

Factory Bonaire mall

From web to store

Via CSG Comunicación

About

CSG Comunicación (agency) has a lot of retail clients, including shopping centers. For these shopping centers, communication with visitors is a challenge, because this it is often done directly with the stores rather than with the mall itself. Shopping centers have little means available to collect email addresses that would allow them to maintain a link with their physical visitors. This is where interactive campaigns come in, allowing both more visibility and traffic, through animations and special actions, and to collect data on visitor preferences in order to personalize promotional offers sent via email.

Marketing objectives



Web-to-store: Factory Bonaire uses interactive campaigns to bring foot traffic into their stores through special events and actions.



Segmentation: contests are used to collect preference data and personalize offers sent to visitors by email.



Monetization: several contests highlight specific partners and stores.



Newsletter: the vast majority of identification forms contain invitations to subscribe to the newsletter and receive promotions.

Overall results

17

campaigns
created

53,203

games

29,049

unique profiles

28,746

new unique
profiles

Example Memory: Will you succeed in pairing the cards?

The idea behind the contest? Factory Bonaire, located in Valencia, created a particularly ingenious Memory campaign in order to give visibility to brands, boost their social media, increase their number of opt-ins, and collect data. The goal of the game for the participant: flip cards and match the pairs, in record time. The prize was a voucher of 100 euros. Cards contained brand logos and the identification form offered participants the option to subscribe to the newsletter.

factory Bonaire
TU ÚNICO OUTLET

¡DESCUBRE LAS TIENDAS DE VALENCIA CON LOS MEJORES DESCUENTOS!

DESCUENTOS SOBRE DESCUENTOS

Pon a prueba tu memoria visual y gana 100€ en compras.

¡Juega y gana 100€ en compras!

En los logos de las tiendas y restaurantes de Factory Bonaire uno de los 10 cheques de 100€ en compras que están en juego. Los más rápidos en completar el juego serán los afortunados.

¡Pon a prueba tu memoria visual y podrás ganar tu premio!

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1,112 email addresses collected

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