



Collect first-party data through  
gamification & interactive content

---

# Hello!

---



**Gilles Lenaerts**

//Sales Manager



*Qualifo enables advertisers to:  
engage their audience and  
collect data across all their digital channels  
using interactive content.*



L'ORÉAL



**AFTONBLADET**

**Aller media**



**BONNIER**

Topics

# Agenda

---

**1.**

## FMCG Market insights

---

How marketing in FMCG companies adapt to the current situation

**2.**

## Interactive marketing

---

How does interactive marketing help to engage consumers and get to know them better?

**3.**

## Case Nestlé

---

An sneak peak into the Nestlé data strategy

**4.**

## Why a platform?

---

An explanation of our 1st Swedish customer of why it makes sense to use this platform

Market insights

# Impact of interactive content



**2x**

Increase in conversion by grabbing consumers' **attention**



**80%**

Decrease of **cost** per lead



**30%**

average increase in website accounts created.

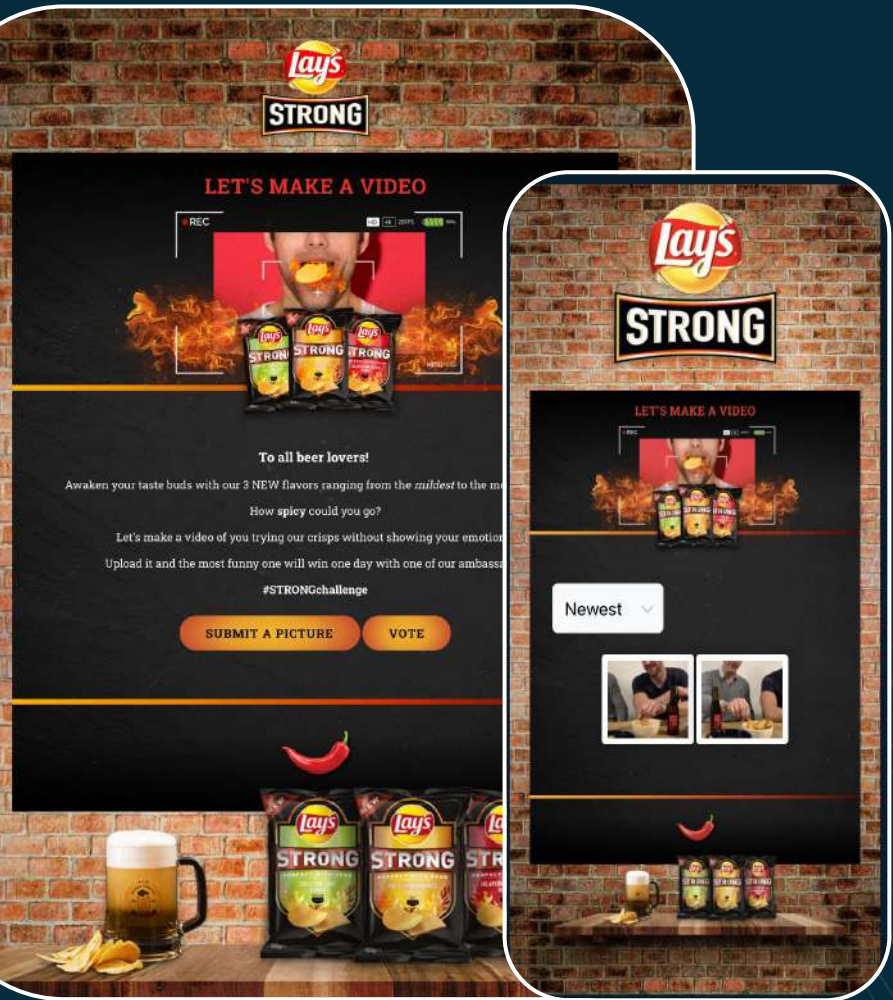




Interactive marketing

# Campaign content

1. Be remembered
2. Get to know consumers
3. Drive sales



# 1 platform to



## Create

50 + interactive campaigns



## Publish

on multiple channels



## Measure & Connect

Identify consumers and get to know them better

Instant Wins



Personality tests



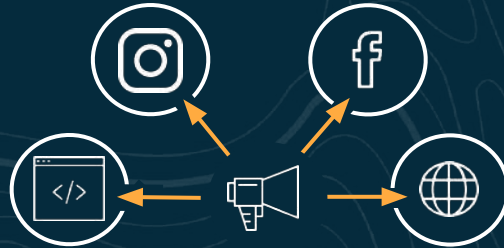
Unique codes & Coupons



Games



Your own games



Facebook/Instagram

Landing Page

Iframe (Javascript)



# 50+

## First Party data interactive campaigns formats

### Quizzes & Contests



Quiz



Contest



Chrono quiz



Instant win



Cumulative points



Blind test



Rebus



Guess who?



Swiper



Instant check



Wheel of fortune



Sudden death



Prize draw



Prediction



Jackpot



Shell game

### Polls, votes & Tests



Ranking



Swiper



Poll & vote



Branching



Team Selector



Personality test



Battle



Checklist



Survey



Gift guide

### Animated Games



Memory



Guess the word



Spot the difference



Hidden object



Price is right



Puzzle

### 3rd Party Games



Your own game



Runner



Catcher



Repeat it!

