

Swedish Data & Marketing Association

Webinar 18 november 2020

SWEDMA

SWEDISH DATA & MARKETING ASSOCIATION



Interaction as a lever of conversion

How do major European brands engage their audiences at each stage of the customer journey?

Who are we?



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//Sales Manager



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//Sales Development Representative



Qualifio enables advertisers & media groups to engage their audience and collect data across all their digital channels using interactive content.



L'ORÉAL



AFTONBLADET

Aller media



Coca-Cola
EUROPEAN PARTNERS

nordic
entertainment group

Agenda

- 1.** Introduction
- 2.** What is interactive marketing?
- 3.** Engage at every stage of the customer journey
- 4.** How to build an agile web conversion strategy?
- 5.** Q&A

What is interactive marketing?

“

A one to one marketing process that reacts and changes based on the actions of individual customers and prospects.

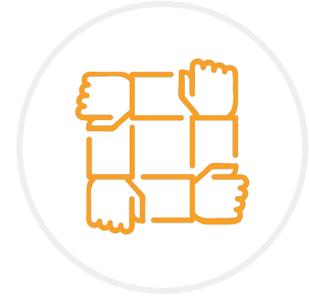
Consumer consumption habits have changed



Increase in content
consumption



The degree of attention
of a goldfish
= 8 seconds



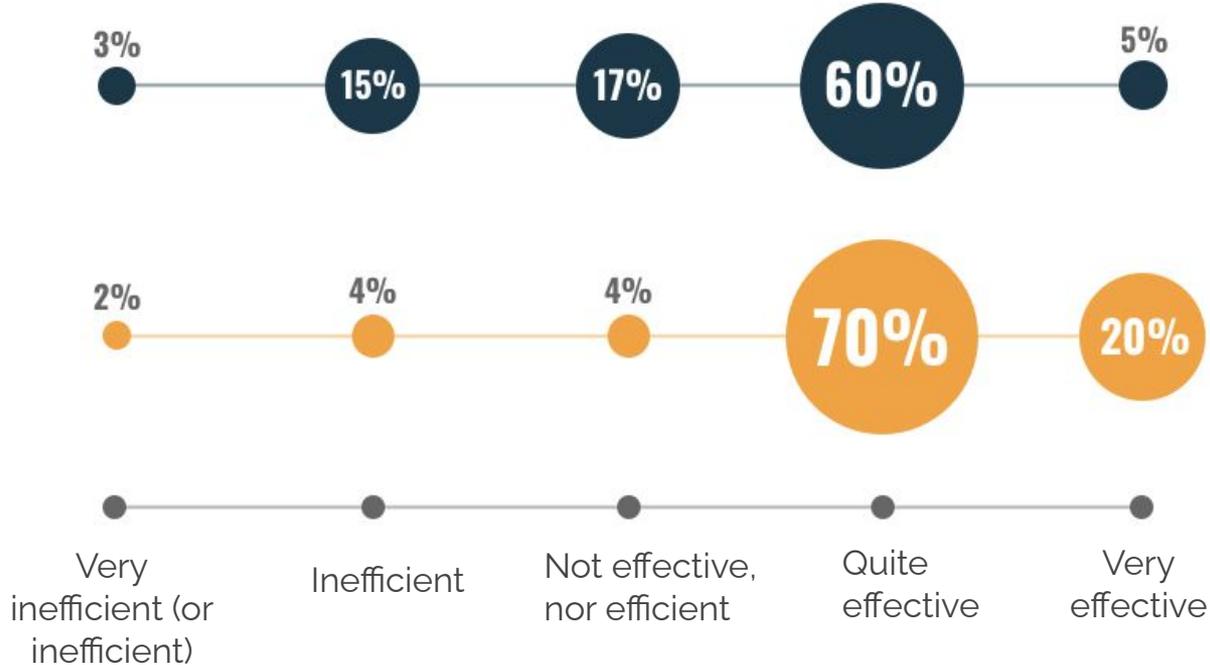
Less audience
engagement with static
content



Engagement survey

Static content vs interactive content

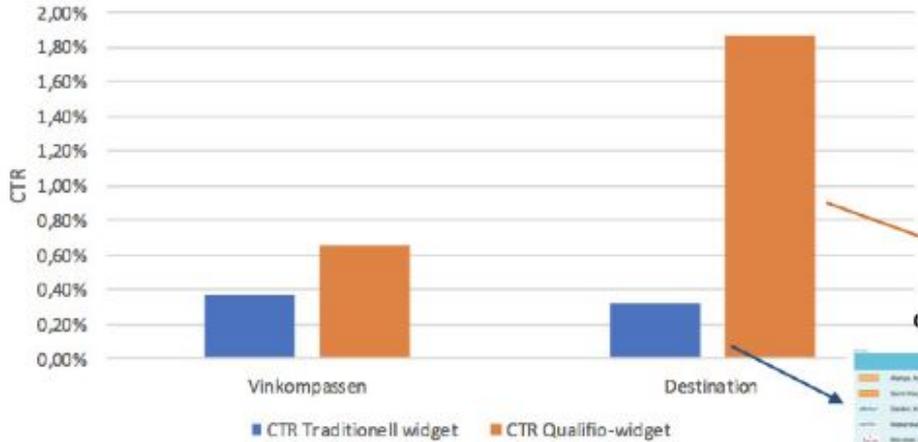
● Static ● Interactive



Concrete example



Traditionella widgets vs Qualifio - Resultateffektivitet exempelkampanjer



Sexdubblad CTR!

