



“Qualifio 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.”

JEROME CAMURANI,
PERSONALIZED CONSUMER EXPERIENCE @ NESTLÉ BELGILUX



THE STARTING POINT

WHY CRM MANAGERS USE QUALIFIO?

WHY BRAND MANAGERS USE QUALIFIO?

PURINA CASE

1. Nestlé Belgium is using Qualifio **on a regular basis** to propose **engaging formats** to their various audiences.
2. Qualifio takes care of the whole campaign creation to **save as much time as possible** for the brands managers.
3. On top of that, the Personalized Customer Experience Manager is responsible for gathering **fresh and segmented data** and sends it to Nestlé's CRM.
4. The segmented data is then **used for one-to-one communication** (personalised newsletter, custom bannering, ads, samplings, etc.).

KEY FIGURES



20+
brands



100+
campaigns



100,000+
unique leads
collected in 2017



34%
optins
(average of 2017)

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WHY BRAND MANAGERS USE QUALIFIO?

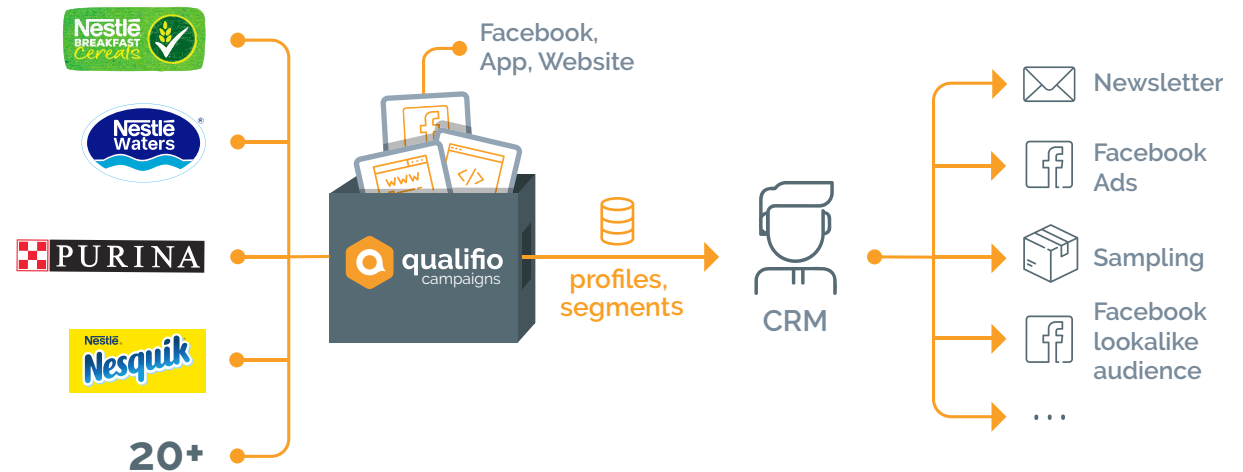
PURINA CASE

COLLECT QUALITATIVE DATA

- **Collection** of qualified, segmented, ready-to-use data through 20 brands (Purina, Nesquik, Galak, etc.)
- **Push** of this data directly to Nestlé's CRM
- **Integration** of tags to monitor campaigns and measure ROI
- **Harmonisation** of data collection through predefined forms

ROI

- Unique participants
- New profiles per segments
- Personalisation



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PURINA CASE

40+ FORMATS OF INTERACTIONS

- **Creation of interactive campaigns** that help turning customers into brand ambassadors
- **Multiple publication channels**
 - Facebook pages, websites, mini-sites, mobile apps
 - Custom URLs such as [nestlepromo.be/nameofthequiz](https://www.nestlepromo.be/nameofthequiz)



QUIZ



GUESS THE WORD



WRITING CONTEST



CHRONO QUIZ



MEMORY



POLL OR VOTE



BLIND TEST



INSTANT WIN



SPOT THE DIFFERENCE



IDENTIFICATION FORM



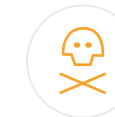
ADVENT CALENDAR



PHOTO CONTEST



PERSONALITY TEST



SUDDEN DEATH



TWITTER LIVE RANKING



VIDEO



SURVEY CONTEST



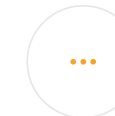
BATTLE



PREDICTION



JACKPOT



THE STARTING POINT

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PURINA CASE

EASE OF USE & AUTONOMY

- **No coding** needed
- Campaign **creation in minutes**: design, structure & integration
- **Templates, forms and models** associated to your brand

ROI

- **More engagement** and loyalty
- Increase of **sales and lead generation**
- Brand **awareness**
- **Opt-ins** collection

INSPIRATION, SUPPORT & EXPERTISE

- **Highly responsive helpdesk** (response time under 30 minutes)
- **Dedicated Account Manager** (inspiration, best practices, ROI calculation)
- Access to a **full library of precious information**: blogs, FAQ, white papers, business cases, etc.
- The **Qualifio Studio** helps the different teams to save time and money
 - Design, structure and campaign integration by the Qualifio Studio
 - Based on the briefing of the team
 - Ready in 3-4 working days

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PURINA CASE

PURINA DIGITAL CHALLENGES



Loyalty

Encourage visitors to come back to its channels



Data collection

Collect prospect data & opt-ins



Engagement

Offer personalised moments of fun and interaction to its audience



Drive sales

in-store and online



Segment database

(purchase habits, behaviour, preference data, etc.) and personalize offers

RESULTS IN A YEAR

10

campaigns created

28%

opt-ins

47,000 +

games

HOW

By **juggling with different formats**.

1. To encourage participation, collect data about its participants and their pets and **segment** its audience, Purina is using:
 - **custom fields** in forms;
 - **fun formats** like quizzes and contests;
 - **discount coupons** as a reward in the exit screen of its campaigns.
2. To **strengthen its customer experience**, Purina is sending **personalized newsletter** to its segments (e.g. those with big dogs) with special calls to action: unique codes (generated within Qualifio) as a key to enter a specific online campaign, receive targeted samples (food for big dogs), etc.

THE STARTING
POINT

WHY CRM
MANAGERS USE
QUALIFIO?

WHY BRAND
MANAGERS USE
QUALIFIO?

PURINA CASE

61%
opt-ins

Essayez Purina® Dentalife® dès maintenant.
Remarquez les bienfaits de Purina® Dentalife® sur la santé bucco-dentaire de votre chien.

Genre * Madame Monsieur

Nom *

Prénom *

Email *

Quelle est la taille de votre chien? *

Avez-vous un chat? * Oui Non

Oui, j'aimerais recevoir les dernières marques Purina et du groupe Nestlé. Nestlé quant à elle n'est pas affiliée à Purina.

IMPRIMEZ VOTRE COUPON

BON -1€

ances sur la santé bucco-dentaire de remporter trois Purina® Dentalife®.

associées à une mauvaise hygiène dentaire responsables de douleurs, de maladies.

FAUX

6,000
coupons
distributed

9,500
segmented profiles
collected



WHAT'S QUALIFIO?

Qualifio is a scale-up headquartered in Louvain-la-Neuve, Belgium, with offices in Paris, Amsterdam and Madrid. Its SaaS platform for engaging digital communities and collecting data is used by more than 400 media and brands around Europe. Qualifio has been ranked in Deloitte's Technology Fast50 for 3 consecutive years, considered as one of the fastest growing technology companies. Customers include: L'Oréal, Euronews, IKEA, Club Med, M6, Nestlé, De Persgroep, Lagardère and RTL.

CONTACT US

or

REQUEST A FREE DEMO

www.qualifio.com