### Photos, vidéos & writing



Photo contest



Video contest



Writing contest



Photo Editor

### Miscellaneous



Form



Landing page



Promotional popup



Unique codes



Discount coupons



Calendar

# Average yearly results of FMCG companies



**47**

Campaigns  
published



**122 345**

Participations



**45 057**

New  
participants







Case - Nestlé

# Nestlé EMEA

**>5 million**

Participations

**> 60**

Different countries



Case - Nestlé

# Purina - Dog Smile Challenge



For 12 weeks, we challenged dog owners to *take the most ambitious picture of their pet with a Purina Dentalife stick.*

Each week, a participant was selected to win a bag full of surprises, including six months of Purina Dentalife.

## Consumer data collection

- Dog's birthday
- Dog's name
- Dog's breed and gender
- Neutered or not?
- Also have a cat?





10%

increase in the opening rate  
when using the dog's name in  
the subject of the email

 **Purina Belgium**  
Sponsoring - 

Bescherm de mondhygiëne van jouw hond met Dentalife® en geniet van een korting geldig op al onze verpakkingen en in alle winkels 

Voor 14 traduction



**-€1**  
BIJ AANKOOP  
VAN EEN PAK  
DENTALIFE®

**Dentalife**

NESTLEPROMO.BE  
Geniet van onze korting op Dentalife

 18 1 partage 

   Like Commenter Partager



Use Facebook pixel to retarget participants to a personalised **coupons** campaign



# Conclusion



Quote CRM manager Nestlé Belgium (  ≈  )

**Interactive content is our main source of data.** It has transformed the way we interact with our audiences. Our multiple brands create interactive campaigns in minutes that provide us with quality data, directly linked to our CRM system.

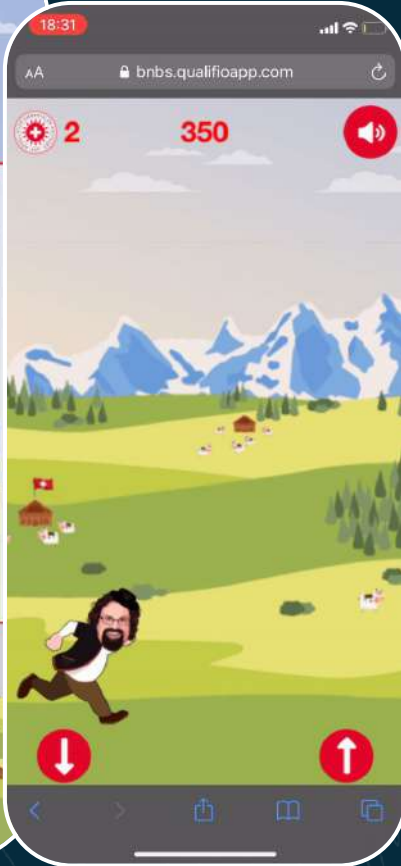
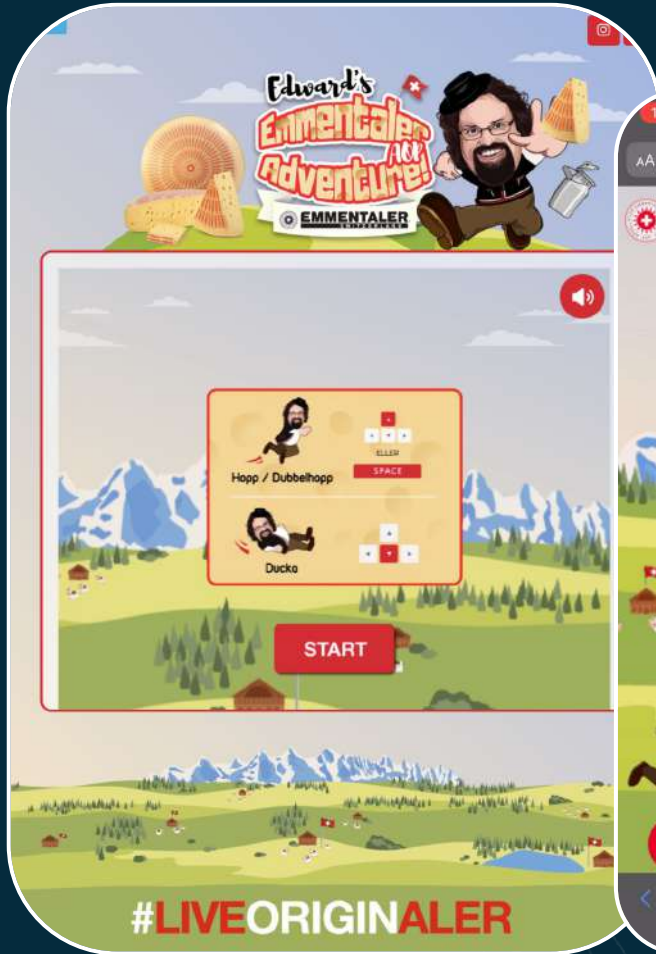
Last year, we collected **100,000+ segmented profiles** within 20 brands.