CTR 1,87%

ALLT OM RESOR I samarbete med destination..

Ett geni på geografi - har du världens koll?

GOR TESTEN!

A thumbnail of the 'Destination' campaign showing a CTR of 1,87%. It includes the same banner image as above, but with a 'GOR TESTEN!' button and a small globe icon.

CTR 0,32%

Destination	CTR	Visningar
Asien, Sydostasien, Östern	0,32%	1 426
Sydkorea, Ryssland, Bulgarien	0,32%	1 100
Japan	0,32%	1 100
Sydkorea, Kina, Östern	0,32%	1 100
Indonesien, Thailand	0,32%	1 100
Indien, Kina, Östern	0,32%	1 100

A thumbnail of the 'Vinkompassen' campaign showing a CTR of 0,32%. It includes a table with columns for 'Destination', 'CTR', and 'Visningar'. The table lists various destinations and their corresponding CTR and view counts.



Conversion

2X

Interactive content **generates 2x more conversions** than static content.



130%

Conversion rates can **increase up to 130%** by making a (landing) page interactive.





**Engage at every stage of the
customer journey**



Marketing funnel



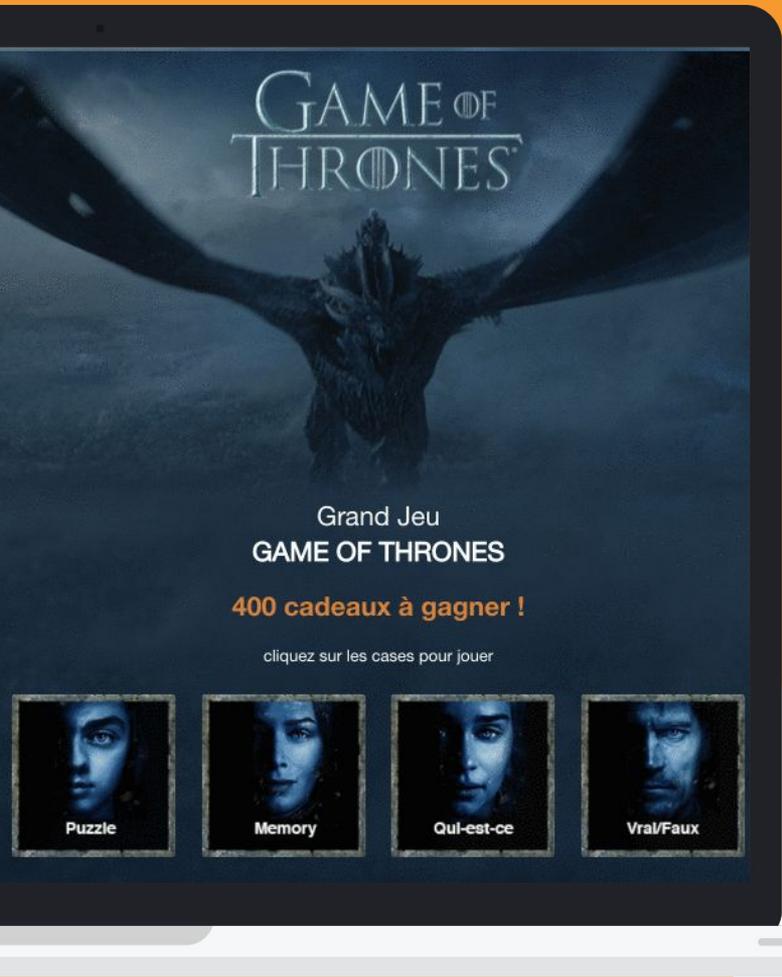
Step 1: Awareness & discovery



→ People “know” you and “remember” your message

→ People are “interested” to learn more





OCS

Advent Calendar



Promotion of Games of Thrones.

Increase virality with a different mechanic per day.

Focus on gamification to engage its audience.

20

Campaigns created

4-7K

Participations
per campaign



Are you smarter than a schoolchild?

How much do you remember from school?
Illustrerad Vetenskap compiled a test of 6 levels testing people's knowledge on subjects like history, biology, etc.

