



Mr.
wonderful*

**Mr. Wonderful: positivity and interactivity
to generate traffic and grow their
database**



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You've all probably already seen their cute and colourful products, ranging from mugs, to diaries, notebooks and candles, all featuring cool and positive messages. That's **Mr. Wonderful**. A brand that, since 2011, has been creating and selling products with messages that spread happiness and joy across Europe. What began as an online shop created by a couple of graphic designers, is today a company conquering the physical world with more than 3,850 points of sales and, since 2019, with more than 50 flagship stores promoting the story and the values of the brand.

For Mr. Wonderful, social media (Instagram, Facebook, Twitter, Pinterest and TikTok) represents their main way of connecting with their community of two million people and sharing their friendly and positive way of life. To get closer to this community and build meaningful relationships, the brand decided to start integrating interactive content and games into their digital marketing plan. This strategic move has enabled the company to not only engage their followers but also to increase their website traffic and grow their database by collecting **first-party data**.

We have brought together Oriol Ristol, Mr. Wonderful's Head of Digital Marketing, and Antonio Molina Cubero, Qualifio's CMO, to discuss the added value of interactivity and data collection when creating real bonds with one's community (and especially in a **cookieless world**). Here's the result, enjoy!



Oriol Ristol

Head of Digital Marketing
@ Mr. Wonderful



Antonio Molina Cubero

Chief Marketing Officer
@ Qualifio

Set up a well-thought out marketing calendar

This is undoubtedly the first step to consider so as to not miss any opportunities when creating content and interacting with your community. Mr. Wonderful's editorial team has built their marketing calendar around three pillars.

- 1 International and theme days:** Mother's day, unicorn day (the brand's mascot), etc.
- 2 Always-on campaigns:** quizzes and games always available on Mr. Wonderful's online shop.
- 3 Product launches:** contests giving away the brand's new products.

That way, every day is an opportunity to celebrate something but also an excuse to offer gifts and discounts, and to showcase products. This is in line with Mr. Wonderful's mission to spread only good vibes and make every day a little bit more surprising, fun, and magical. All the campaigns are planned a couple of months in advance, to enable the editorial team to come up with catchy actions and attract more traffic on their channels. They are also mainly activated via email and banners on the homepage of Mr. Wonderful's e-shop.



This action-packed marketing calendar enables the brand to have an impact on three levels:

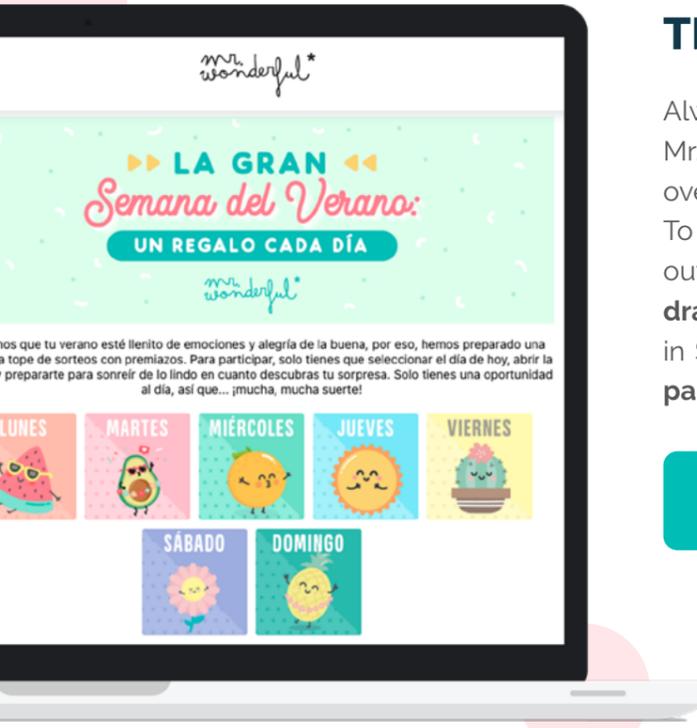
-  **ENGAGEMENT AND BRAND AWARENESS**
-  **FIRST-PARTY DATA COLLECTION**
-  **SALES ACTIVATION**

Let's take a look at some of the successful campaigns the brand has launched recently.

THE WONDER DAYS WHEEL OF FORTUNE

In this campaign, participants had to spin the **wheel of fortune** for a chance to win unique gifts or discounts. But, before that, they had to fill out a form that contained an opt-in for Mr. Wonderful's newsletter. The campaign attracted **25,195 participants** with a **newsletter opt-in rate of 46,5%**.





THE SUMMER CALENDAR

Always with the aim of spreading joy, Mr. Wonderful launched a summer **calendar** over a week with a gift up for grabs every day. To take part in the draw, participants had to fill out a form with their data. As a result, **14 prize draws** were set up for the calendar launched in Spanish and Portuguese, with almost **55,000 participations**.