Conclusion

# Why use a platform?

---



Bonnier news brand studio example

# Emmentaler adventure

To promote Emmentaler cheese, Allt om Mat transformed Edward Blom into a cartoon who needed to catch as much cheese as possible in the while ducking away from milk cans and cows

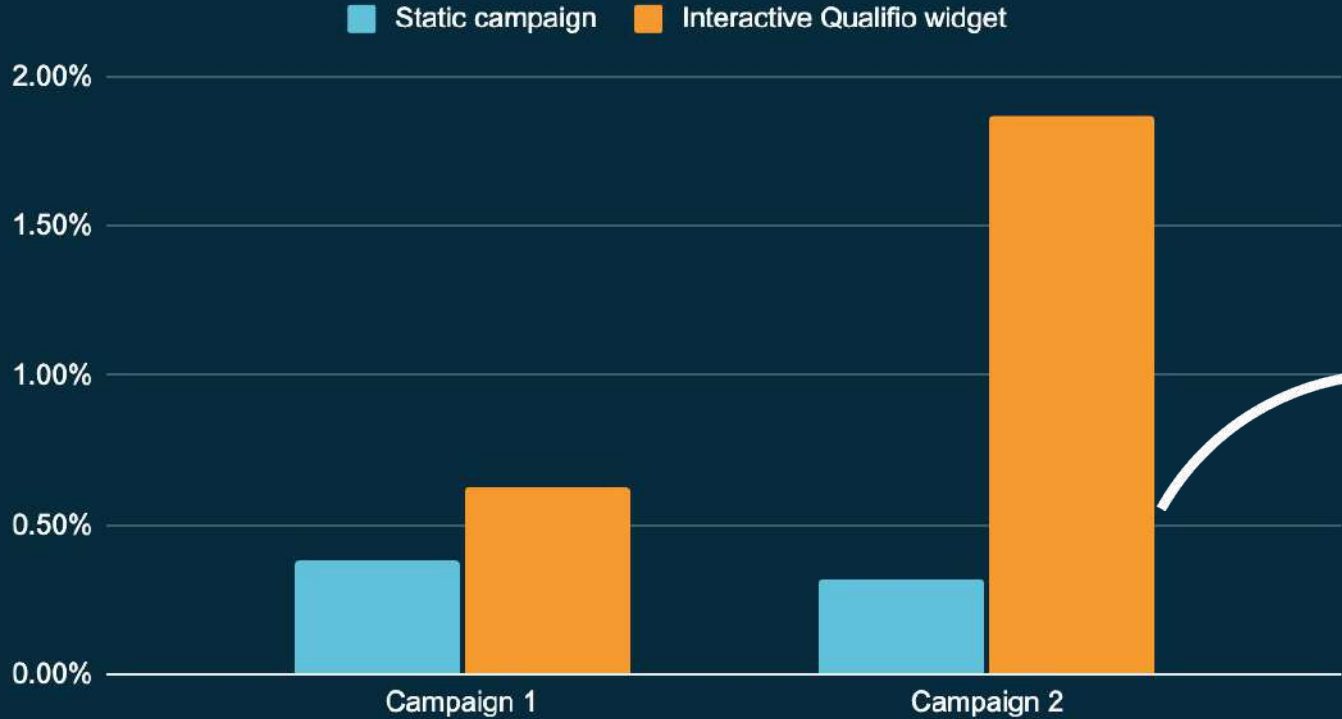
**4** Games per person  
on average

Why use a platform?

# Increase conversion rates



Fredrik Hagdahl  
Head of Concept &  
Design, Brand Studio på  
Bonnier News Sales



**x6**  
Conversion rate  
increase



Why use a platform?

# Save time and resources



Fredrik Hagdahl  
**Head of Concept &  
Design, Brand Studio på  
Bonnier News Sales**



Clearon store coupons (Sweden)

# Why should a consumer do this?

1. Consumer shares dog name and size in Qualifio campaign
2. Automatically gets SMS with Clearon coupon
3. Consumer goes to store for free sample

COOP

Hemköp

CITYGROSS

WILLY:S



69 77 44 97

**PURINA** DentaLife  
DAGLIG MUNVÅRD



**VARSÅGOD!**  
En gratis Purina  
DentaLife big-pack  
-Large, Medium eller Small (värde 49 kr)

**PURINA** Your Pet, Our Passion.

Small hämtas ut på Willys, Hemköp och City Gross. Medium hämtas ut på Willys och Stora Coop. Large hämtas ut på Willys. Endast 1 per hushåll

Täcker varans värde

Kupongen gäller till: 2021-12-31  
Lösas in i följande butiker:  
CityGross, COOP, Hemköp eller Willys

\*Till butik: Inlöses av ClearOn AB.

Informationen nedan och f  
DentaLife® big-pack att  
butik.

Form fields for registration, including fields for Name, Email, and Phone number. A "Skicka" button is visible at the bottom.

