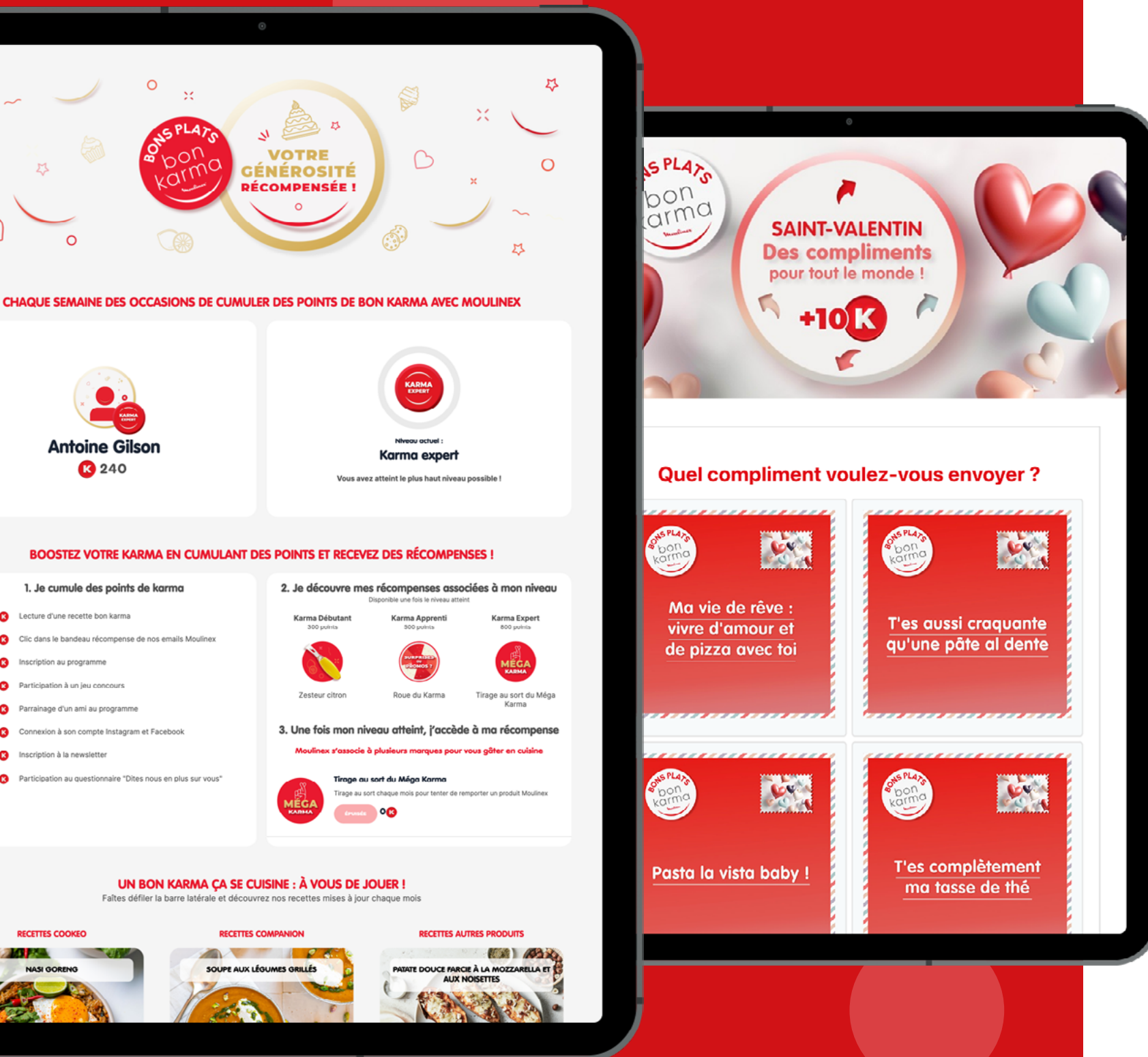




# Engagement, qualification, and personalisation: the 3 pillars of Groupe SEB's marketing strategy

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## Introduction

Seeking to create connections and engage consumers is the battleground for marketers in the era of the end of third-party cookies and, more broadly, **data deprecation**. In today's landscape, brands are challenged to amplify their creativity to deliver more personalised experiences to their audience. In this context, we spoke with **Daphné Roux, CRM project manager at Groupe SEB**, a global leader in small household appliances.

