



Royal Swinkels
family brewers

**Royal Swinkels Family Brewers: from
instincts, to data, to actions**



"We're making first-party data our first priority moving forward to better know and address our consumers. And gamification definitely plays a big part in it."



Koen Baltussen

CRM and website marketer
@ Royal Swinkels Family Brewers

Royal Swinkels Family Brewers: from instincts, to data, to actions

"Today's consumers demand personalisation, but not at the cost of their privacy." (source: **CMSWIRE**) This is probably the sentence that best describes the situation faced by marketers.

Personalisation is not only a must-have or a competitive advantage. Personalisation is something consumers are expecting in each interaction they have with your brand. They want to feel unique, heard and understood, but they are also concerned about the privacy of their data. They want to know what's in it for them, what they'll get in exchange for their data and how brands will use their data.

Now with the **disappearance of third-party cookies**, marketers are looking to find the right balance between personalisation and data privacy. For Koen Baltussen, CRM and website marketer at Royal Swinkels Family Brewers, the solution is obvious: first-party data is the only way forward.

Royal Swinkels Family Brewers is an independent family brewer. With more than 300 different beers (Bavaria, 8.6, La Trappe, Palm, Rodenbach, etc.) and eight breweries, they are one of the oldest family businesses in the Netherlands. They started using the **Qualifio Engage** platform with two objectives in mind:



Collect data to get to know their customers better and find new ones



Interact and engage their consumers regularly via interactive campaigns and games

"Today, 75% of our data collected comes from Qualifio."

Koen Baltussen - CRM and website marketer @ Royal Swinkels Family Brewers

In this success story, we tell you more about how a brand in the FMCG sector like Royal Swinkels Family Brewers has adapted its digital marketing strategy to meet their objectives and match the expectations of today's consumers.

From instincts to data

In total, six brands are using Qualifio Engage to run interactive campaigns and collect data across eight different countries.



Each brand has access to pre-defined campaign templates and **data collection forms** to ensure data is collected the same way across different teams. In 6 months, Royal Swinkels Family Brewers' brands managed to get **an average newsletter opt-in rate per campaign of around 45%**.

And that's not the only milestone they managed to achieve. They reached **110% of their database growth target in 6 months**. Let's now look at Royal Swinkels Family Brewers' top campaigns that have enabled the company to reach their goals.



THE "URBAN ART" GAME

8.6 launched limited edition beers in collaboration with street artists. They put QR codes on their beer cans and challenged consumers to go online to play a game. Once connected, consumers had to find the limited edition beer hidden in the image as quickly as possible. The prize for the winner? A unique piece of art created by street artists. The campaign was launched in France, The Netherlands and La Reunion.

