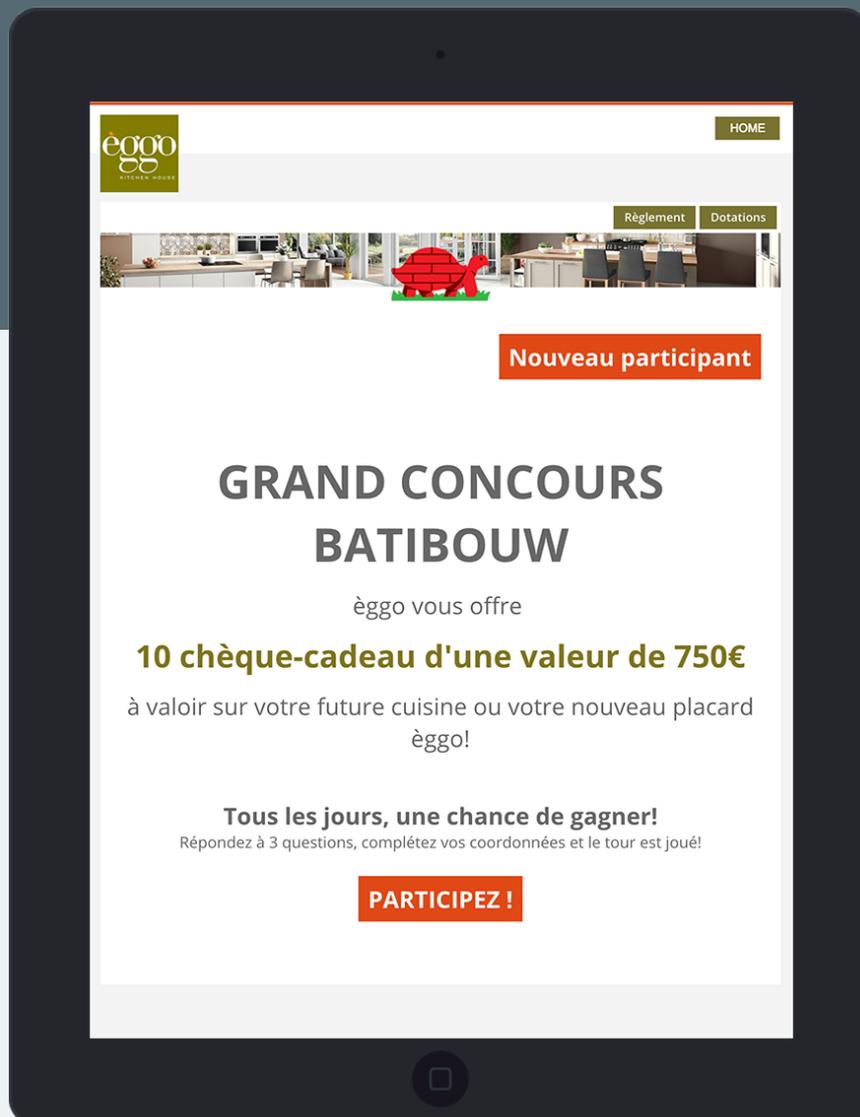


# èggo

KITCHEN HOUSE

## CASE STUDY

How Èggo Kitchen segments their audiences with Qualifio





*Eggo is a Belgian kitchen specialist that has been in existence for ten years. With 45 stores across the country and several branches in Luxemburg and in Spain, the brand created a network of around 400 collaborators and sells on average 15,000 kitchens each year. Eggo started using Qualifio several months ago. Below are the results of this collaboration.*

## WHAT ARE SOME OF YOUR MAIN DIGITAL MARKETING CHALLENGES?



ENGAGEMENT



PERSONALIZATION

Belgians buy a new kitchen on average every fifteen to twenty years, so the product renewal cycle on our market is very long. Which is why it is imperative that we **keep in touch with our clients** and prospects on a recurring basis. We have two main objectives: **animate our present community** via social media and email, and **reaching new prospects** through various digital actions.

On the wider marketing level, we really seek to establish a **cross media** strategy. In addition, we celebrate our 10th anniversary this year. We would like to take this opportunity to offer our consumers a **global digital experience**, including **personalized content** based on the user's interests.



## HOW DOES QUALIFIO HELP YOU ENSURE THAT THOSE OBJECTIVES ARE REACHED?

First, the platform allows us to offer a **lot of fun** to our audiences. This is made possible, inter alia, through **high customization** of our campaigns, which have our own look and feel so that users stay in the world of our brand. This content is very attractive for our consumers.

Secondly, Qualifio helps us **offer new formats**, partly because developing those from scratch would be way too expensive; and partly because the platform provides **many possibilities** that keep inspiring us. It must also be said that the **tool is very intuitive**, both on the creation and the user experience sides.

Finally, the campaigns can be activated through several channels, which is yet another strong point. A single action can be published on a dedicated mini-site, as an iframe embedded on our website, and on our Facebook page. This way, we can **reach different audiences** and grow both our traffic and our conversion rate. Our interactive campaigns are particularly successful on Facebook, where our digital **community engagement** around this type of content is in constant evolution.

## HOW DO YOU USE QUALIFIO TO COLLECT DATA?



AUDIENCE SEGMENTATION



EMAIL RETARGETING

Qualifio makes it easy to target participants not only on the basis of their age group or their region of origin, but to go much further too. What style of kitchen do they like: contemporary or classic? Are they more likely to buy, build or renovate? Are we speaking to a dynamic single person, to a young childless couple, or to parents who are in their fifties? These specific information then allow us to efficiently **target our communication** and to be **more relevant when interacting** with our audience.

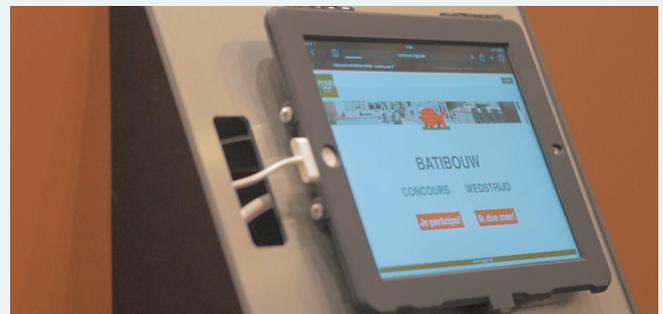


## EXEMPLE : ÈGGO'S BATIBOUW ACTION



700 LEADS CAPTURED AT THE  
TRADE SHOW

For Batibouw\* this year, we created a special area on our stand that was **dedicated to our contest**. In this space, **tablets were provided for visitors**, on which they could answer **three questions about their profile** and leave their contact info. Once the form had been submitted, they were automatically registered to our **contest to try to win a gift certificate**.



\*Batibouw is the greatest professional fair of construction and renovation in Belgium.

We captured **more than 700 unique contacts**, something which for us is a great ROI for this type of event. Crossing databases from several actions, we could see that part of the same community that participated in our previous campaigns had visited our stand.

Behind this campaign, we also had an **email strategy to retarget participants** with the appropriate Èggo kitchen style. The **opening rate** of this retargeting action **exceeded 50%**, with a **click through rate of over 10%**. These are definitely the best results we've ever had. It was a very positive experience for us!



*Géraldine Verbaert*  
*Digital Team Lead - Èggo Kitchen*



*“ Qualifio is the leading online platform to engage digital audiences and collect data by creating and publishing viral interactions on websites, mobile apps and social media. ”*