How Woolworth **expanded** its newsletter database by **358%** in eight weeks

Case study | Woolworth GmbH & Basebuilder B.V. (part of Linehub)

WOOLWORTH®

Basebuilder
part of Linehub

"We are very pleased with team Basebuilder and amazed by the results of this campaign. We have already planned a second campaign. The main reason to choose Basebuilder as our partner again is actually quite simple: they deliver huge volumes of high quality leads, in a very cost efficient way."

Ruben Schmitz
Head of Marketing
at Wootlworth GmbH

Digital connections with in-store shoppers

One of Woolworth's strategic focus points is to be able to connect and communicate with its customers via both offline and online channels.

> "One of our main marketing objectives for 2022 was to expand our email newsletter database and establish online contact relationships with our offline customers. Not only to collect data and insights about our shoppers, but also to accelerate our transition from paper marketing to digital marketing only."

Ruben Schmitz
Head of Marketing at Woolwort GmbH

The objectives:

1 | To expand the newsletter database.

2 | To collect data and build a digital contact relation with offline shoppers.

3 | To accelerate the transition to digital marketing only.

About Woolworth

With over 530 locations, opening several new shops each week, Woolworth is one of the fastest growing department store chains in Germany. Their product range includes decorative and household items, electronics, drugstore products, gadgets, gifts and fashion.

About Basebuilder

Bringing along over 10 years of experience, Basebuilder helps retailers all over Europe to increase their newsletter databases by setting up fully branded online activation campaigns and help them activate their in-store and online shoppers.

3,900,000 scratch cards

732,850 online activations

178,877 newsletter subscriptions

MORE RESULTS ›

Campaign flow

A great part of the campaign's success lies in its **simplicity**. In just a few steps participants could find out whether they had won a prize.

Each scratch card was printed with a **unique code** that gave shoppers a chance to win great prizes like a free holiday to Crete, JBL portable speakers, free access to Bild+ and Woolworth gift cards.

Furthermore each store received its own set of cards, which allowed Woolworth to monitor performance and card distribution on store level.

1 Scratch cards

During April and March of 2022, **3.9 million scratch cards** were handed out to offline shoppers in nearly 500 Woolworth stores across Germany.

"Concerning printing and distribution of the scratch cards, team Basebuilder and their printing partner did a really great job. The quality of the prints was amazing and all scratch cards were delivered in the right box, at the right time and the right place."

Ruben Schmitz
Head of Marketing at Woolwort GmbH

WOOLWORTH®
RUBBELN UND GEWINNEN
10x 100 € WOOLWORTH GUTSCHEIN
50x 50 € WOOLWORTH GUTSCHEIN
200x 25 € WOOLWORTH GUTSCHEIN
30x JBL GO 3
150x 10 € WOOLWORTH GUTSCHEIN
Bild+
EINE WOCHE KRETA FÜR 2 PERSONEN
Urlaubsguru
20x JAHRESABO BILDplus Digital

▼ RUBBEL HIER DEINEN GEWINN-CODE FREI ▼

ABCD12345

WOOLWORTH
Mit freundlicher Unterstützung von unseren Partnern:

Urlaubsguru
JBL   Bild+
kauf·DA

MITMACHEN IST **GANZ EINFACH:**

1 Gehe auf **gewinnen.woolworth.de**
2 Gib deinen Gewinn-Code ein
3 Entdecke Deinen Preis!

Oder scan den QR-Code!
Alle Aktionsbedingungen findest du auf gewinnen.woolworth.de

The back of the scratch card showed an instruction on how to claim a prize in **3 simple steps**. To make it even easier for shoppers, a QR code with a direct link to the campaign website was also being shown on the back of the card.

