

Report

Here are the 7 best lead campaigns from the home and household industry

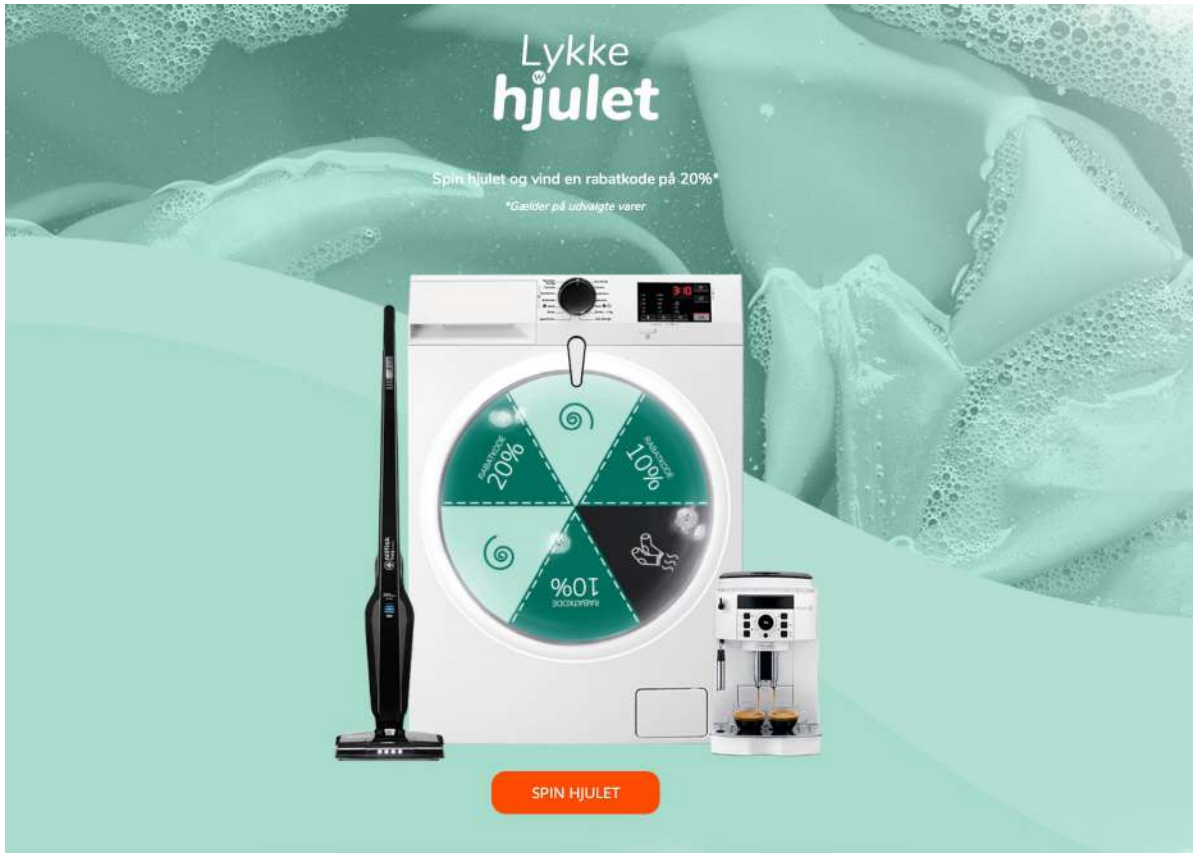
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Always-on Campaign

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

75.526

UNIQUE PARTICIPANTS

26.014

CONVERSION RATE

34%

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

5.856

UNIQUE PARTICIPANTS

1.210

CONVERSION RATE

21%

Loyalty Campaign

Brugseni used gamification as part of their marketing strategy to launch their new app and attract more loyal customers.



Campaign objective: Brugseni aimed to enhance benefits for their loyal customers and the conversion rate for their new app through strategic gamification marketing.

About the lead campaign: Brugseni launched their new digital loyalty program with a Wheel of Fortune campaign. They offered loyal customers extra benefits such as discount codes, popular products, and a chance to win a big prize.

Results: The campaign attracted over 57,000 participants through the app, generated over 9,000 new leads for Brugseni, and increased the number of members in their loyalty program to over 38,000.

UNIQUE PARTICIPANTS

57.000

UNIQUE NEW LEADS

9.000

INCREASED MEMBERSHIP

38.000

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

6

NUMBER OF MARKETS

3

PARTICIPATION RATE

57%

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

5.963

UNIQUE PARTICIPANTS

2.144

CONVERSION RATE

36%

Gift Card Campaign

BOBO attracted over 6,800 unique participants with their gamification campaign, achieving their lowest cost per lead ever.



Campaign objective: BOBO wanted to gather many leads for their newsletter to provide targeted information and offers to their customers and convert interested visitors into buyers.

About the lead campaign: BOBO created a gamification landing page with the Wheel of Fortune game format. Participants could enter their information and spin the wheel to win a gift card worth 2,000 DKK for BOBO's online store. They also offered 1,000 consolation prizes with gift cards. The combination of large and small prizes provided BOBO with valuable customer data and increased targeting opportunities.

Results: BOBO attracted 6,845 participants, and the cost per new lead was only 1.33 DKK – the lowest ever for BOBO.

UNIQUE PARTICIPANTS

6.845

COST PER NEW LEAD

1,33 KR.

NUMBER OF CAMPAIGNS

3

Black Friday kampagne

Lampeguru's Black Friday Campaign generated a six-figure revenue and 4,582 unique leads.



Campaign objective: Lampeguru aimed to increase traffic to their webshop and create an interactive customer experience by using gamification during their annual Black Friday sale.

About the lead campaign: Lampeguru integrated the Wheel of Fortune gamification format into their Black Friday campaign. They gave their audience the opportunity to win gift cards up to 1,000 DKK. All participants who didn't win one of the main prizes received a consolation prize in the form of a discount code for future use.

Results: The campaign achieved a conversion rate of 56% and generated 4,582 unique leads.

UNIQUE LEADS

4.582

CONVERSION RATE

56%

REVENUE GENERATED IN DKK

+100.000

Book

Demo call



Schedule a Call with One of Our Representatives and Learn What Scratcher Can Do for You

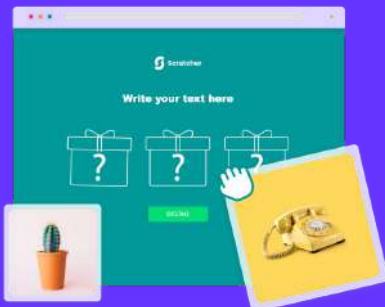
Learn how your company can use Scratcher to collect leads, increase engagement, and boost your sales.

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

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

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“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 Swanemose

Marketing Manager at Continental