14

prize draws

55,000

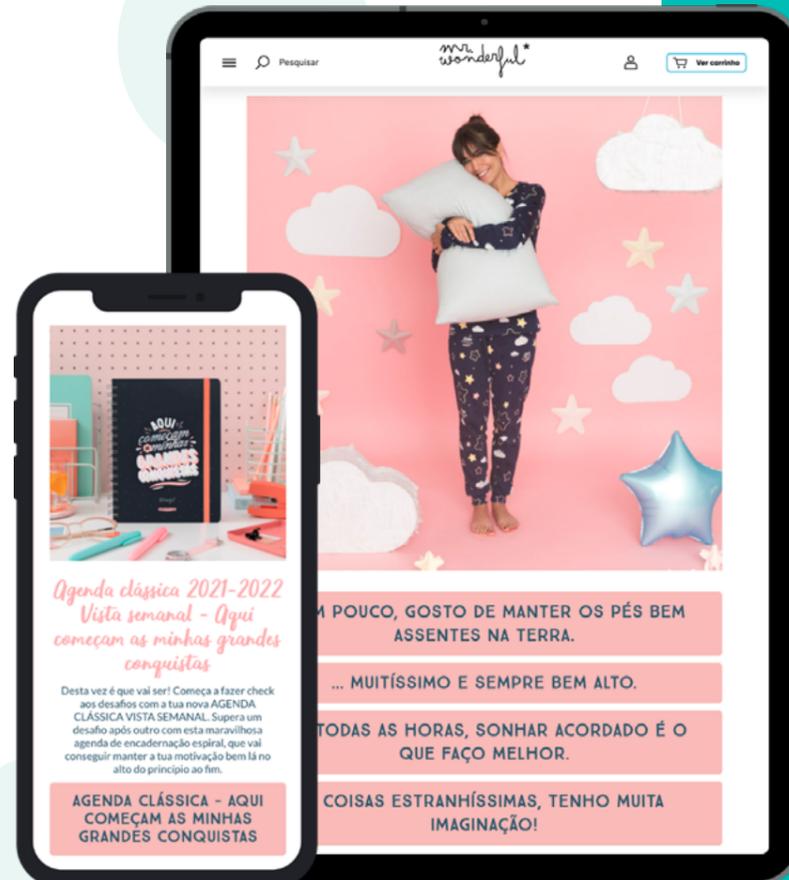
participations

THE BACK-TO-SCHOOL DIARY TEST

To launch their bestselling diaries, Mr. Wonderful launched a **personality test** enabling participants to discover the diary that is made for them. The exit screen displayed the diary recommended based on the participant's answers with a call-to-action redirecting to Mr. Wonderful's e-shop.

