondly,

there is a theme dedicated to the Netherlands and local products.



And finally,

there is a theme related to zero-waste topics.

In all cases, the themes are related to health and society topics and are trying to tell a story, to inform consumers.



"We want to have a real conversation with our consumers and make them think, and interact around the themes we have. We don't want our consumers to only see ads with our products. We want to tell them a story, and Qualifio is a great storytelling tool for that. It enables us to inspire and inform our target group, to give more depth to our main messaging."

Leanne De Jong

Content coordinator @ Coop Supermarkten



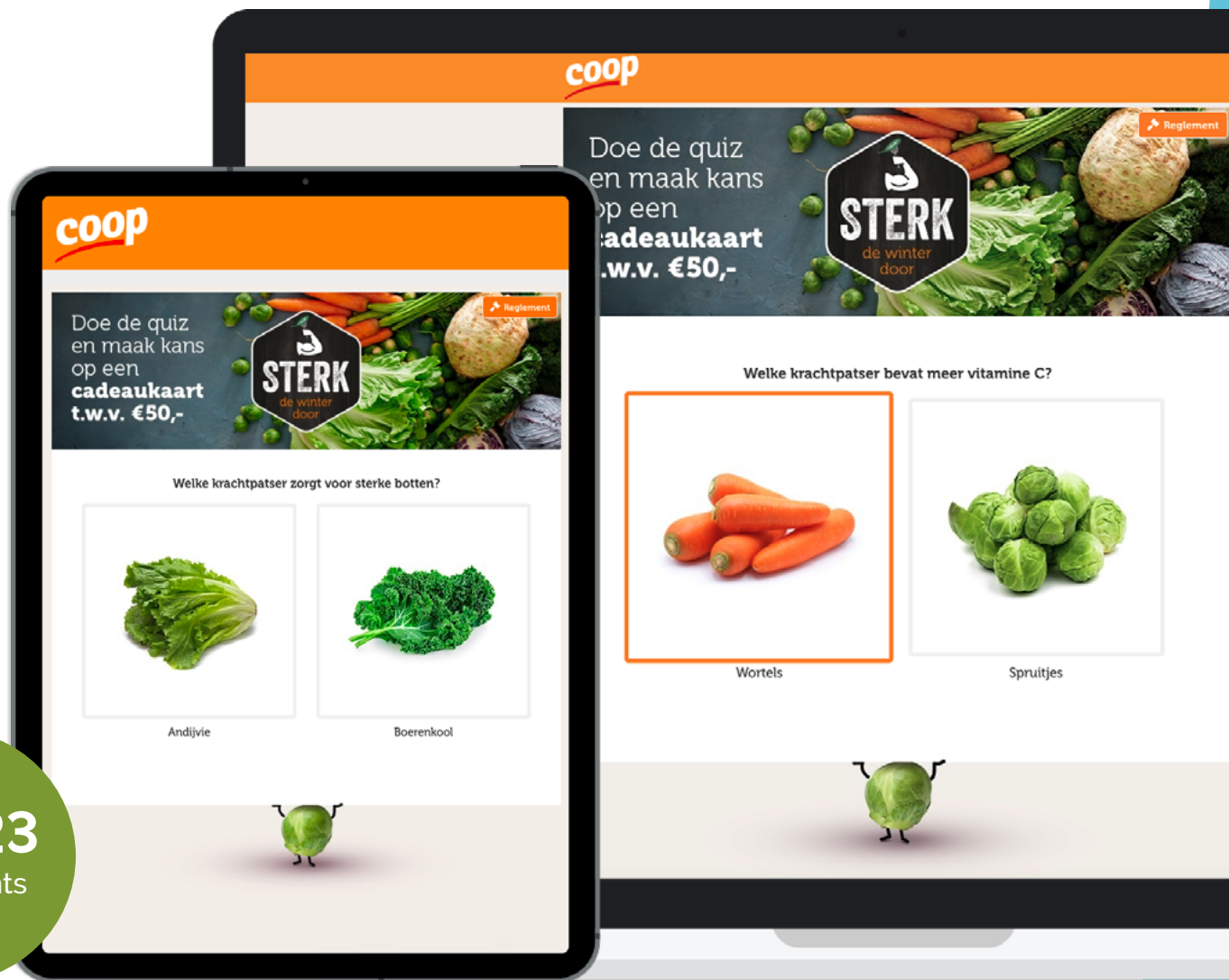
The themes are present online on their website and in their ads, but also offline in their magazine and on displays in-store. They try to have a presence on the channels where their consumers and prospects are. And in each campaign created with the Qualifio platform, Coop Supermarkten includes a newsletter opt-in to grow their subscribers base. On average, they manage to achieve an opt-in rate of **over 50%** for each of their campaigns.



