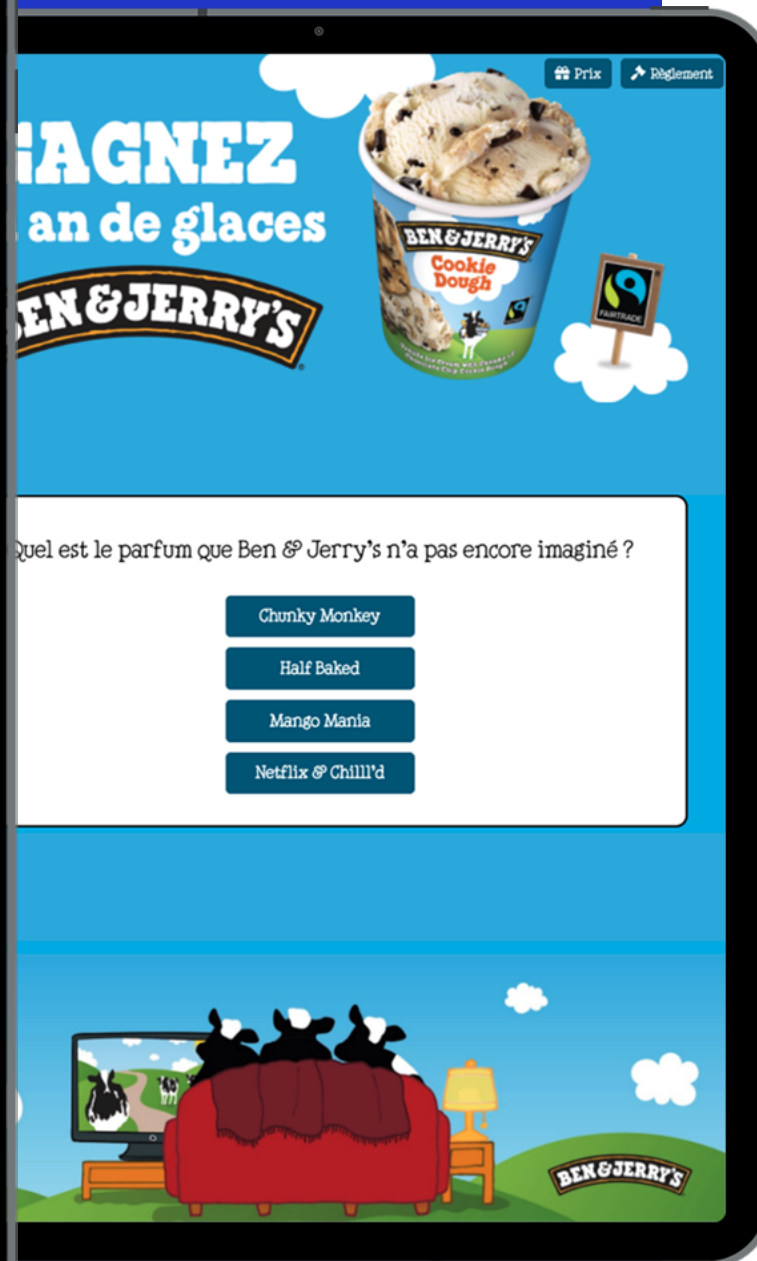