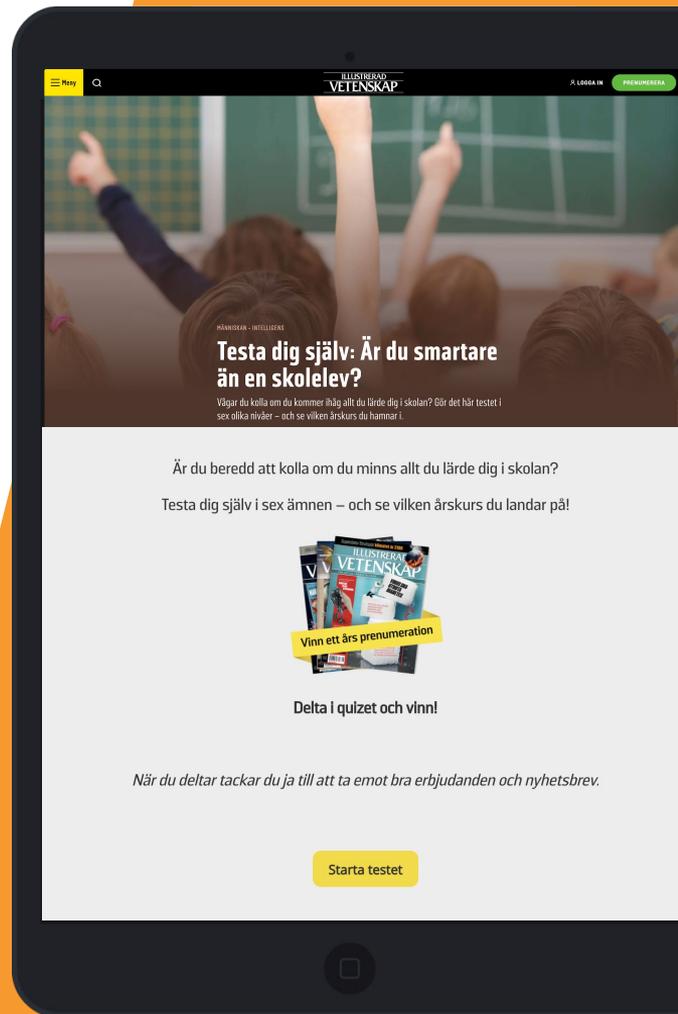
Objective: gather newsletter opt-ins and leads for the telemarketing team

180K

participations

38K

leads generated

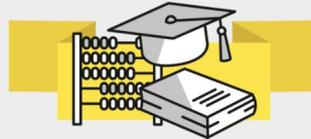


Illustrerad Vetenskap

ILLUSTRERAD VETENSKAP

 Regler

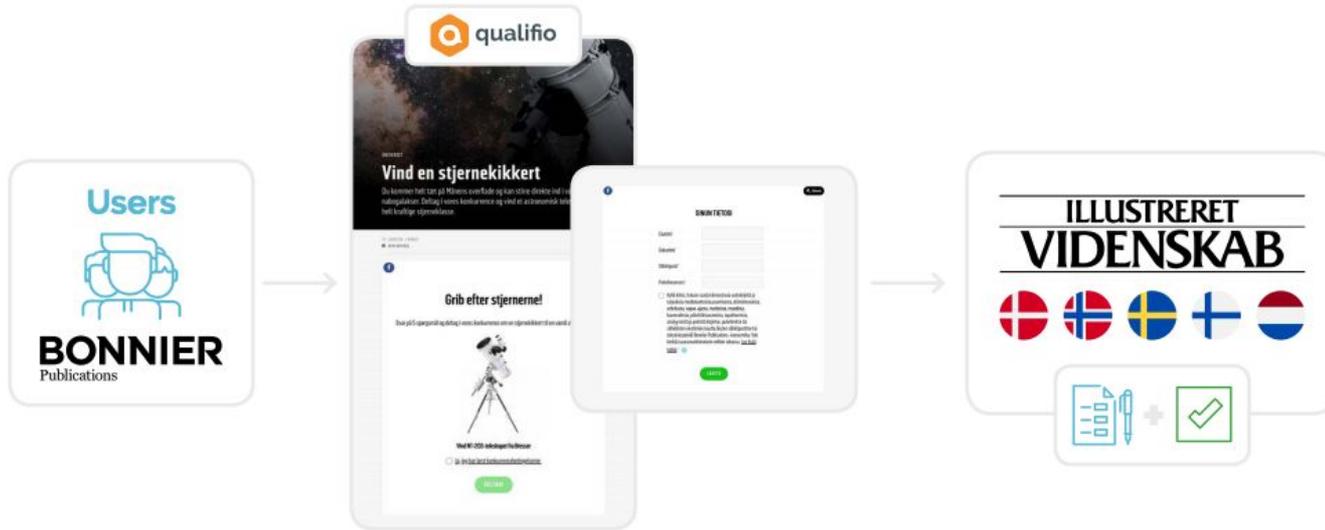
HAR DU FLER RÄTT
ÄN EN SKOLELEV?