50%
opt-in rate

Let's look at a first campaign created by the supermarket and published on its website: the "Sterk de winter door" quiz [ndlr: strong through the winter]. In this six-question quiz, Coop Supermarkten challenged consumers to test their knowledge on Dutch products and their benefits. They had to answer by clicking on one of the two images proposed. The prize? A €50 gift card, to be used online or in-store. In total, **14,023** participants played the quiz.

14,023
participants





The gift card is one of the prizes that works best within their community, because it involves the supermarkets. In addition to gift cards, they have also launched other actions on social media, such as contests, to win different types of products, thanks to package deals they have with some suppliers. This kind of action helps them to activate their target group and encourages consumers to follow them on social media.



Bring customers online with drive-to-web campaigns

Alongside building a community, Coop Supermarkten faces another challenge: attracting consumers online. One action that helped the supermarket in this task is the **Christmas Advent calendar**. The campaign was published on Coop's website and promoted in-store through flyers and on their print magazine. According to Leanne De Jong, this campaign gave consumers a reason to come back to their website to have a chance to win the gift of the day and was ideal for increasing their traffic. Moreover, the calendar is an excellent way to give suppliers more visibility. For example, one of the calendar boxes was giving consumers a **unique code** they could use on a supplier's website to send a personalised Christmas card to their loved ones. Again, a successful campaign with their consumers, as 17,366 of them requested the unique code.



17,366
unique codes
requested



“Every time we launch a campaign with Qualifio, we see a peak in terms of traffic, and our ads are performing better. This is because Qualifio brings value to our campaigns. In addition, the stats available in the platform enable us to be flexible and adapt everything in real-time, even if the campaign is live.”

Leanne De Jong

Content coordinator @ Coop Supermarkten



For Leanne De Jong, their challenge in the coming months and years is to remain creative to keep bringing consumers to their website and to continue teasing and challenging them, in order to strengthen their **loyalty**. Soon, they would like to focus more on **segmentation** to learn more about their target group preferences and increase their engagement.

Want to discover other success stories in the retail industry?


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The image shows a mobile phone and a laptop displaying the Decathlon website. The mobile phone screen shows a grid of sports-related images. The laptop screen features a large green banner with the text 'LA MEILLEURE FAÇON DE FAIRE DU SPORT' and 'QUELS SPORTS ALLEZ-VOUS DÉCOUVRIR CET ÉTÉ?' Below this, there is a section titled 'C'EST VOUS' with a yellow button.

How Decathlon uses interactive content in its marketing strategy.

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The image shows a mobile phone and a laptop displaying interactive marketing examples. The mobile phone screen shows a Nesquik promotion with a large '100' and the text 'À GAGNER 100 trinitaires NEZSQUIK JUSQU'AU 30/09/2018'. The laptop screen shows a similar promotion with a large '100' and the text 'À GAGNER 100 trinitaires NEZSQUIK JUSQU'AU 30/09/2018'.

Great interactive marketing examples from top European retailers.

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What is Qualifio?

Qualifio enables brands to grow passionate communities by making customer engagement and loyalty easy. We provide brands with two powerful, complementary and easy-to-use SaaS platforms: Qualifio Engage, a data collection and interactive marketing platform, and Qualifio Loyalty, an interaction-based loyalty platform. Brands and media groups like RTL, L'Oréal, MediaMarkt, DailyMail, Decathlon, Nestlé or Lille OSC engage with their audiences daily, thanks to Qualifio.

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