CUSTOMER SUCCESS STORY

How Partenamut is using interactive marketing to attract new customers

PARTENA MUT
On vous simplifie la santé.

Partenamut is an apolitical mutual insurance company active in Belgium.

1M customers

52 agencies

Over **300** partners

Stéphanie Bouty
Mélissa Colemonts

Digital marketing & communication team

GOAL

Better understand customers' and potential customers' expectations

&

Improve brand awareness

TARGET

Customers and potential customers • 25-55 • Francophone • Brussels & Wallonia

CHANNELS

HOW

Interactive content to further engage its digital community

Qualifio is an intuitive and ergonomic platform, allowing us to have an overview of all types of campaigns available and facilitating the creation of our marketing campaigns.
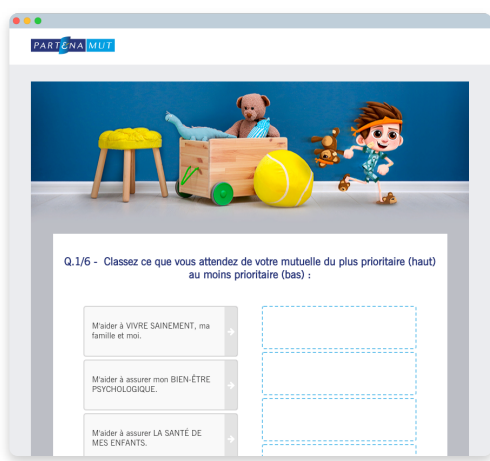
Mélissa Colemonts

## Survey "Maxime milles bobos"

1 Interact

Partenamut conducted a survey asking its audience to rank the services and benefits they expect the most from their mutuality by order of preference.

CHANNELS

2 Collect data

To validate their participation, participants had to fill out a form with their contact information and indicate whether they were already customers.
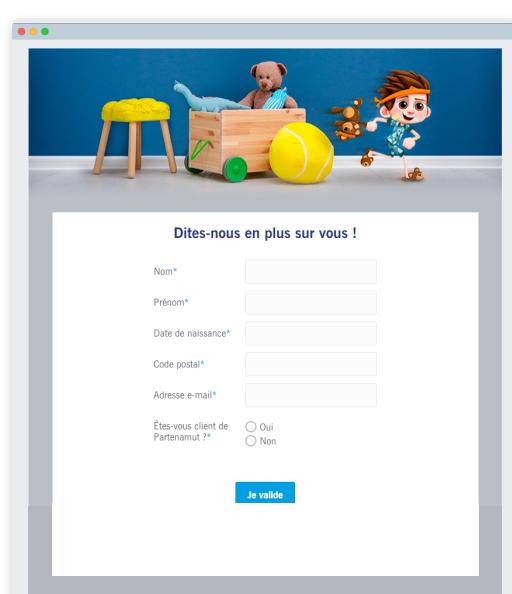
2 400 opinions collected

3 Personalise

Based on these opinions, the team was able to set up personalised display ads on Facebook and Google AdWords. A good way to reach potential customers and increase click through rate! For its future lead generation campaigns, the team plans to create segments and retarget those with a personalised message in line with their expectations.

Partenamut
Sponsored ·

Si comme Maxime Millebobos 😊 vous passez votre temps chez le médecin, adaez-nous à vous simplifier la santé en répondant aux quelques questions de notre grande enquête 👉 😊

See Translation

enquetepartenamut.be
Grande Enquête Santé   LEARN MORE

👍❤️ 14   3 Shares

👍 Like   💬 Comment   ➤ Share

Votre santé compte

Photo contest "Partenamut sponsors your school"

EAT BETTER CHALLENGE

CONTEXT

As part of its **"Eat Better Challenge"** project supporting an healthier diet, Partenamut launched the "Eat healthier at school" challenge via a photo contest. Nursery and primary schools were invited to develop a class project around the theme of children's diet at school, with up to € 3,000 euros to reward the best projects.

CHANNELS

HOW?

Each school had to publish an original picture illustrating their project and invite as many people as possible to like their photo on Facebook. The 20 most popular photos were then submitted to an external jury who chose the winners.
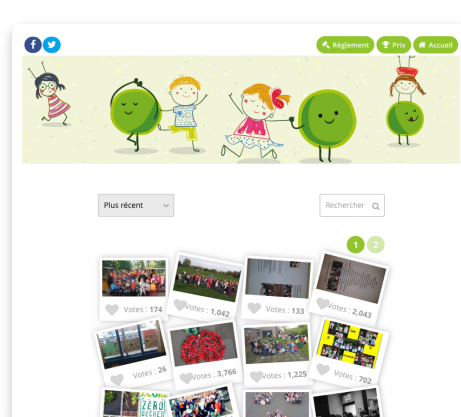
1 850 Facebook shares

84 670 votes

30 schools

The campaign became viral and allowed Partenamut to mobilise schools, and sensitise parents and students to an healthier diet.

TEAM ADVICE

Attract prospects and customers with content that encourages interaction and makes them feel special. It will allow you to increase your conversion rates, but also to retain customers.

qualifio