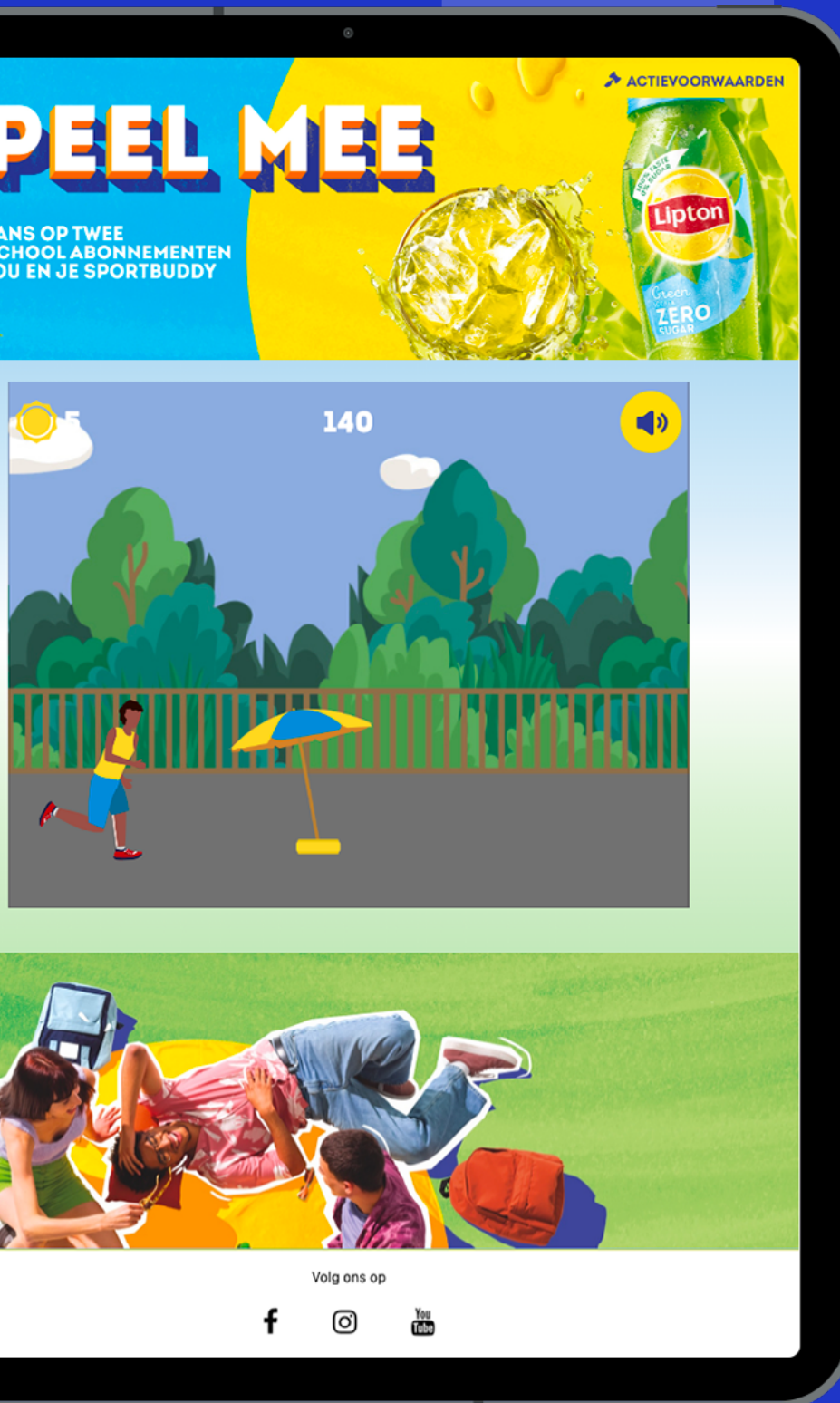