Clearon store coupons (Sweden)

# Why should a consumer do this?

1. Consumer shares dog name and size in Qualifio campaign
2. Automatically gets SMS with Clearon coupon
3. Consumer goes to store for free sample

COOP

Hemköp

CITYGROSS

WILLY:S



69 77 44 97

**PURINA** DentaLife  
DAGLIG MUNVÅRD

**VARÅGOD!**  
En gratis Purina DentaLife big-pack  
-Large, Medium eller Small (värde 49 kr)

**PURINA** Your Pet, Our Passion.

Small hämtas ut på Willys, Hemköp och City Gross. Medium hämtas ut på Willys och Stora Coop. Large hämtas ut på Willys. Endast 1 per hushåll

Täcker varans värde

Kupongen gäller till: 2021-12-31  
Lösas in i följande butiker:  
CityGross, COOP, Hemköp eller Willys

\*Till butik: Inlöses av ClearOn AB.

Informationen nedan och f...  
DentaLife® big-pack att  
butik.

Förnamn:

Efternamn:

E-postadress:

Husnummer:  +46

Vilket telefonnummer?

Vilken storlek har din hund?

Ja tack, så vill jag gärna få ett gratis prov av DentaLife® big-pack (värde 49 kr) till min hund. (Vänligen ange hundens storlek och vikt.)

Nej, jag vill inte ha ett gratis prov av DentaLife® big-pack.

DELA MATSTUND &amp; VINN

DELA  
MATSTUND  
& VINN

PURINA

Förnamn\* Efternamn\* E-mailadress\* Mobilnummer\* Har du en hund  
eller katt?\* Vad heter din  
hund?\*Hur gammal är din  
hund?\*Ladda upp bild på  
ditt husdjurs  
matstund\* 

- Ja tack, sänd mig gärna expertråd, förslag och erbjudanden från PURINA® relaterade till mitt husdjurs specifika behov och egenskaper.
- Ja, jag samtycker till att Nestlé Sverige AB behandlar mina personuppgifter.\*

REGISTRERA

Ladda upp en bild på din pälskling. Då t halvrårs förbrukning av foder.

Tillsammans gör vi skillnad för dem som behöver oss som mest. Tackade av oss och bilderna kommer också att bli publicerade på vår

Förnamn\* Efternamn\* E-mailadress\* Mobilnummer\* Har du en hund eller  
katt?\*

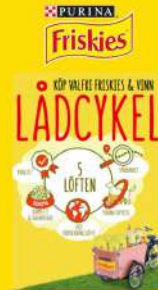
Ja tack, sänd mig gärna min rabattkod på 20%, expertråd, förslag och erbjudanden från PURINA® PRO PLAN® relaterade till mitt husdjurs specifika behov och egenskaper.

Ja, jag samtycker till att Nestlé Sverige AB behandlar mina personuppgifter.\*

Skicka

Här kan du få information om hur vi behandlar dina personuppgifter.

PURINA FRISKIES FRISKIES &amp; VINN



Fyll i informationen nedan, ladda upp ditt kvitto och var med i utlottningen om en elektrisk laddcykel från Friskies, värde 28.000 kr. Tävlningen avslutas den 31/10 2021. 3 vinnare kommer att kontaktas direkt av oss och publiceras även på vår hemsida.

Förnamn\* Efternamn\* E-mailadress\* Mobilnummer\* Har du en hund  
eller katt?\*Ladda upp ditt  
kvitto\* 

- Ja tack, sänd mig gärna expertråd, förslag och erbjudanden från PURINA® relaterade till mitt husdjurs specifika behov och egenskaper.
- Ja, jag samtycker till att Nestlé Sverige AB behandlar mina personuppgifter.\*

REGISTRERA

info  
With access to this site

Personuppgiftslagen

About us

# Why are they using Qualifio?

- Library of **+50 engagement formats**
- **No IT/legal intervention** needed for publishing campaigns, data connections
- **Collect** consistent **first- and zero-party data** connected to **CRM, CDP, etc.**
- **Increase** sales and generate leads
- Bring online prospects to physical stores or foot traffic to digital channels



# Why should a consumer do all of this?



## e-coupons

Local coupon providers can be integrated to give away coupons that are scannable in supermarkets. Native integrations in Belgium, France, Sweden.



## Unique code

Upload your unique code lists or generate them for the platform to give them away as discount codes in campaigns or use them as an access code to the campaign



## Discount code

Put your discount codes in the spotlight by sharing them through the campaigns

winisite : Clearon

Banner (810 x free)



Banner link (optional)

<http://www.qualifika.com>

Background colour

83BB26

Footer (810 x free)



Footer Link (optional)

<http://www.qualifika.com>

+ Add a background image

Game zone

Texts

Buttons

Cancel

Nu blir det andra bullar!  
Spela och vinn en smarrig fika.



Årets roligaste spel har anlänt.

Välkommen till ClearEvent Jackpot!