For over a year, the Group has successfully integrated the Qualifio platform into its marketing strategy, achieving notable success, among other things, with its "*Bons plats, bon karma*" rewards program launched for the Moulinex brand. For Daphné Roux, primarily responsible for the Moulinex and Krups brands, their marketing objectives revolve around three main axes:

- 1 **First-party data collection**
- 2 **Consumer engagement**
- 3 **Data qualification**

To achieve these objectives, Groupe SEB has invested in interactive and gamified experiences created with the Qualifio platform, encouraging ongoing engagement with its various brands. Dive into the client case for further insights!





*"Data collection and qualification are essential for a company today. They have been an undeniable pillar for a long time because everything else cannot proceed properly without them. Now that we have a solid database, we can establish strong connections with our consumers."*



**Daphné Roux**

CRM Project Manager  
@ Groupe SEB

## Data collection for better engagement

Today, Moulinex maintain a database of **several million consumers**, with 46% of them actively engaging with the brand, mainly through contests organised with Qualifio.

The engagement objective stands out as a core priority in Moulinex's strategy. Qualifio enables them to offer their audience various experiences while increasing their click-through rates through gamified formats. Qualifio's interactive formats have allowed Moulinex to **increase their click-through rate by 0.5%**.

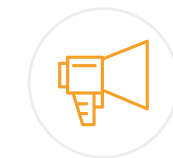
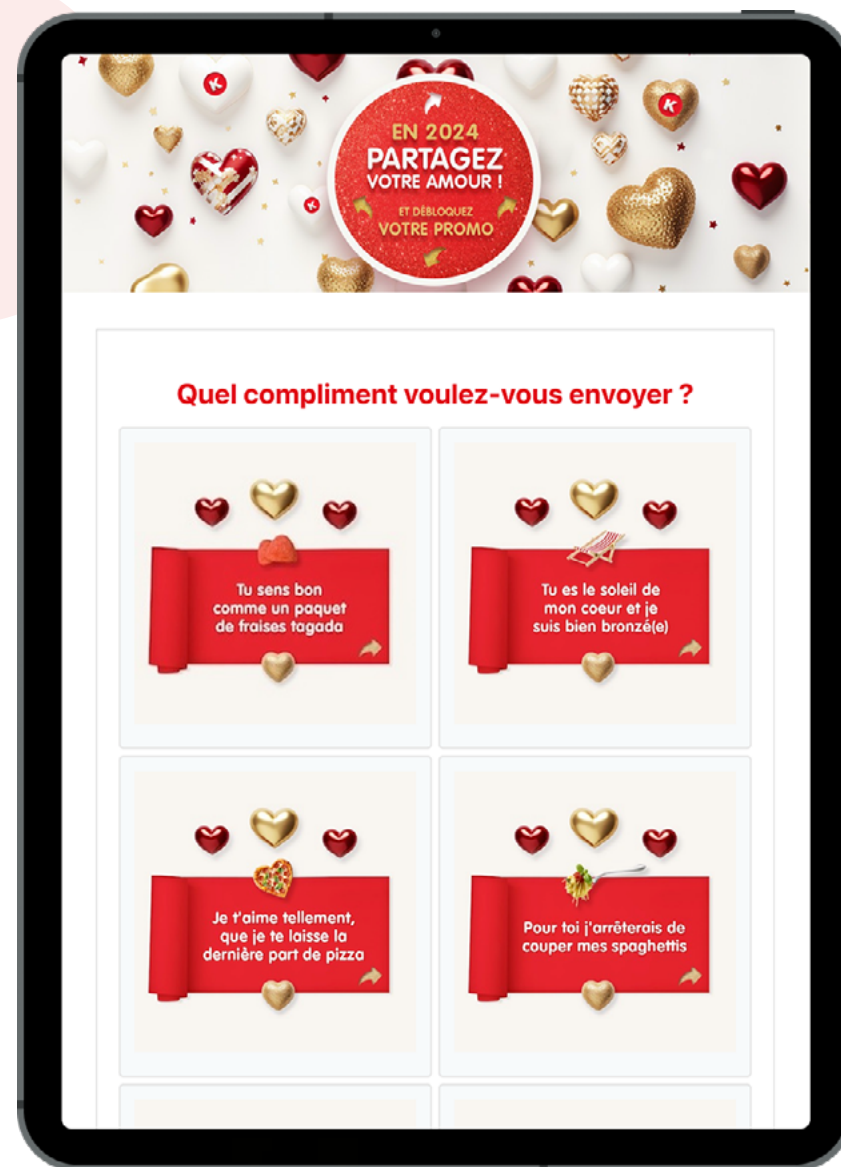
*"Our current goal is to strengthen our connection with our community. Qualifio provides us with this opportunity by actively engaging our consumers through interactive formats during special events and ongoing initiatives throughout the year."*