To **promote the campaign** and drive traffic to their stores, Woolworth pushed the activation campaign in their **weekly action folder**, on **social media** and in their **digital newsletter**. In addition, **POS materials** were placed for extra attention in stores.
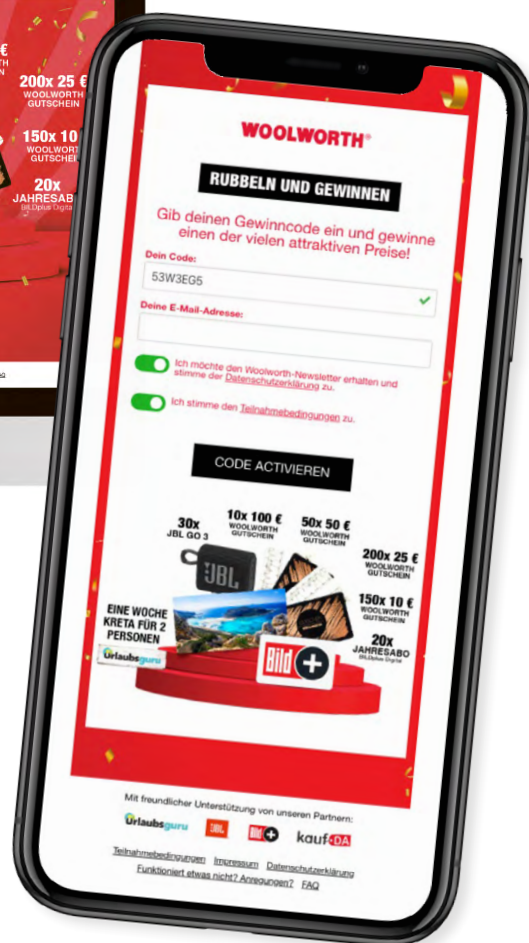
2

Entering win code online

To encourage participation, visitors were asked to enter only their unique win code and email address on the first page of the activation website. They were also given the opportunity to **voluntarily register** for Woolworth's newsletter.
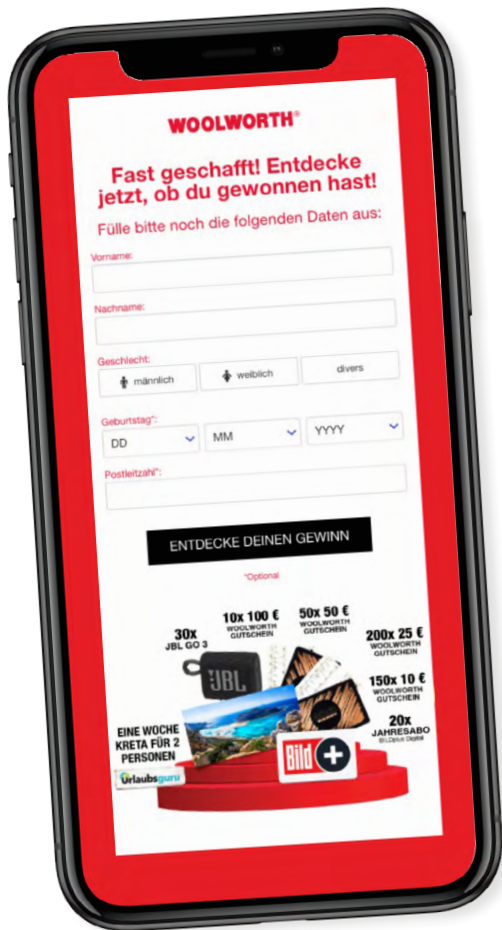
3

Verification of email address

To verify that the entered email address was valid and owned by the participant, an email with a verification link was sent. Only double opt-in newsletter registrations were added to Woolworth's database, ensuring a high deliverability and open rate, and therefore a better sending reputation.
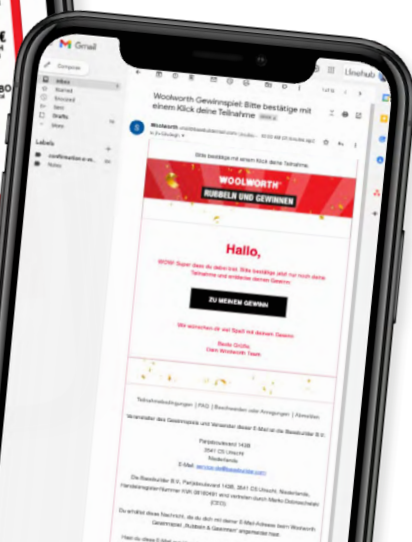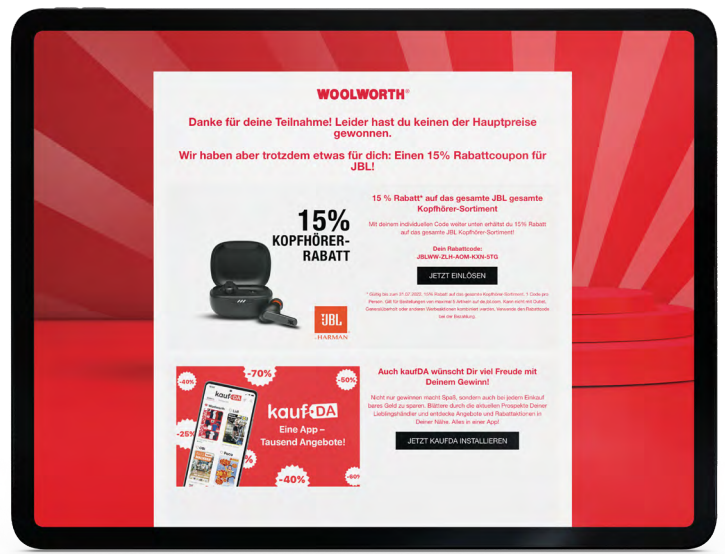
4