Unilever

Unilever and Qualifio: from lead generation to consumer conversion and engagement



Introduction

Unilever is one of the world's most prominent FMCG (fast-moving consumer goods) companies, offering a broad range of products in 190 countries. The enterprise boasts over 400 highly profitable brands, with products that fall into five business groups: Beauty and Wellbeing, Personal Care, Home Care, Nutrition and Ice Cream.

In today's digitally saturated landscape, businesses like Unilever face an increasingly difficult challenge: **reaching their target audience with compelling content in an environment that overflows with advertising messages**. In these crowded markets, where competitors fight for the attention of potential consumers, brands have no choice but to try and stand out, and the key to their success may lie in how they communicate about their products.

Effective communication starts with a good **understanding of consumer preferences and interests**, and brands need a strong data collection strategy to acquire such an understanding. In the era of **data deprecation**, collecting **first-party** and **zero-party data** from individuals is the right path towards building an actionable customer database founded on consent. These kinds of data are provided directly by the individuals they regard and include **identification information** such as name, last name, or email address, as well as information on product and brand **preferences and interests**.

With an enriched understanding of individual consumers, brands can recurrently deliver **personalised communications and marketing actions** that resonate with each of them (providing deals for their favourite products, for example), fostering **solid consumer-brand relationships**. This way, individuals are ushered through the **conversion funnel**, going from being unknown to known persons when their data is first collected, to becoming consumers or brand ambassadors later in the process.

190
countries



400+
brands



Initially, Unilever started using **the Qualifio platform** to boost their data collection and engagement efforts for some of their brands in the Netherlands. Shortly after, they extended the use of the platform to additional brands in Belgium and Spain. More European markets and brands later followed, including Denmark, Finland, France, Sweden, and the United Kingdom, and these have recently been joined by Italy, Hungary, and Norway.

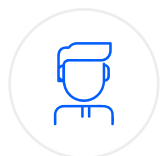
Therefore, the company uses Qualifio to launch interactive marketing campaigns for **40 brands in 11 countries**. These brands include popular names such as Dove, Rexona, Knorr, Hellmann's, Lipton, Maizena, Magnum, Calvé, Ben & Jerry's, and Unox.



In a matter of **one year**, Unilever brands in the Dutch, Belgian and Spanish markets launched a combined total of **70 Qualifio campaigns**, achieving outstanding results:



472,000
participations



181,000
unique participants



48%
opt-in rate for newsletter and
marketing communications



"It is great that Qualifio offers such a big portfolio of interactive marketing formats and features, adding new ones frequently. This allows us to continuously innovate and develop fresh campaigns that keep our brands' audiences entertained."



Berenice Martell
IT Innovation Manager
@ Unilever



Taking off with Qualifio

In their early days with Qualifio, Unilever began using the platform to launch campaigns that focused on collecting a large number of leads, **identifying individuals by name, last name, and email address**.

Over time, Unilever's use of Qualifio has expanded into new European markets and goals. The company has moved from a data collection-oriented strategy to leveraging the platform to convert individuals from whom they collect data into consumers. Through this approach, they also aim to boost consumer engagement and brand awareness.

Currently, Unilever uses Qualifio to pursue **three objectives**:



Identifying individuals in their audience by collecting personal data.



Engaging their audience and boosting brand awareness.



Converting their audience members into consumers.

"When we started using Qualifio, our primary focus was data collection. Now, we use the platform for several purposes beyond simply collecting data. Many of Qualifio's formats are ideal for campaigns hosted on our website, aimed at raising engagement and awareness around specific products and brands."





