Here are the 7 best lead campaigns from the electronics and technology industry

Overview

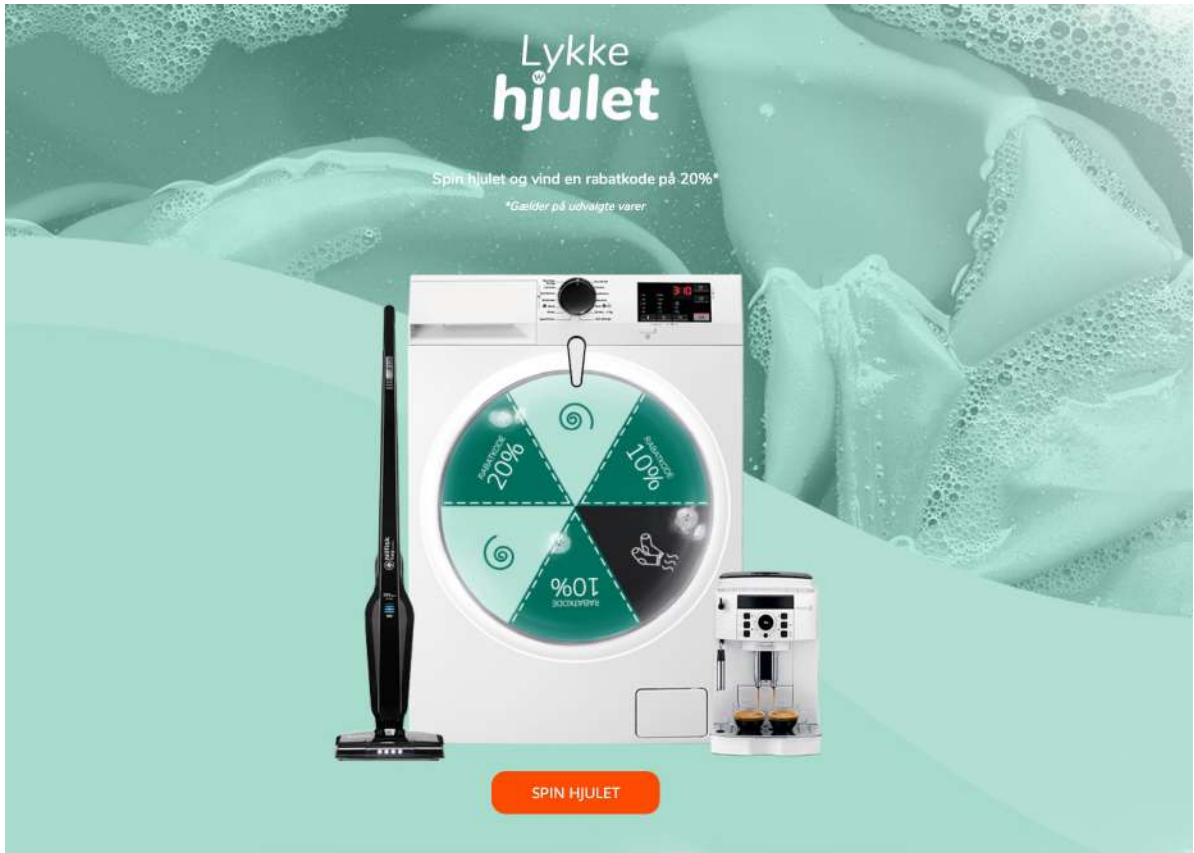# Table of Content

Scratcher

Always-on Campaign

A fun and entertaining campaign where participants spin the wheel and immediately see if they've won.

Campaign objective: Whiteaway aimed to collect as many relevant leads as possible at the lowest possible cost.

About the lead campaign: Whiteaway created an Advent calendar with the game format "Wheel of Fortune" for their holiday campaign. Every Sunday in December, a door on the campaign page opened to reveal the game. The competition lasted a month with 4 weekly prizes ranging from €120 to €500 in value. Visitors entered their information, spun the wheel, and received instant notification of their prize.

Results: The lead campaign generated 26,014 leads in just 4 weeks.

UNIQUE VISITORS	UNIQUE PARTICIPANTS	CONVERSION RATE
75.526	**26.014**	**34%**

Scratcher

Product Guide Campaign

A coffee guide campaign with recommendations and advice for finding the right coffee machine.