Data enrichment

After verification by email, participants were also asked to fill in their name and gender. Entering a postal code and date of birth was optional.

5

Prize page

All participants who did not win a main prize were given an exclusive discount on JBL headphones. Additionally, downloads for kaufDA were stimulated during this step of the campaign flow. kaufDA, a strategic partner of Woolworth, is a German portal, which publishes location-related shopping brochures online. As part of their goal to make the transition to paperless marketing, Woolworth aspires to stop spreading paper shopping brochures and instead publish them digitally via kaufDA and other platforms.
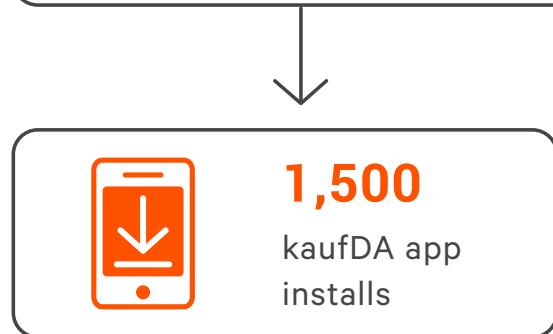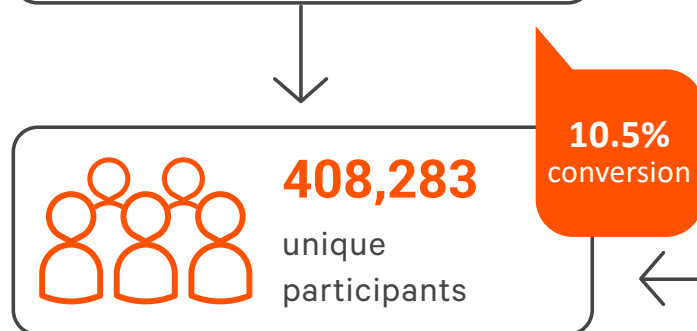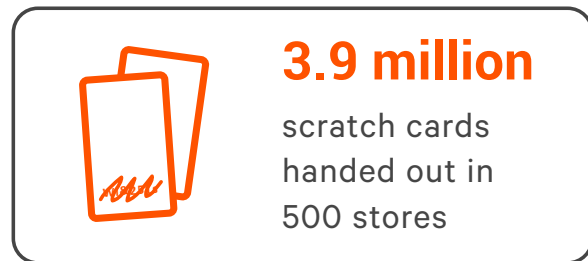
"Basebuilder is really competent in all areas involved in this type of campaign. They are very observant and pay close attention to every detail. It was so easy to work with them and we have absolutely no complaints about the collaboration.

The campaign launched as planned. The online flow and website worked excellent as well, no glitches."

Sophie Sobura
Online Marketeer at Woolworth GmbH

The results

3.9 million
scratch cards handed out in 500 stores

408,283
unique participants

10.5% conversion

178,877
new newsletter subscriptions

43.8% conversion

1,500
kaufDA app installs

"The performance of the email addresses collected with this campaign is surprisingly high. There were just a few unsubscribes and the open rate is 23% - 28%, which is just as high as the rates we used to see on our organically built database."