The goal



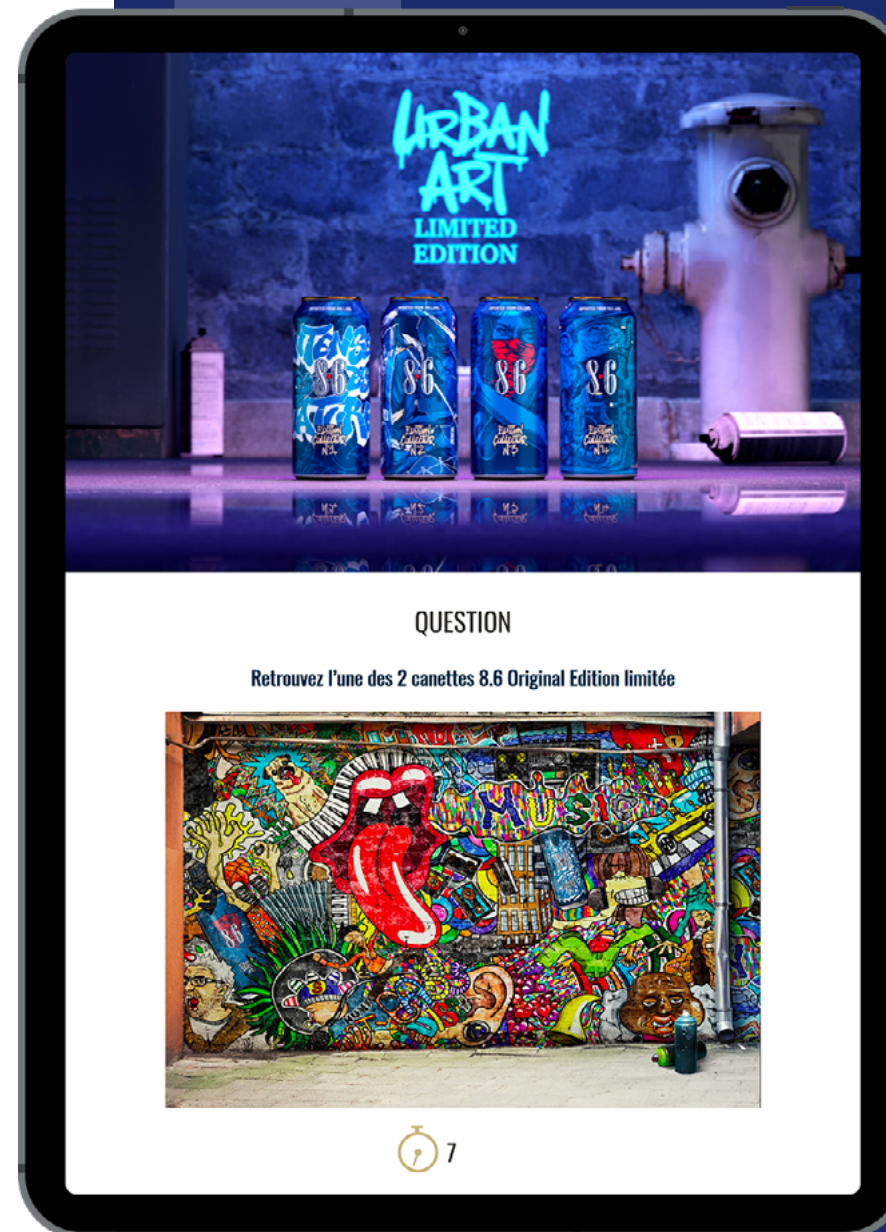
Connect the physical and digital worlds



Engage with 8.6 fans by offering them a unique prize



Collect data



The results

59%

completion rate

37%

newsletter opt-in rate

72%

participation rate



THE CARNIVAL CAMPAIGNS

Carnival is very popular in the Netherlands. However, with the uncertain times we have lived through and without knowing if Carnival would take place, Bavaria decided to assure their consumers they could celebrate Carnival even if the event was cancelled. Via a simple form, consumers could sign up for "Bavaria Carnival Insurance", meaning that if the Carnival couldn't take place, they would be invited to the Carnival organised by Bavaria. In the end, Carnival wasn't cancelled, but this campaign gave the brand a lot of visibility. In addition, Bavaria also launched a personality test, "What type of partygoer are you?".

The goal

Attract the attention of consumers in their hometown

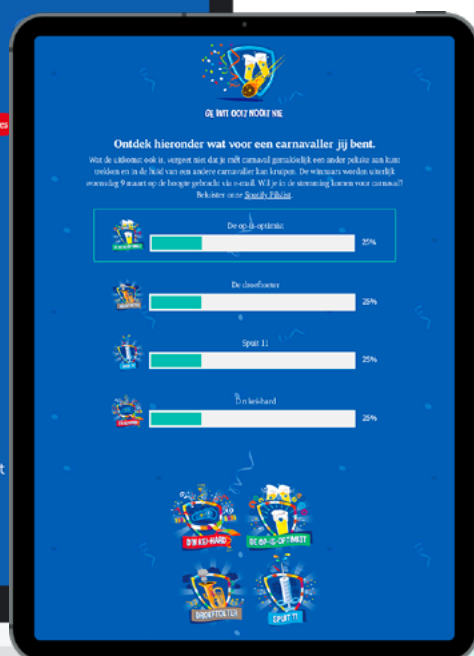


Surf the Carnival news

Collect data



Interact even more with consumers thanks to the personality test



The result

53%

newsletter opt-in rate

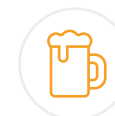


THE VAN DER VALK CAMPAIGNS

Bavaria has an ongoing partnership with Van der Valk hotels. Since they've been using the Qualifio Engage platform, they have launched two campaigns with Van der Valk giving away **unique hotel nights**.

- The first campaign was promoted on social media and a night in Bavaria's brewery was up for grabs. To take part, users only had to fill out a form with their contact details.
- To take part in the second campaign, consumers had to buy 0.0% beers and join by scanning the QR code on the 0.0% packs. The prize? A stay in one of the 50 Van der Valk hotels.