Let's examine some examples of campaigns carried out by Groupe SEB brands to enhance audience engagement.

The year-end period always presents excellent marketing opportunities, including key moments like Halloween, Black Friday, and Christmas. That's why, during Black Friday, Moulinex introduced a **compliments generator**, enabling participants to send love and compliments to their loved ones along with a 10% discount voucher. This campaign combined engagement, personalisation, and data collection by soliciting information such as participants' postal codes or birthdates.



ENGAGEMENT



PERSONALISATION



DATA COLLECTION

Another example is the Krups campaign designed specifically for the Rugby World Cup. After making their predictions, participants were invited to fill out a form to try to win one of the sandwich maker appliances offered, and **40% of them signed up for the Group's newsletter**.



40%

newsletter opt-in rate



The brands within the Group also leverage the platform as part of **partnerships, thus expanding their audience reach**. They launch co-branded campaigns with a double opt-in, promoted through both their and the partner's newsletters. These sponsored campaigns allow Moulinex to attract around **10,000 new subscribers to their newsletter**.

During the holiday season, Moulinex collaborated with Qwetch to launch a contest in which participants had to fill out a form to win products from both brands.

This campaign achieved success in both data collection and engagement. In 10 days, it attracted 31,165 participants, with almost **20,000 new users** for Moulinex, and Qwetch managed to get a **34% newsletter opt-in rate**.

Additionally, it allowed Moulinex to improve their newsletter performance, boosting their click-through rate from **1.5% to 4.5%**.

20,000

new users  
for Moulinex

34%

newsletter opt-in  
rate for Qwetch1.5% 4.5%  
increase  
click-through rate

*“When we started using Qualifio to provide our consumers with tailored content and enhance our click-through rates, we were thrilled by the results. This motivated us to delve deeper into the platform's features, particularly the reward programs, for our Moulinex brand, which boasts a highly engaged community of food enthusiasts.”*

**Daphné Roux**CRM Project Manager  
@ Groupe SEB

## Qualifying their database with the “*Bons plats, bon karma*” reward program

To boost consumer engagement and qualify their database, Moulinex have introduced a **points accumulation system in the form of a reward program** called “*Bons plats, bon karma*”, which incentivises consumers for their interactions with the brand.

### Participants in the program have multiple ways of earning karma points:

- By reading a Moulinex recipe
- By reading a weekly tip
- By following the brand on social media
- By completing informational surveys
- By subscribing to the newsletter
- By referring a friend
- By participating in various monthly games and campaigns

For example, to end the year on a high note, Moulinex introduced a special **Advent calendar** in collaboration with other brands, offering daily contests for a chance to win great prizes.



The program's campaigns are strategically aligned with key events of the year, granting members ten points for each participation. By centralising campaigns in one location, participants **only need to log in once, thanks to the SSO connection**, to engage with the brand and earn points.

For Valentine's Day, the brand offered program members two romantic-themed campaigns. One featured a **memory game** where participants had to match pairs of household appliances to win discount vouchers.