Save the template

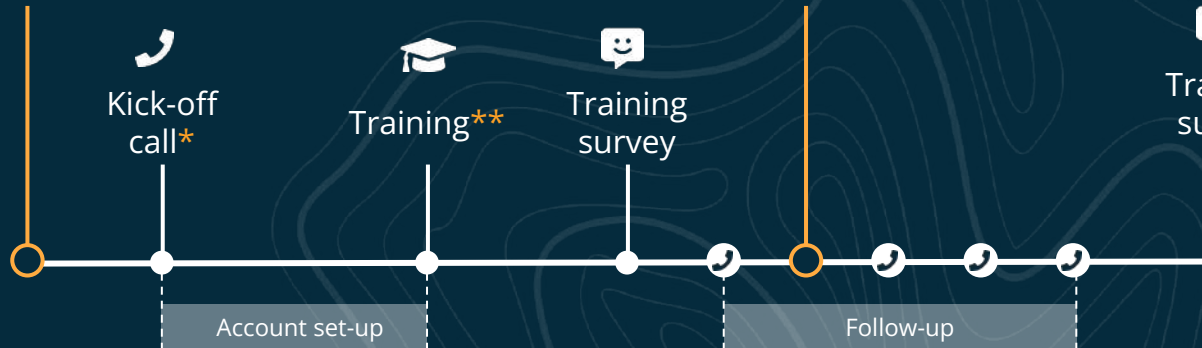
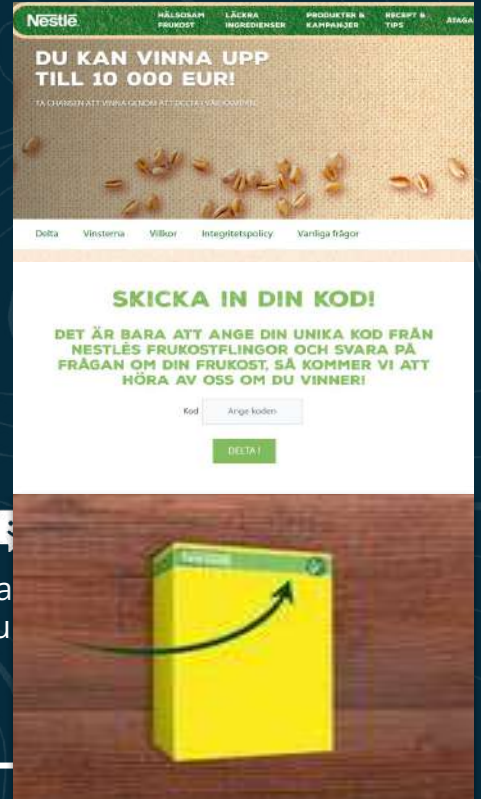
Save a

Suggest a feature

Help Center

# Example of a customer journey

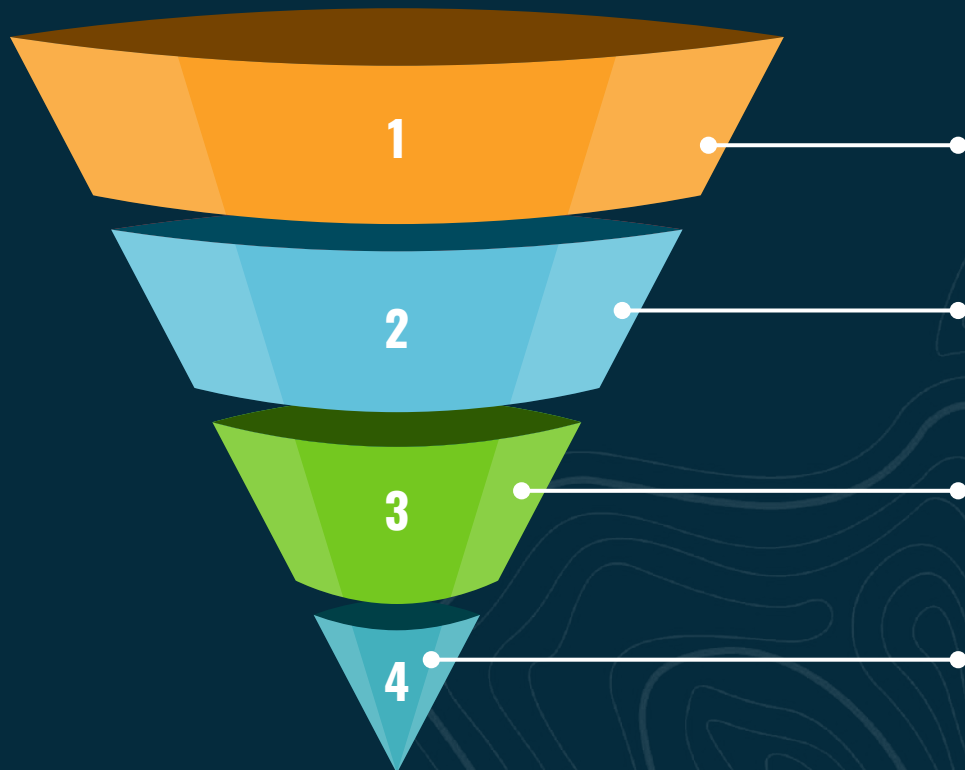
Average duration: 2 months





This is a slide

# Funnel



## Title section

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

## Title section

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

## Title section

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

## Title section

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.





This is a slide

# With a circle



## In-store activation

"buy two magnum percentage off". To secure instore volume space



## Title section@

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## Title section

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



## Title section

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## Title section

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## Title section

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



## In-store

Paper discount coupons +  
QR code for contest (win 1  
year of Magnum)



**Coupon**  
10kr coupon as  
participation reward to  
ensure new store visit



**Online contest**  
Upload receipt of  
2 purchases to play






**Ugglarps**

**Vinn din kasse här**

*Läst att äga +  
gjort att köpa?*

**Hitta alla Ugglarps-par för chansen att vinna en praktisk miljövänlig handlarkasse.**

Klicka på två kort och kom ihåg dem. Upprepa detta tills du hittar alla par som är identiska. Ju mindre tid och klick du behöver för att hitta alla par, desto bättre är dina chanser att vinna. Lycka till!