När slutade andra världskriget i Europa?

- 8 mars 1945
- 8 april 1945
- 8 maj 1945

Bonnier



45%

of leads generated come from interactive content.

Carlsen.dk

CARLSEN

Har du styr på rekorderne?

Verdens bedst sælgende årbog med tusindvis af nye rekorder og kategorier er endelig på gaden! Men har du helt styr på de vildeste rekorder? Test din viden og vær med i konkurrencen om en Guinness World Records 2021 bog!



Det er en forudsætning at du giver dine kontaktoplysninger for at deltage i konkurrencen. Læs mere om vores privatlivspolitik her.

Test din viden og vind!

Kropsdele:

Hvor lang er den længste målte tunge?



7,2 cm

10,1 cm

12,3 cm

Dyr:

Hvor stor er den største fisk i verden?



Lige så lang som en bowlingbane

Lige så lang som en basketbane

Lige så lang som en fodboldbane

Carlsen.dk - Gift guide

CARLSEN

CARLSEN

GIV EN BOG I JULEGAVE

En boggave er den perfekte gave!
Er du dog i tvivl om, hvilken bog du skal give dit barn i julegave?
Tag vores test, og find nemt svaret!

Find gaven

CARLSEN

CARLSEN

GIV EN BOG I JULEGAVE

En boggave er den perfekte gave!
Er du dog i tvivl om, hvilken bog du skal give dit barn i julegave?
Tag vores test, og find nemt svaret!

Find gaven

CARLSEN

CARLSEN

Hvilke interesser har vedkommende?

<input type="checkbox"/> Underholdning	<input checked="" type="checkbox"/> Eventyr	<input type="checkbox"/> Klassiker
<input type="checkbox"/> Søperhelte	<input type="checkbox"/> Fantasy	<input type="checkbox"/> Disney
<input type="checkbox"/> Humor	<input checked="" type="checkbox"/> Mysterier	<input checked="" type="checkbox"/> Magi

Næste spørgsmål

CARLSEN

CARLSEN



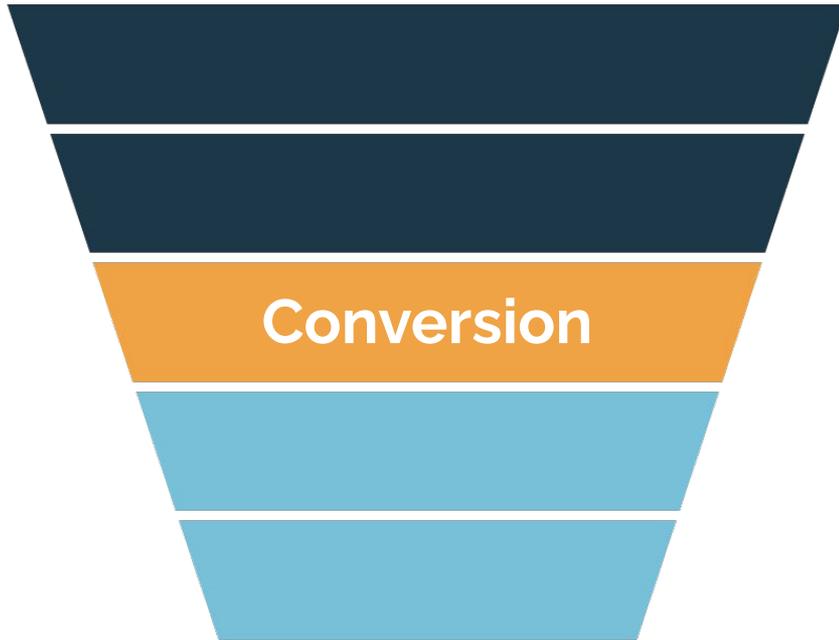
Baseret på dine svar vil vi foreslå dig **Hundemand og de skæve søskende**

Dav Pilkey er forfatteren og tegneren bag *Kaptajn Underbyr*, og *Hundemand* har han skabt en ny hæl, der eksperimenterer, graver sandheden frem og jager de skyldige.

Serien kan du møde alt fra friske frankfurtere (ja, svinde pølser) til grimme svingler og fiskerobotten, Super Meki Flipper (det giver mening, hvis du læser bøgerne); Det bliver med andre ord rigtig kedeligt i Dav Pilkeys forunderlige univers - og der plads til både de skæve, de skøre, de nuttede og de oprulde.

Se alle bøgerne her

Step 2: Consideration & conversion



- People are know they need something and “consider” options
- They”act” and make a purchase



DECATHLON

SPORTS INDIVIDUELS



SPORTS COLLECTIFS



DECATHLON



Shopping guide

"Tell me what you are looking for and I will find it for you."

Decrease in research time = lower bounce rate.