*"The goal is to continuously fuel this program by adding new monthly campaigns, encouraging participation and rewarding our consumers' engagement. We also plan to transform our loyal customers into ambassadors by inviting them to create content about our products and offering them exclusive benefits."*



**Daphné Roux**

CRM Project Manager  
@ Groupe SEB

To address the goals of engagement and qualification, the program was introduced by initially targeting Moulinex's existing database through newsletter distribution and social media posts. This initial phase successfully piqued the interest of Moulinex's loyal customers and online community. Subsequently, the program was extended to a broader audience as it was featured on the brand's website homepage. This increased visibility attracted even more consumers, amplifying the impact and reach of the initiative.

As a result, within 3 months, the *"Bons plats, bon karma"* program gathered **over 16,000 members, surpassing the initial target of 15,000**.



**16,000**

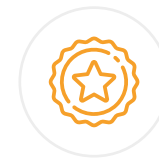
members in 3 months



Members' shopping carts are

**2x higher**

than the average.



**88%**

of members own a  
Moulinex product



The campaign completion rate is

**3x higher**

in the program



**3.3% of sales**

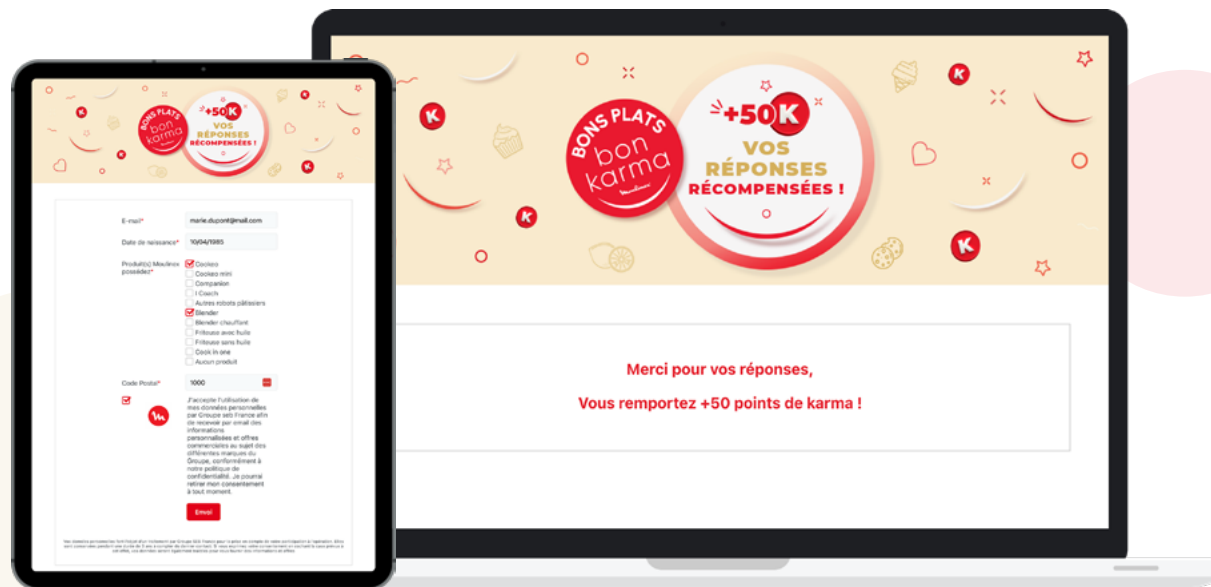
from November to March are  
coming from program members

*"Feedback from a recent event highlights how our reward program has significantly strengthened connections with our consumers. Some are even logging in daily to explore new offerings, showcasing ongoing engagement and enabling us to enhance our current database."*

## Enriching data to personalise audience experience

In addition to deepening consumer interactions, Moulinex have another significant goal: to **qualify their existing database**. Indeed, in just a few months, they have succeeded in qualifying the profiles of most of their loyal consumers through data collected via the reward program.