Campaign objective: Whiteaway aimed to uncover potential customers' interest segments while providing them with a recommendation for a specific product that suited them.

About the lead campaign: The campaign had a conversion rate of 21% - 1,210 people completed the preference test and provided 1. and 0. party data, including contact information and their coffee preferences. These details were later used for targeted retargeting and email campaigns.

Results: 5,856 visitors, including 1,210 unique participants, with an overall conversion rate of 21%.

UNIQUE VISITORS	UNIQUE PARTICIPANTS	CONVERSION RATE
5.856	**1.210**	**21%**

Scratcher

Omnichannel Campaign

Livestreaming with high engagement and a conversion rate of over 40%.

Campaign objective: POWER aimed to increase sales and bridge the gap between physical and digital shopping experiences through their omnichannel marketing strategy.

About the lead campaign: POWER livestreamed videos on their website and social media, where viewers could spin the wheel, win prizes, and purchase products. The campaign successfully combined physical and digital gamification, promoting engagement and audience interaction.

Results: The live shopping campaign attracted between 30,000 and 140,000 viewers and had a conversion rate of over 40%.

NUMBER OF VIEWERS FOR LIVESTREAMS:

30.000 – 140.000

CONVERSION RATE

+40%

Scratcher

Black Friday Campaign

Black Friday campaign in 6 formats with the aim of providing extra benefits and great discounts to Whiteaway's existing email database.

Campaign objective: Whiteaway wanted to alert their existing email database that they could be the first to receive notifications about good deals and discounts during Black Month.

About the lead campaign: Whiteaway easily launched 6 different campaign formats in 3 countries using a scratch-off solution. Over half of the visitors participated and scratched to reveal the amazing discounts.

Results: Whiteaway updated their email database with new data points, and their permission data was "refreshed." The overall participation rate was 57%

NUMBER OF FORMATS	NUMBER OF MARKETS	PARTICIPATION RATE
6	**3**	**57%**

Scratcher

Event Campaign

A birthday and activation campaign with various prizes to win.

Campaign objective: Whiteaway aimed to attract new leads and expand their email database.

About the lead campaign: Whiteaway created an event campaign in the form of a scratch card competition for their birthday celebration. Visitors entered their information and were allowed to scratch a card with the chance to win fantastic prizes. The event campaign ran for a short period in connection with the birthday celebration.