Ultra personalisation of the buying path.

2,7%

conversion rate for the guides
compared with 1.22% on a
standard landing page.





Find the difference

Campaign in collaboration with Universal, promoted via ads.

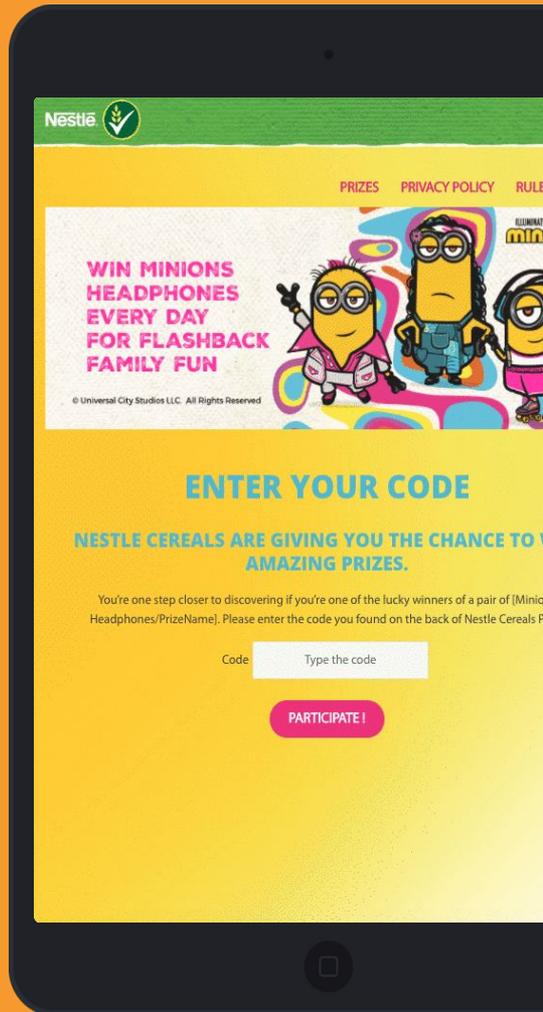
To play the game, participant needed first to buy the product, get the code inside the cereal package and upload their receipt.

100K

Average participations
per campaign.

3-5%

Customers
participated in the
campaign.





Insurance simulator

Simple and visual insurance guide.

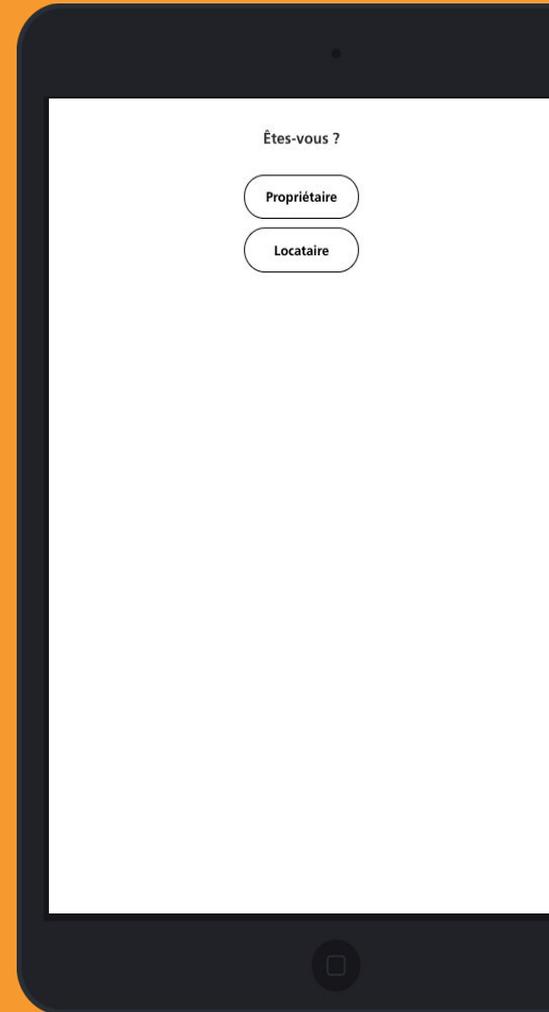
Simplification of a complex and technical buyer's journey.

Purchase home insurance.

Promotion at the end of the campaign.

45%

engagement increase in the act of purchase
after the use of a simulator.