Berenice Martell

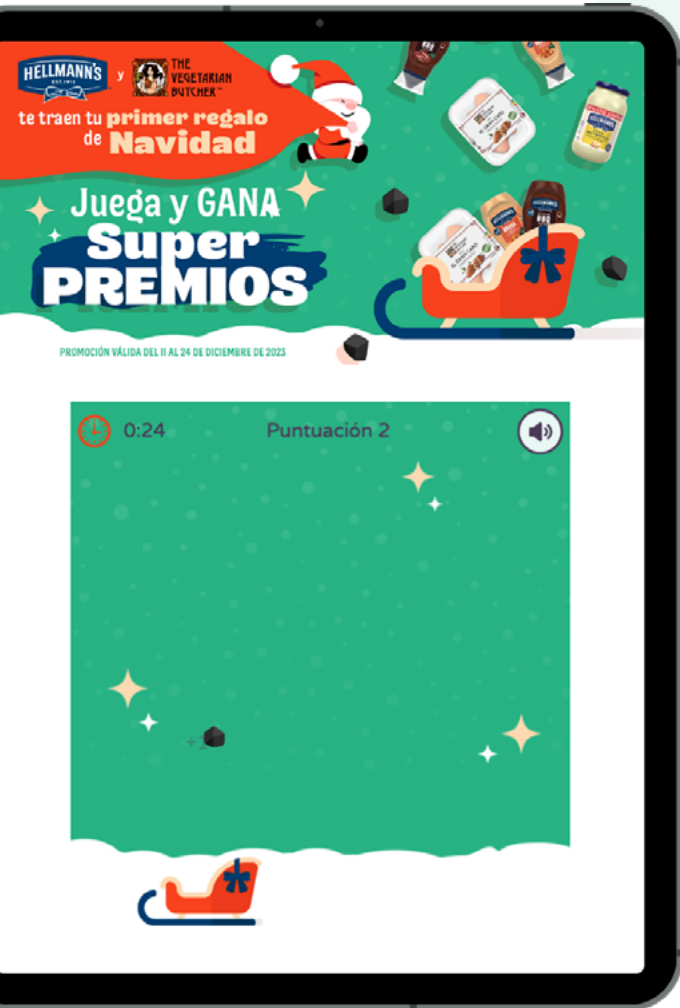
IT Innovation Manager
@ Unilever

Unilever's successful data strategy

Qualifio campaigns: data, engagement and awareness

To reach their objectives, Unilever launched data collection and engagement campaigns using a variety of Qualifio interactive marketing formats. The platform's **50+ formats** offer individuals **entertaining and valuable experiences** in the shape of games, quizzes, and contests. In return, brands:

-  Expose their audiences to their products while keeping them engaged.
-  Collect their identification information, and data on their product interests and preferences.



Hellmann's and The Vegetarian Butcher collaborated through a catcher game, in which participants had to collect their products with a sledge as they fell from the sky.

An engaging format that offered participants super prizes in return for their participation and their:

- Identification data
- Segmentation data, such as the type of recipe they are interested in or the people they cook for the most



Lipton launched an engaging memory game for the summer, raising awareness about a couple of their products. The brand offered exciting prizes that encouraged participants to share their identification information.



Unilever has assembled a team of 18 professionals who have become experts at using the Qualifio platform. Brands send the team campaign requests, which they turn into ready-to-go campaigns that brands can use in their respective markets.

"The varied catalogue of interactive marketing formats is quite helpful for our marketing teams. We can easily show them the format they need to use based on what they want to achieve with a specific campaign. We really like having access to software that lets us decide what to use and when."

Once created, Unilever brands publish Qualifio campaigns on their digital sites and promote them in the media to reach a broad audience. Whether the campaigns are aimed at collecting data or engaging participants, these are brought to a **touch point with the brands' channels**, enhancing brand and product awareness during participation and beyond.