Results: The event campaign generated nearly 6,000 unique visitors to the site with an achieved conversion rate of 36%
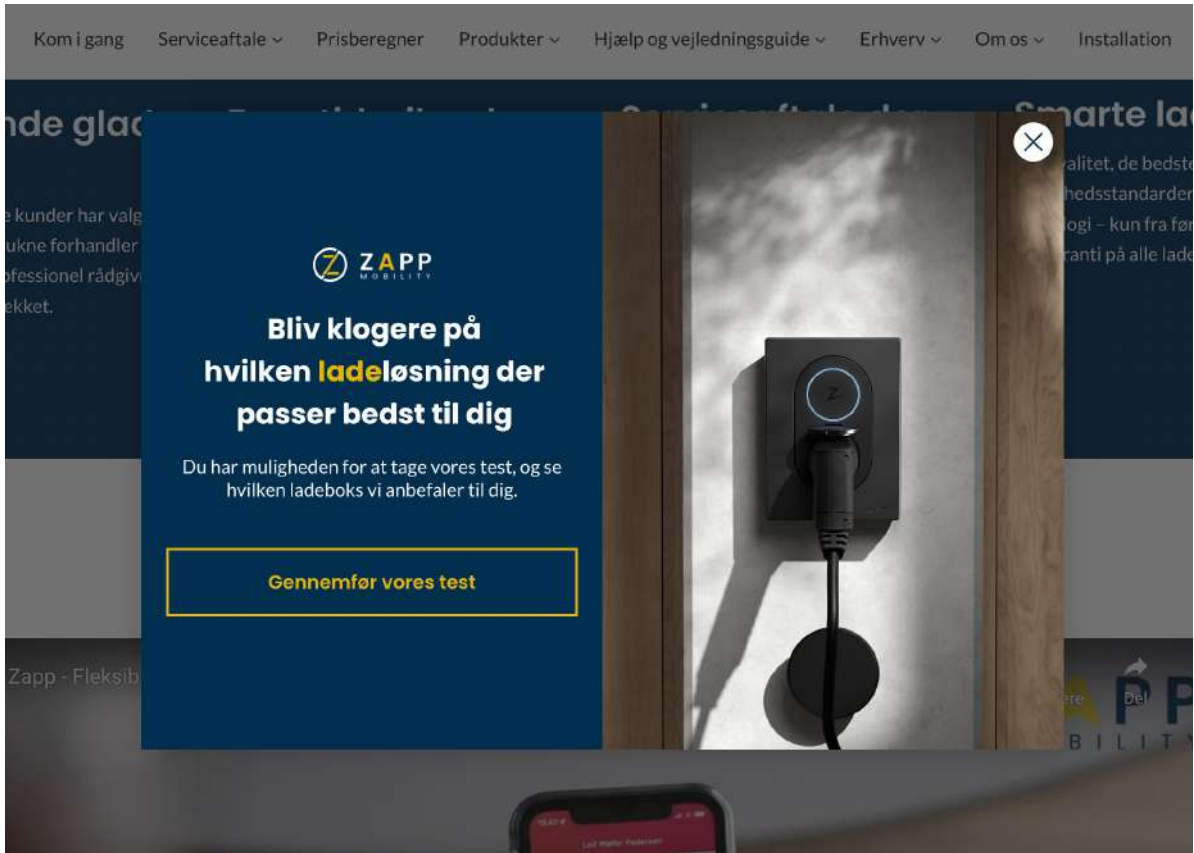
UNIQUE VISITORS	UNIQUE PARTICIPANTS	CONVERSION RATE
5.963	**2.144**	**36%**

Scratcher

Product Selection Campaign

A pop-up quiz on the website to help visitors find the right charger that suits their needs.

Campaign objective: Zapp aimed to minimize customer hassle in choosing the right charger for their electric vehicles while collecting leads.

About the lead campaign: Zapp created an interactive quiz on their website and promoted it on social media. The quiz allowed visitors to find the perfect charger for their vehicle and receive useful information. By implementing gamification, they aimed to engage customers and collect leads.

Results: In just two months, Zapp collected 834 leads, and 10% of them subsequently purchased a Zapp charging station.
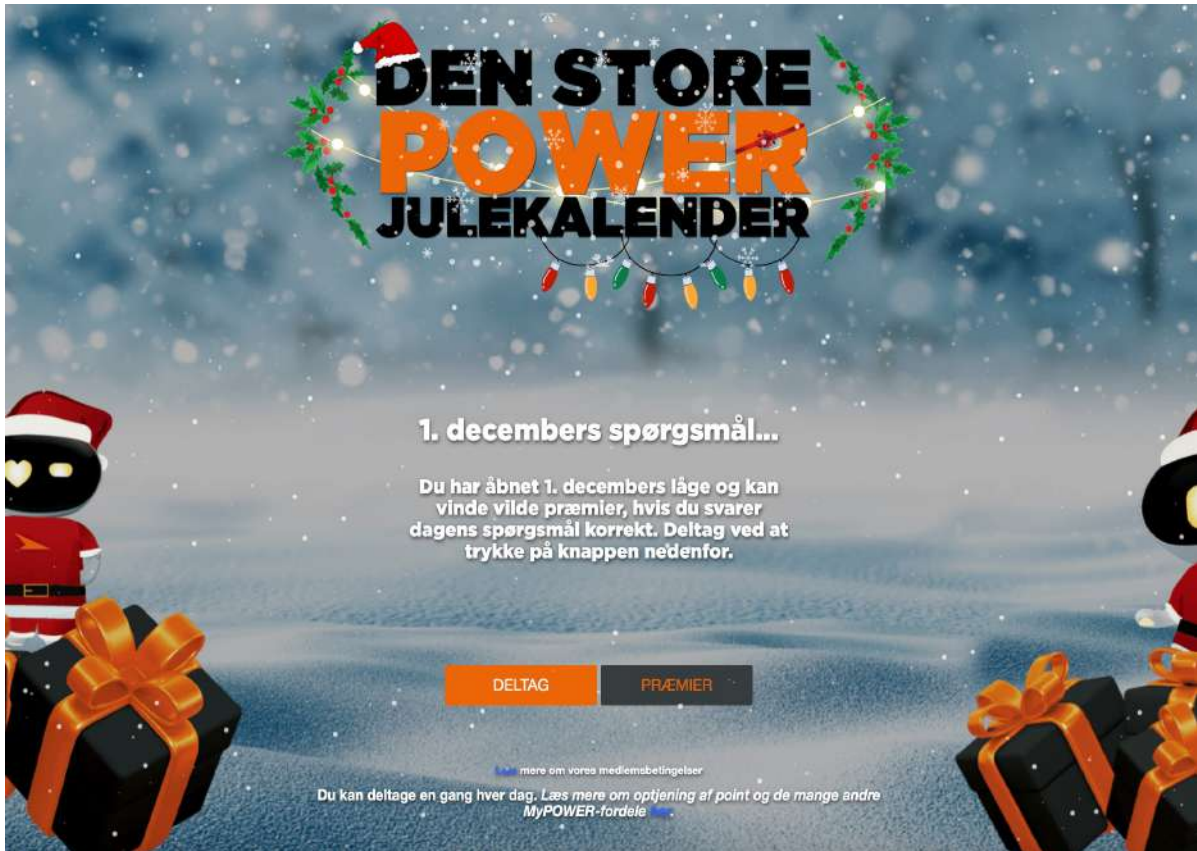
UNIQUE VISITORS	NEW LEADS	SALES CONVERSION RATE
8.578	**834**	**10%**