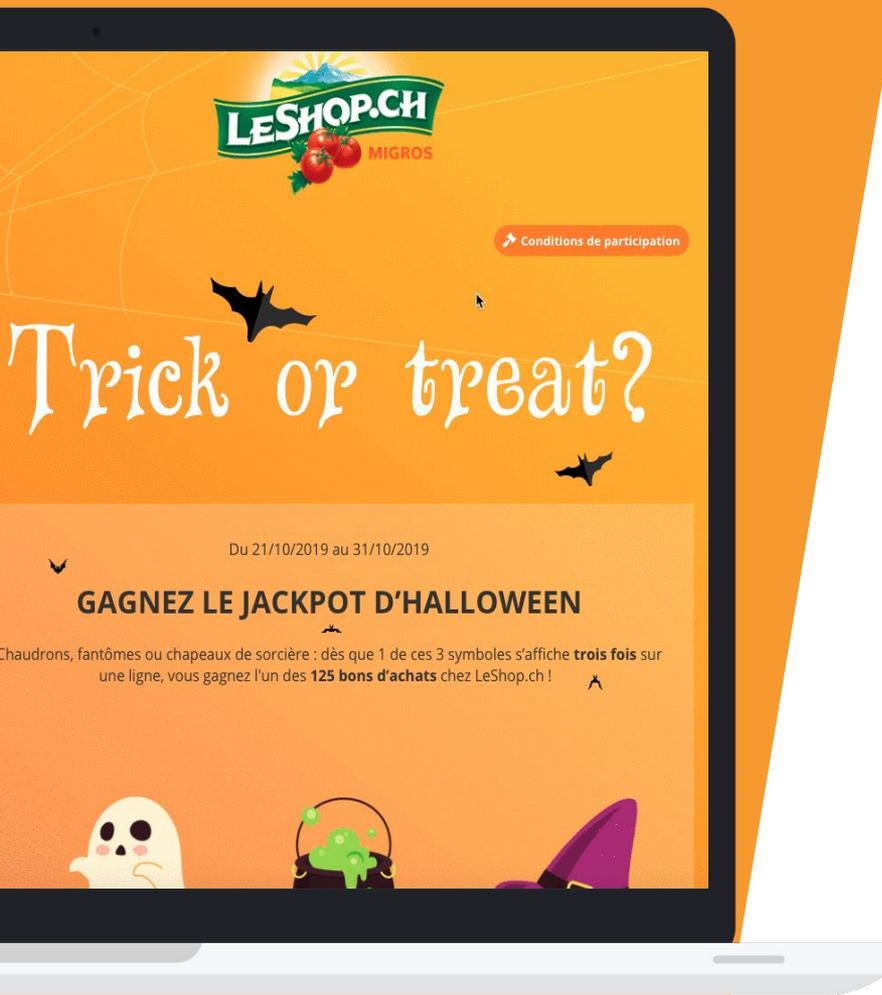


Step 3: Loyalty & ambassadors



- People are happy about their “experience” and want to buy more
- They want to share this positive experience with others





Jackpot

Win €100 or €200 vouchers for Halloween.

Incentive to increase the average basket.

Push the first purchase to starts a routine.

23K

Participants



Nutella



Contest

Re-purchase incentive:

the code is unique to each jar of Nutella.

Unlimited number of entries: the more jars you buy,
the more chances you have to win.

1,7

participations per participant.

À GAGNER RÉGLEMENT

3x
Séjour New York + 2x100€ Cash

300x
Toaster

TENTEZ DE GAGNER UN DES 3 SÉJOURS À NEW YORK

ET/OU UN DES 300 TOASTERS AVEC NUTELLA®.

Indiquez le code unique qui se trouve **sous le sticker du couvercle de votre pot de Nutella®**, répondez à quelques questions et tentez de gagner les prix Nutella®. L'action « Nutella® <3 Inspiration> » se déroule du 02/03/2020 au 14/06/2020. Bonne chance !

Code

PARTICIPER

nutella
inspiration

Klepierre

Klepierre is a shopping chain with 150 malls across Europe of which 5 are in Sweden