 1.52
  2
 




Ugglarps produkter hittar du hos ICA, Willy's, Hemsök & City Sörås.  
Ugglarps vego hittar du hos Willy's, Hemsök, City Sörås samt utvalda ICA.

Fyll i utslagsfrågan samt nedan uppgifter, så är du med i tävlingen.

Förnamn\*

Efternamn\*

E-post\*

Gatuadress\*

Postnummer\*

Telefonnummer\*

Kände du till varumärket Ugglarps\*

- Ja  
 Nej

Ugglarps har nyligen lanserat veganska produkter. Vilken Svensk växt är produkterna gjorda av?\*

- Soja  
 Ärtor  
 Potatis

Skicka In



Vinster Tävlingar

# GRILLA OCH VINN!

**GRILLGLÄDJE**  
SPELA MED OSS FÖR CHANSEN ATT VINNA GRILLAR FRÅN KAMADO SUMO.

SPELA MED OSS FÖR CHANSEN ATT VINNA GRILLAR FRÅN KAMADO SUMO.

♥ 2 Poäng 6

**D**  
Dalsjöfors

Dalsjöfors produkter hittar du hos: Ica, Coop, Willys, Hemköp & City Gross

Vinster Tävlingar

# GRILLA OCH VINN!

**GRILLGLÄDJE**  
SPELA MED OSS FÖR CHANSEN ATT VINNA GRILLAR FRÅN KAMADO SUMO.

SPELA MED OSS FÖR CHANSEN ATT VINNA GRILLAR FRÅN KAMADO SUMO.

Bru grillat? Fyll i nedan uppgifter samt utslagsfrågan, så är du med i tävlingen.

Förnamn\*

Efternamn\*

E-post\*

Gatuadress\*

Postnummer\*

Ort\*

Telefonnummer\*

Kände du till varumärket Dalsjöfors innan?\*

Ja  Nej

Vilket år grundades Dalsjöfors köp?\*

1997  1972  1911

Ja, jag har läst: [Dalsjöfors historia](#)\*

**SKICKA IN**

**D**  
Dalsjöfors



Find the differences campaign

# Cereal partners worldwide

Campaign in collaboration with Universal, promoted via ads.

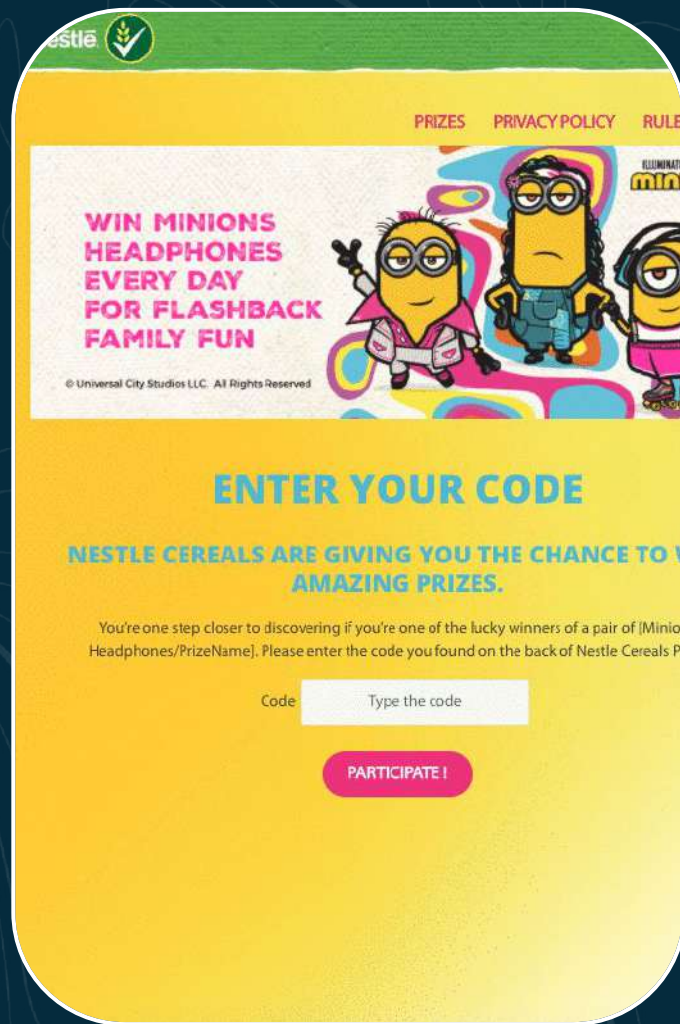
To play the game, participant needed first to buy the product, get the code inside the cereal package and upload their receipt.