32,997

participations

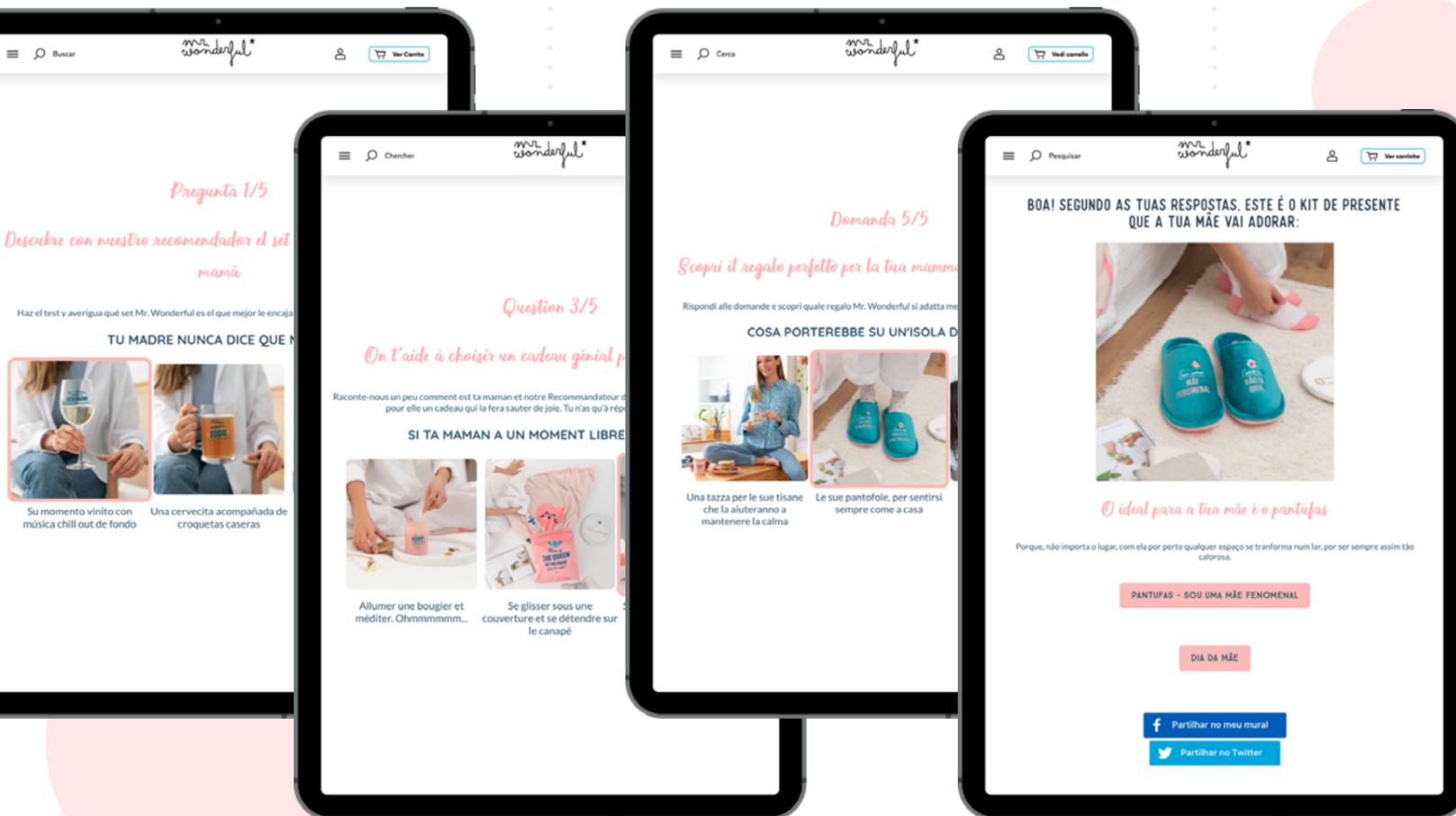


Oriol Ristol

Head of Digital Marketing
@ Mr. Wonderful

"At Mr. Wonderful, the use of Qualifio is self-evident. All of our actions are conceived with the tool and its 50+ interactive formats. From the brainstorming, to the creative process and the conceptualisation, Qualifio is now part of our DNA. We want to use it more and more because it enables us to be flexible and reactive, and it's super easy to use."

With stores worldwide, Mr. Wonderful usually launches actions with Qualifio Engage in five languages: English, Spanish, French, Italian and Portuguese. In the **gift guide** below launched for Mother's Day, the brand generated relevant product suggestions based on participants' answers about the personality and interests of their mothers. Then, they highlighted the best match and added clear call-to-action buttons to allow users to end the test with a purchase on their e-shop.



Create a true value exchange to meet your goals

Suppose you want your prospects and customers to share more information about themselves and flock to your channels. In that case, you need to be creative and offer them something useful, attractive or valuable in exchange for their data.

Mr. Wonderful has absolutely understood this. Whether it's with discounts, product recommendations, attractive prizes, email marketing or fun games, the brand is present at each stage of the customer journey. The use of interactivity in their strategy has had an impact on two aspects:



An increase in their **traffic** and the number of page views.



An increase in the number of contacts in their **database**.



“We immediately see the impact on our traffic when we launch an action with Qualifio, reaching up to 50% increase. And we see the same trend with our newsletter. Our email click-through rate, including Qualifio campaigns, is around 20%, compared to the usual 4%.”



Oriol Ristol

Head of Digital Marketing
@ Mr. Wonderful

In the past 2 years, Mr. Wonderful has created **407 campaigns** and managed to reach:



1,620,691

participations



386,453

new contacts in their database

Go even further with personalisation

To the question *“What’s your recipe for marketing success?”*, Oriol Ristol answered personalisation, segmentation and differentiation, and even more so in a **cookieless world!** On the subject of the end of third-party cookies, Oriol says they are ready for it thanks to their strong brand and lifestyle but also because they focused their marketing strategy on personalisation and continuous engagement with their community. Beyond zero- and first-party data collection, the future lies in segmentation and personalised communications.

We hope you enjoyed Mr. Wonderful’s magical story and learned a bit more about their digital strategy and how they use interactive content to increase their traffic and grow their database. If you want to find out how other brands like L’Oréal EMEA, Le Slip Français or Decathlon are using Qualifio Engage to get closer to their community and meet their marketing objectives, **it’s over here!**



A European data capture program deployed across 70% of L’Oréal’s brands

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Customer engagement, acquisition and knowledge: Le Slip Français’ digital strategy

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How Decathlon uses interactive content in its marketing strategy

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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, Unilever, MediaMarkt, DailyMail, Decathlon, Nestlé or Lille OSC engage with their audiences daily, thanks to Qualifio.



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