The **informational surveys** integrated into the “*Bons plats, bon karma*” program aim to achieve this qualification objective. They encourage consumers to share more information about themselves, such as their postal code, date of birth, or the type of appliance they own, in exchange for an extra 50 points and a more personalised experience.



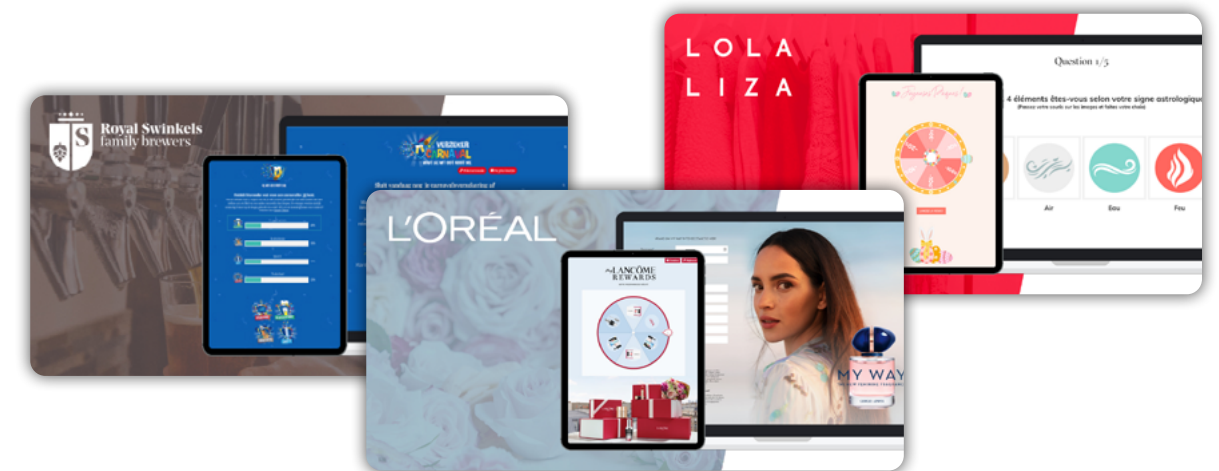
This specific data collection subsequently allows Moulinex to set up automatic email or SMS triggers and target their prospects and consumers more precisely with personalised content. These automatic triggers include, for example, sending birthday emails with a discount, as well as SMS campaigns based on postal codes to promote Moulinex stores, particularly Tefal stores in France, targeting individuals geographically close by.

*"The agility and flexibility of the Qualifio platform enable us to effortlessly implement all our ideas, from data collection to database qualification and ongoing engagement with our community."*

We have reached the conclusion of this customer success story. We hope you've enjoyed discovering Groupe SEB and the Moulinex brand from a fresh perspective!

Data collection, enrichment, and qualification are essential steps for the success of any business in today's digital world. Gamification proves particularly effective in obtaining this data as it fosters audience engagement. Maintaining regular audience engagement and providing personalised content also strengthens the bond between the audience and the brand.

If you would like to explore similar success stories, we invite you to [check out all available case studies on our website](#).







## About Qualifio

Qualifio is the leading European first- and zero-party data collection platform for consumer brands. We enable marketing teams to get to know their audiences through interactive and gamified experiences, offering compelling reasons for ongoing engagement with their brand.



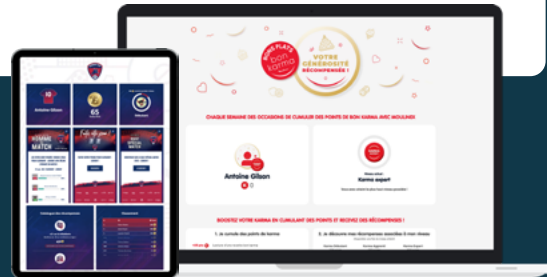
### COLLECT

Capture data and generate engagement via quizzes, games, polls, contests, and over 50 other interactive formats.



### ENRICH

Enrich your database and foster recurring interactions with your customers via engaging reward programs.



L'ORÉAL

MediaMarkt

Daily Mail



DECATHLON



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