**100K**

Participations  
per campaign

**3-5%**

Customers that  
purchased a box,  
participated to  
the campaign





L'Oréal Cacharel "Yes I am" personality test

# L'Oréal

Sampling where participants receive a **personalized sample** based on the result of their personality test

**223K**  
Samples distributed

**6**  
Countries

**cacharel**

*Yes I Am*

#YESIAMCOLLECTION

**POWER IS YOURS**  
**CHOOSE YOUR COLOR**

**Question 1/5**

WHAT IS YOUR MOOD TODAY?  
SELECT 3 WORDS

<input type="checkbox"/> <b>Cool</b>	<input type="checkbox"/> <b>Sensual</b>	<input type="checkbox"/> <b>Fresh</b>
<input type="checkbox"/> <b>Unique</b>	<input type="checkbox"/> <b>Sweet</b>	<input type="checkbox"/> <b>Danger</b>
<input type="checkbox"/> <b>Partyyyy</b>	<input type="checkbox"/> <b>Fatale</b>	<input type="checkbox"/> <b>Chill</b>
<input type="checkbox"/> <b>The Boss</b>	<input type="checkbox"/> <b>Busy</b>	<input type="checkbox"/> <b>Cute AF</b>
<input type="checkbox"/> <b>Daring</b>	<input type="checkbox"/> <b>Powerrrrr</b>	<input type="checkbox"/> <b>Free</b>

**NEXT QUESTION**





Consumer data push

Coupon generation

**Dentalife**  
Testa Purina® DentaLife® gratis idag!



Fyll i informationen nedan och få en gratis Purina® DentaLife® big-pack att hämta ut i butik.

Personen:

Adressen:

E-postadress:

Stadsnummer: +46

Vad heter din hund?

Vilken storlek har din hund?

Ja tack, skicka mig till en detaljbutik. Skicka ut informationen till Purina för att få en gratis Dentalife big-pack och uppgifter om hälsokärla produkter och tjänster.  
 Ja, jag vill ha en gratis Dentalife big-pack.  
[Läs mer om Dentalife big-pack](#)

69 77 44 97  
KUPONGKOD: VISA UPP KODEN I HÅNDEN NÄR DU SKA BETALA



**PURINA** Dentalife  
DAGLIG MUNVÅRD

**VARSÅGOD!**  
En gratis Purina Dentalife big-pack  
-Large, Medium eller Small (värde 49 kr)

**PURINA** Your Pet, Our Passion.

Small hämtas ut på Willys, Hemköp och City Gross. Medium hämtas ut på Willys och Stora Coop. Large hämtas ut på Willys. Endast 1 per hushåll

Täcker varans värde

Kupongen gäller till: 2021-12-31  
Lösas in i följande butiker:  
CityGross, COOP, Hemköp eller Willys

\*Inlöst i butik: Inlöses av ClearOn AB.



FMCG sector benchmarks

In the last 365 days our Swedish customers 



**1.259**

Published  
campaigns



**+12.5 mio**

Participations

# Infant nutrition



## 1. Increase brand awareness

Make sure people spend time with the Nestlé brand so it stays top of mind

## 2. Identify customers

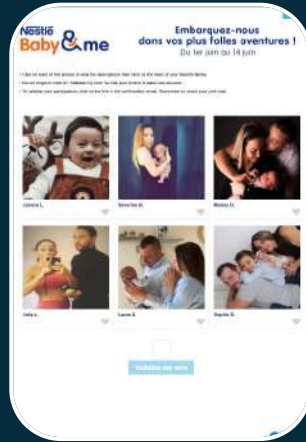
Who has a baby?

## 3. Personalising value exchange incentives:

Personalise based on birthdate, gender, favourite flavours, etc.

\*\*Ne contient pas d'ingrédients d'origine animale.

## Several campaigns throughout the year



## To identify & enrich consumer profiles

A screenshot of a registration form for the "Grand Jeu Nestlé® Ptit Brassé Bio Végétal" contest. The form includes fields for contact details: Parent's name, Parent's first name, Email, Address, Code Postal, and City. It also has fields for Baby's first name and Baby's date of birth. A checkbox asks "Do you have other babies?" with "Yes" and "No" options. A final checkbox states: "I have read the Nestlé Policy on the protection of personal data, I accept the use of my personal data made in this context and I certify that I am of legal age." A "Mail" button is at the bottom.




## WHAT CARE DOES YOUR SKIN NEED?

Discover it now!

Whether your skin is rather dry, normal, oily or even mixed. Your skin type is determined by your genetic makeup. However, the health of our skin can vary considerably depending on the various internal and external factors to which it is exposed.

Not every skin type has the same needs and it is often difficult to know which products are most recommended for your skin and why.

That is why the "Dermocosmetic Laboratories of Eucerin" have developed a digital skin analysis with great care.

Take the quick test to discover **your skin type and personal beauty routine!**

### FIRST ANALYSIS: YOUR PHOTOTYPE

different phototypes, from very light, light, matte to dark. Your skin's phototype is the result of its ability to produce melanin, which imparts your skin's self-protection from the sun.



What is your skin phototype?

- Very light to light skin (4-20)
- Matte skin (20-45)
- Dark skin (+ 45)




## WE ARE ALMOST THERE!

Let us know if and how we can send you your personal results. After processing, your data will be deleted immediately.