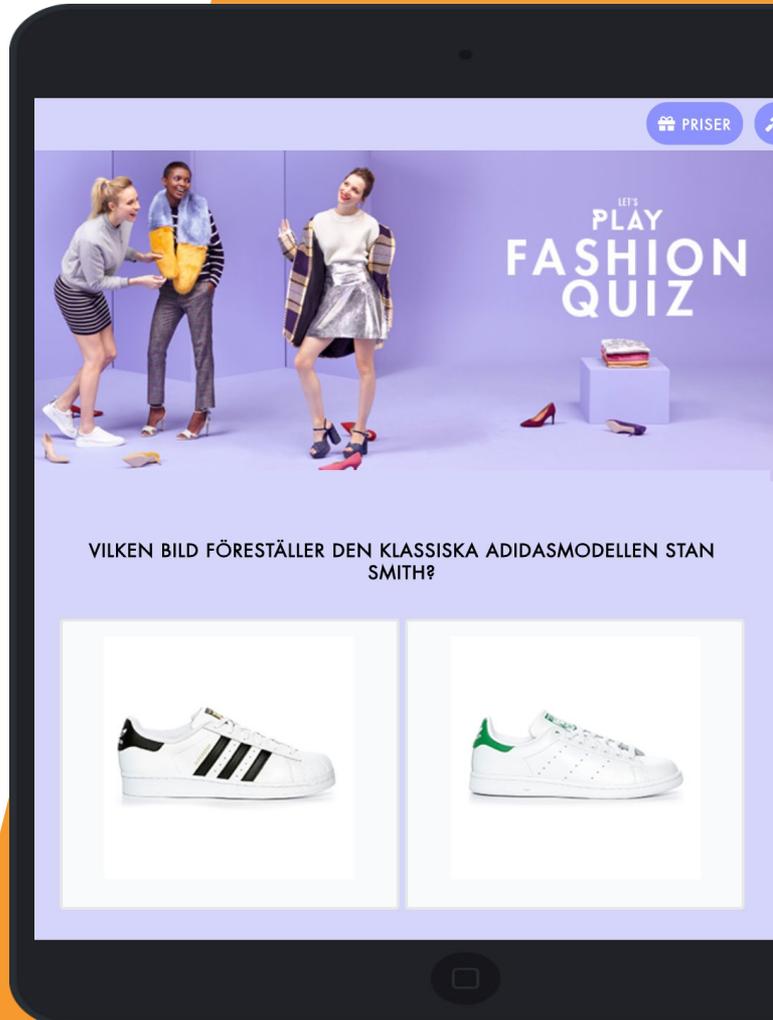
Challenge

Difficult to build direct shopper relation as people go to the shopping malls for the stores.

Solution

Weekly contests and prizes to:

- Promote the stores in the malls
- Identify shoppers and their tastes (brands, stores, demographics, etc.)



Klepierre: quiz

1

PRISER REGLER

LET'S PLAY FASHION QUIZ

Hur bra koll har du? Svara rätt på fem frågor och kan vinna upp till 1000 kr i presentkort på Marieberg Galleria. Lycka till!

STARTA

2

PRISER REGLER

LET'S PLAY FASHION QUIZ

BEFINTLIG ANVÄNDARE?

E-post

Lösenord

[Glömt lösenord](#)

LOGGA IN

HAR DU INGET KONTO ÄNNU?
REGISTRERA DIG

REGISTRERA DIG

3

PRISER REGLER

LET'S PLAY FASHION QUIZ

VILKEN BILD FÖRESTÄLLER DEN KLASSISKA ADIDASMODELLEN STAN SMITH?

Two images of Adidas Stan Smith sneakers are shown side-by-side. The left image shows a white sneaker with three black stripes on the side. The right image shows a white sneaker with three green stripes on the side.

The image features a warm, golden-orange sunset or sunrise sky with wispy clouds. Below the sky, the silhouettes of a mountain range are visible, with the peaks and ridges creating a layered, atmospheric effect. The overall color palette is dominated by shades of orange, yellow, and brown.

How to build an agile web conversion strategy?

The platform

CREATE INTERACTIONS



QUIZ



CHRONO
QUIZ



INSTANT
WIN



MEMORY



PHOTO
CONTEST



POLL &
VOTE



WRITING
CONTEST



PERSONALITY
TEST



VIDEO
CONTEST

PUBLISH ON MULTIPLE CHANNELS



WEBSITES



MOBILE



DISPLAY
ADS



MINI-SITES



FACEBOOK



XML FEED



INSTAGRAM



SNAPCHAT

MEASURE RESULTS COLLECT PROFILES



LIVE
REPORTING



CRM



SSO
(SINGLE SIGN-ON)