Scratcher

Christmas Campaign

A Christmas calendar on the website to create top-of-mind awareness during the holiday season for Power.

Campaign objective: Power aimed to ensure that they were top-of-mind during the Christmas period and that electronic gifts for Christmas were purchased from Power.

About the lead campaign: The campaign ran leading up to Christmas and was also shared through their existing email database. There were prizes at stake every day, and the Christmas calendar helped generate significant attention for Power in December.

Results: 50,000 people visited the Christmas campaign, and more than 40,000 participated in the competition. The daily conversion rate averaged at 80%.

VISITORS	PARTICIPANTS	CONVERSION RATE
50.000	**40.000**	**80%**

Scratcher

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Demo call 📞

Schedule a Call with One of Our Representatives and Learn What Scratcher Can Do for You
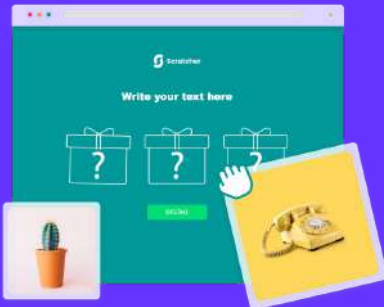
Learn how your company can use Scratcher to collect leads, increase engagement, and boost your sales.

Are you ready to enhance your marketing strategy?

scratcher.io/contact

Try

14 days free trial period ✅

Create a Free Account and Build Your First Campaign!

- Choose from 20+ game types
- User-friendly drag-and-drop editor
- No setup fees or hidden gimmicks

Are you ready to enhance your marketing strategy?

app.scratcher.io/register

Scratcher

Here's What Our Customers Are Saying

"Scratcher has meant that we now have an extension of our system that opens up for even more possibilities in our lead collection.

In fact, for a period, we experienced that we collected more leads than we could allocate to our partners."

Karoline Lykke

Communication Manager at Danish Housing Assessment

"I would recommend Scratcher for people who want to get a game that looks better, is cheaper than competitors, and where they are also able to set it up, test it, and tweak it themselves - the platform is ideal if you are looking to get really familiar with gamification whether you're a team lead or a specialist."

Joakim Sigvardt

E-commerce Manager at Power

"[We] saw a huge, huge rate on people who were going through [the calendar] ... the conversions were higher than I've ever seen! But, also what was really interesting to see was that we gained ... 130% more on our newsletter! The numbers were quite low from a starting point of view, but the percentage was really high once we were done."

Casper Svanemose

Marketing Manager at Continental

Scratcher