Would you like to receive your skin analysis and personal beauty routine by e-mail?  And  new

Last name:

First Name:

E-mail:

### WANT MORE SKIN TIPS AND EXPERT ADVICE FROM EUCLERIN?

Yes! I would like to receive exclusive information about new products, current offers or competitions to become a product tester via email. I can revoke this consent at any time with effect for the future. For further information, please refer to the privacy policy \* [link to privacy policy](#) \*  And  new



## You have VERY LIGHT TO LIGHT, DRY TO NORMAL and DEHYDRATED SKIN.

Your very fair to fair skin (phototypes 1 and 2) is the result of a low melanin production capacity. Your skin's self-protection against the sun is therefore very low, with a maximum permitted exposure time of 5 to 20 minutes and a high risk of sunburn. High sun protection (SPF 30 to 50+) reapplied every 2 hours is essential. Finally, it is recommended to avoid prolonged exposure to the sun between 12 noon and 3 pm.

you have dry skin: it produces less sebum than normal skin, which can lead to a feeling of tightness and discomfort. Due to this sebum deficiency, your skin does not have the lipids it needs to retain moisture and build a protective barrier against external aggressions. It is therefore recommended to provide your skin with a nourishing diet.

Your dehydrated skin is the result of a water shortage due to a lack of "natural moisturizing factors". These are substances that help to retain the water in the skin, maintain its elasticity and suppleness and prevent dehydration. A treatment with hyaluronic acid and/or urea is recommended in your case, because dry skin ages faster.

### Your ideal beauty routine :

Click on the photos to learn more about the featured products.

- I cleanse my skin to remove makeup and impurities and let my skin breathe.
- I give my skin a young and fresh look.
- I hydrate my skin with an adapted day and night care.
- I protect my skin with a sun cream with an SPF adapted to my needs.

Micellar Cleansing Lotion or Cleansing Milk or Foam DermatoCLEAN [HYALURON] + Hyaluron-Filler Serum Hydration Booster + Hyaluron-Filler Extra Rich + Sun Sensitive SPF50-




# Interactive marketing

# Always-on

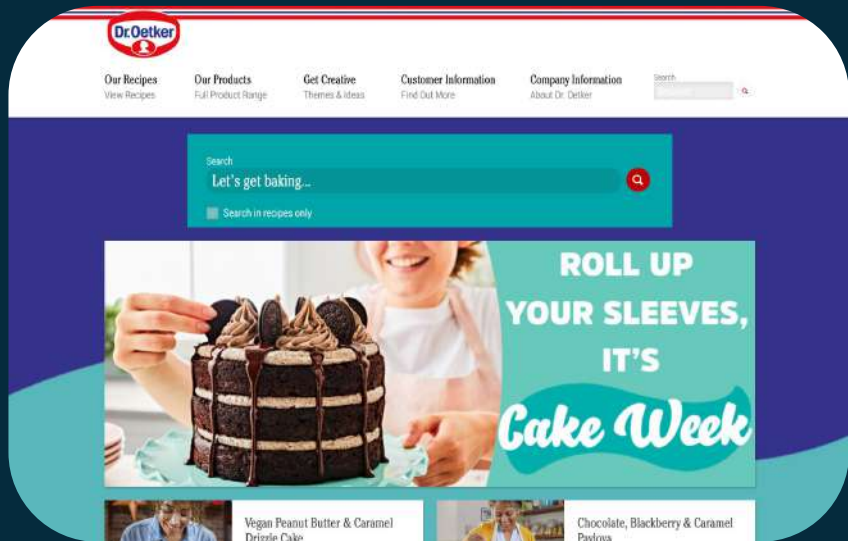
Interactive formats that can stay on your website all year to engage your consumer

E.g. Personality test by Eucerin to offer personalised skin advice to consumer

FMCG market trend

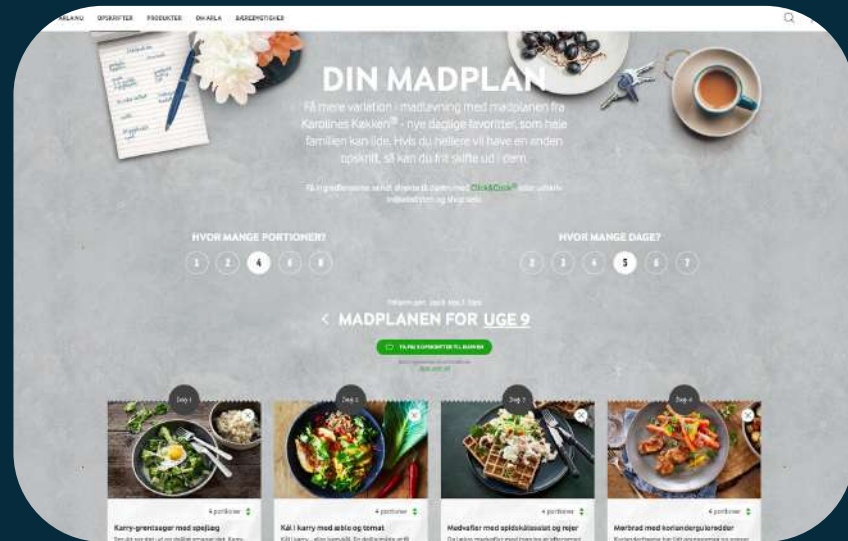
# From static to interactive content

## Content



→ increase **website traffic**  
→ resulting in **behavioral** data

## Interaction



→ people **interact** with the website  
→ resulting in **declarative** data