The goal



Promote their 0.0% beer and boost sales



Collect data

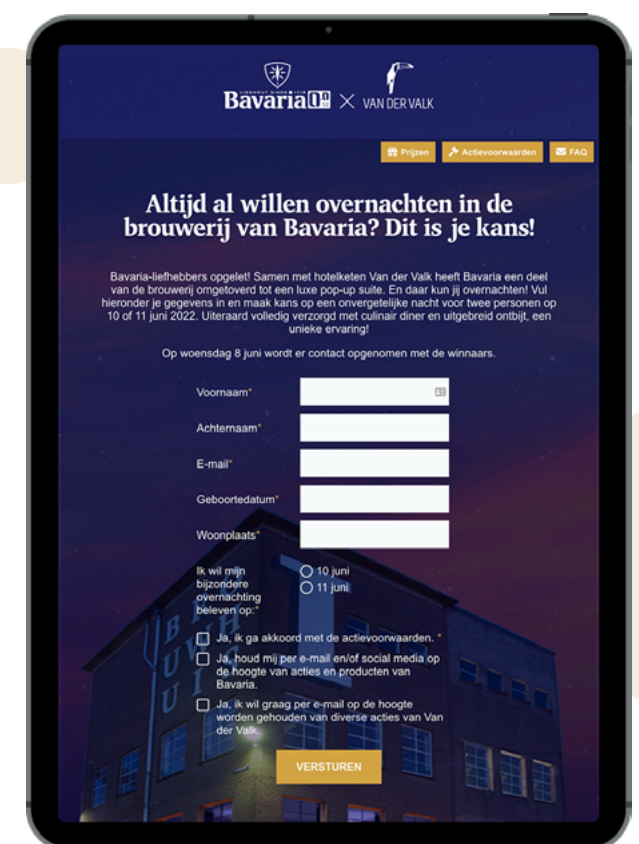
The results

39%

newsletter opt-in rate for Bavaria

39%

newsletter opt-in rate for Van der Valk





As you may have noticed, all these interactive campaigns share a common goal: **collect data to refine current consumers' profiles**. Thanks to these activations, Royal Swinkels Family Brewers can collect more demographic insights in addition to the name and the email address of consumers.

"Don't underestimate the role of gamification. Interacting on a regular basis with our consumers has enabled us to get to know them better, grow our database and reach new consumers. Today, 75% of our data collected comes from Qualifio."



Koen Baltussen

CRM and website marketer
@ Royal Swinkels Family Brewers

From data to actions



All the first-party data collected via their interactive campaigns is sent to a central CRM. The data is then split up between the different brands and countries through automated reports, allowing them to run specific and personalised actions.



EMAIL MARKETING CAMPAIGNS

They use the consented data shared by consumers to send consistent and personalised 1-to-1 communication via email, generally reaching an email open rate of over 30%.



SOCIAL MEDIA CAMPAIGNS

To target new consumers but similar to their core audience, they create lookalike audiences on Facebook based on the data collected. They also use the data collected to launch global and local relevant ads.

Royal Swinkels Family Brewers' ultimate goal is to create a personalised consumer journey based on personal and behavioural data. To achieve this goal, they have set clear objectives for the year ahead, for which Qualifio will play a significant role, according to Koen Baltussen.

- 1 Grow the database with 44% of new consumer profiles
- 2 Enrich 75% of current consumer profiles with 5 data points or more
- 3 Reach a newsletter opt-in rate of over 50% per campaign



“At Swinkels Family Brewers, our goal is to create the ultimate consumer journey. Unfortunately, we don’t have endless resources, so our digital marketing activities need to be efficient and effective. Over the last year, we have set up an infrastructure of digital marketing platforms and systems that will enable us to work smarter, meet our goals and get an ROI. Qualifio is one of them, and a key one.”



Koen Baltussen

CRM and website marketer
@ Royal Swinkels Family Brewers

We hope you enjoyed reading the Royal Swinkels Family Brewers' success story! They collect first-party data with a clear goal in mind: get to know their consumers better in a compliant way, to be able to deliver a personalised customer experience. If you want to read more success stories of brands in the FMCG sector, like Nestlé, Purina or Dr. Oetker, **we've got what you're looking for on this page!**



How Nestlé invests in better customer relationships using Qualifio

[Read now](#)



How Dogofriends promoted Nestlé's new product and raised awareness with interactive content

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

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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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