Sophie Sobura
Online Marketeer at Woolworth GmbH

85% filled in the optional fields 'gender' and 'birth date'

Real time statistics

The campaign results were shown in real time, with a range of filters and selections available. The number of participants and newsletter subscriptions, as well as demographic data and information about the used devices and traffic sources were displayed. Woolworth was also able to monitor campaign performance on store level, allowing them to motivate and reward their stores based on performance.
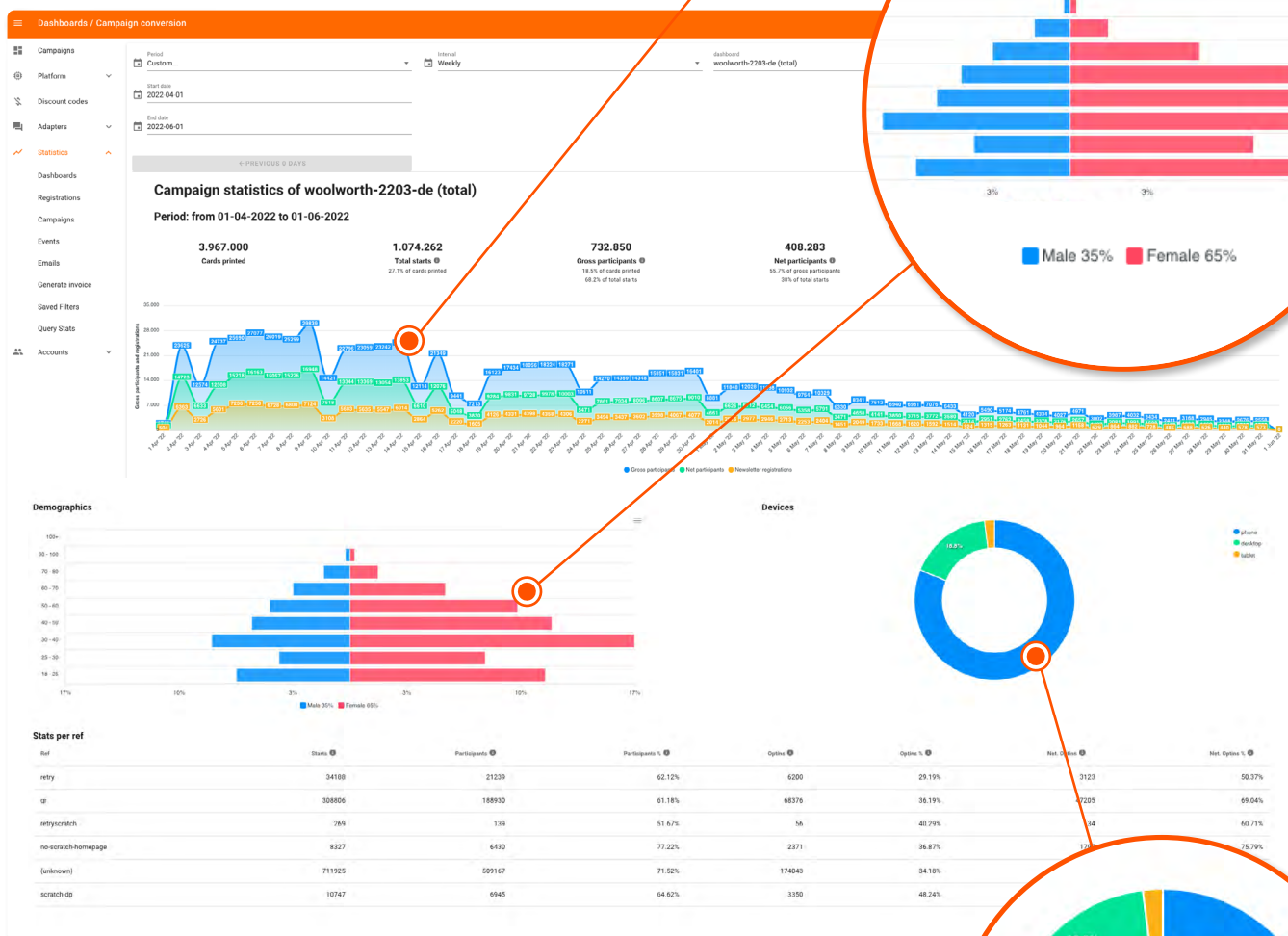
> "We are completely satisfied with team Basebuilder. They answered very quickly and often replied to us within 10 minutes, it was almost like a live chat. Basebuilders platform for clients is very steady and easy to use. It enables us to manage the campaign and look real time into detailed results."

Sophie Sobura
Online Marketeer at Woolworth GmbH

Curious what Basebuilder can do for you?

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