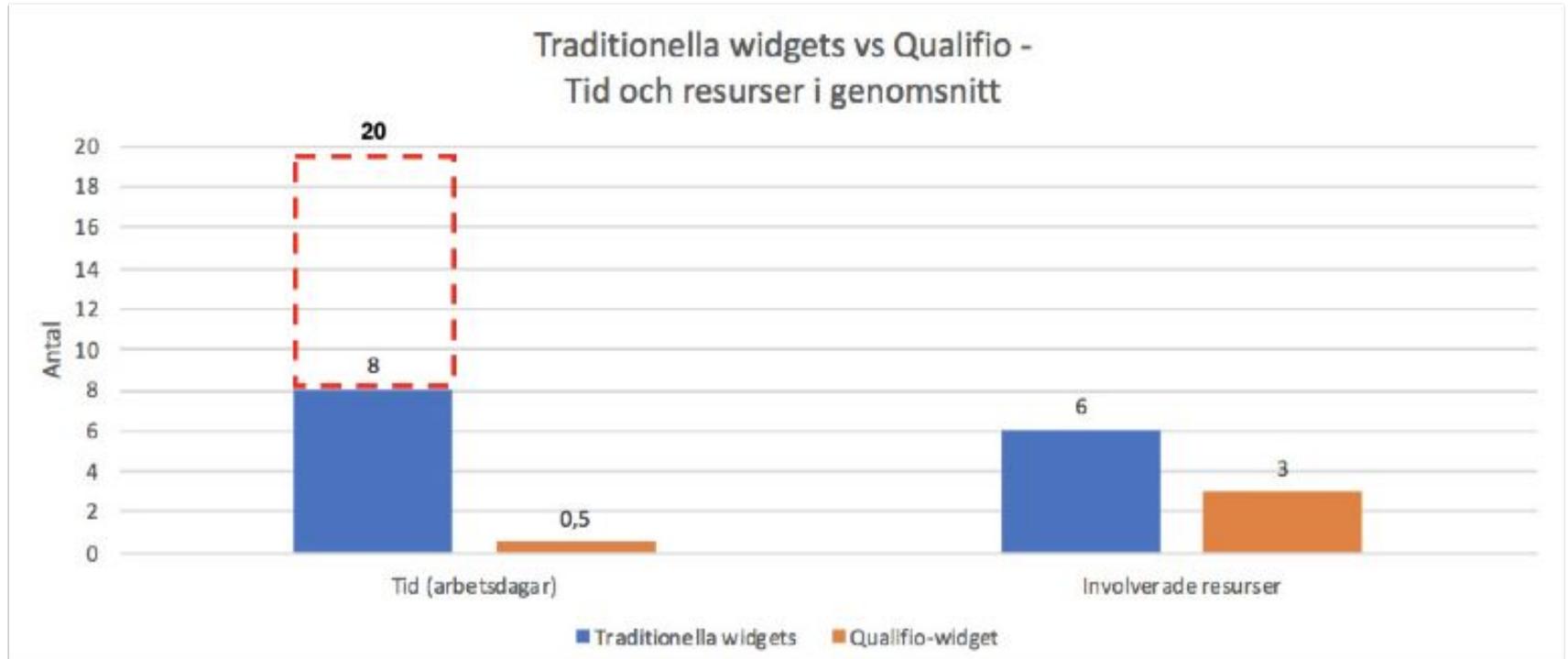


GOOGLE
ANALYTICS



DMP

Why use a platform?



Integrated with other Martech tools

Easily Publish in CMS & DSP

- Drupal
- Sitecore
- WordPress
- Google
- Etc.

Synchronise with SSO & IAM

(Identification and Access Management)

- SAP / GIGYA
- Janrain
- reachfive
- aws
- facebook
- Custom SSO
- Etc.

Dialogue with Adserver

- Google
- adhere
- smart
- Etc.

Push profiles to CRM

- Adobe
- Splio
- selligent
- Microsoft
- mapp
- Etc.
- ACTITO

Integrate your analytics

- Google Analytics
- Adobe
- Etc.

Enrich DMP data

(Data Management Platform)

- salesforce
- 1plusx
- Adobe Audience Manager
- CXENSE
- LOTAME
- Etc.
- ORACLE

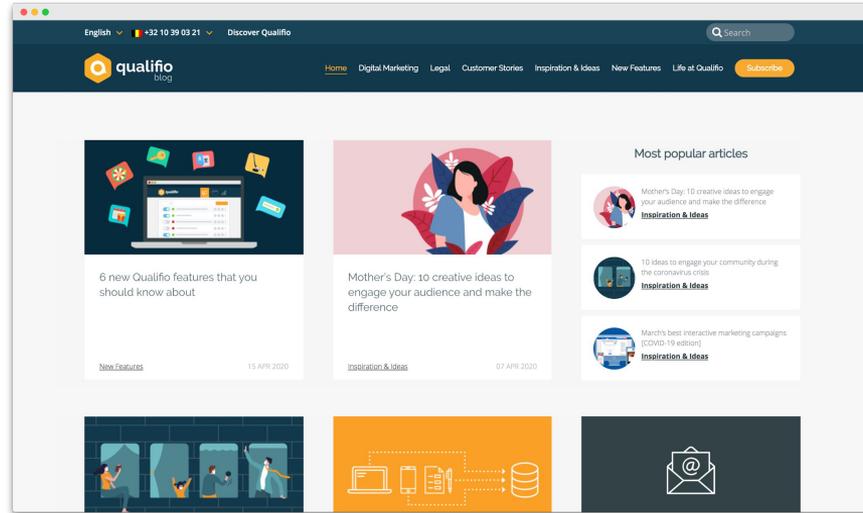
Integrate with CMPs

(Consent Management Platform)

- OneTrust
- TEALIUM



Useful links



- Get more inspiration on our [blog](#)
- Article: [Our favourites campaigns of October](#)
- Ebook: [8 interactive marketing strategies that work to increase conversion](#)



A landscape photograph of a mountain range at sunset or sunrise. The sky is filled with horizontal, wispy clouds in shades of orange and yellow. The mountains in the foreground and middle ground are silhouetted against the bright sky, creating a layered effect. The overall color palette is warm and monochromatic, dominated by golden and amber tones.

Q&A