Converting individuals into consumers

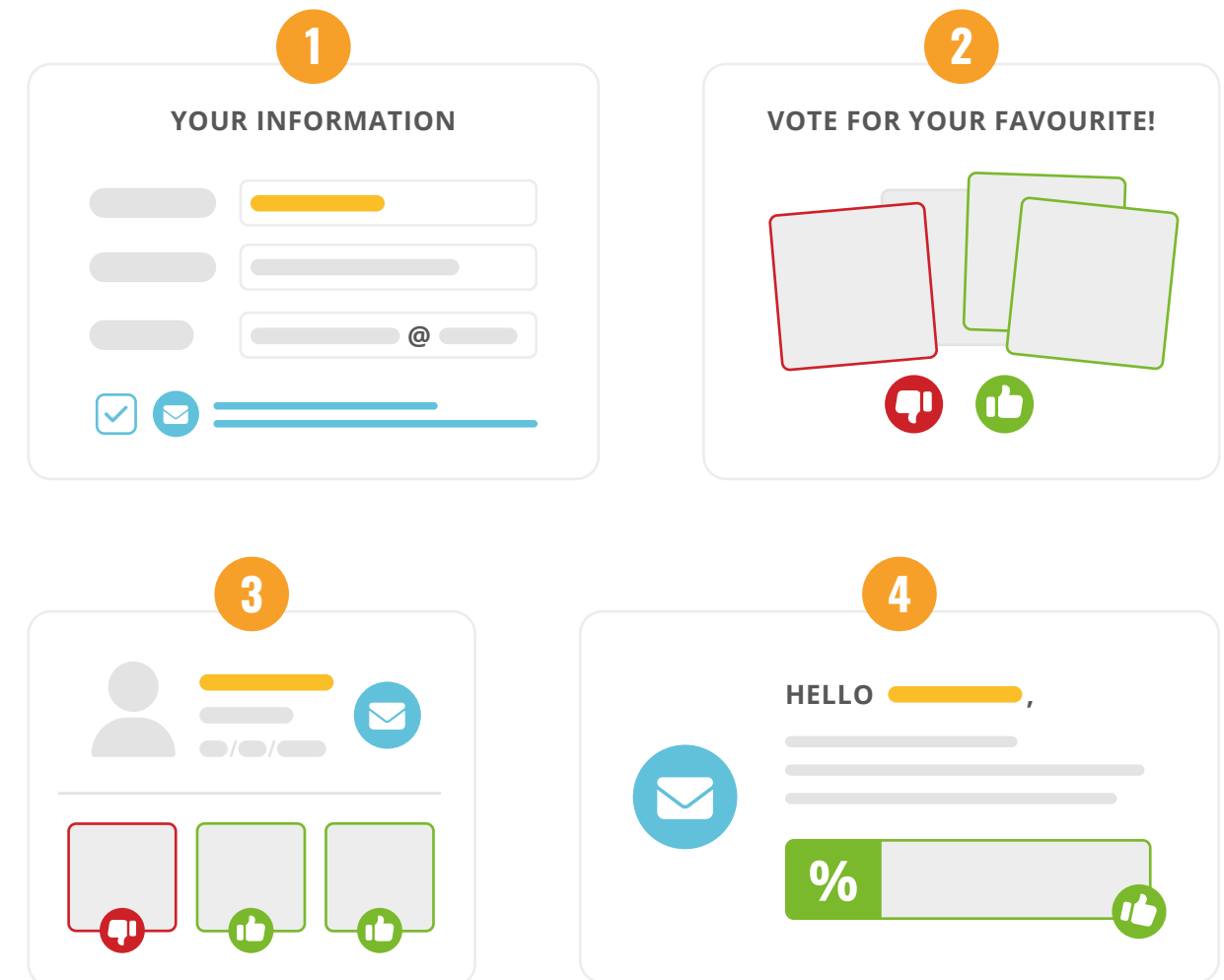
How does Unilever use the data collected with Qualifio campaigns? The platform can be **integrated with many marketing and data-oriented tools**, automating the transfer of valuable consumer data to them. In Unilever's case, an integration exists between Qualifio and their CMP (Customer Management Platform).

When individuals participate in a Qualifio campaign and share their personal identification data or information about their interests and preferences, these data are pushed in real time from Qualifio to their CMP.

In this platform, **individual profiles** are created for each participant, based on their name, last name, and email address. As participants successively participate in different campaigns launched by Unilever brands, this database of individual profiles is **enriched with ever-growing data** about each person's interests and preferences, such as their liking or disliking of a product or brand.

Unilever ensure that participants willingly share all this information by including opt-ins in their campaigns, such as **consent to participation rules or to receive newsletters and marketing communications**. These opt-ins ensure that customer data only reaches Unilever when individuals give their consent.

With access to personal data and consent from individuals to contact them, Unilever brands can proceed with their consumer conversion efforts, **sending their audience personalised messages** that include **information and deals** for products that each individual has shown interest in. These targeted communications **maximise chances for high consumer engagement and conversion**.



"Our CMP integration is accessible to all brands using Qualifio in the European markets, making it a very powerful asset. In the future, we plan to expand our integration setup to connect Qualifio with more of our systems, including our data fulfilment and couponing platforms."



Berenice Martell
IT Innovation Manager
@ Unilever

MAIZENA

Maizena launched a contest in which participants could win a cooking mixer just for sharing their identification data and a couple of segmentation questions, including what types of recipes they like to cook and for whom. This represents a huge number of participants who have given their consent to receive promotional communications from Maizena, who now knows what products to highlight in them, given the interests of each participant.



52,900

participants



Dove came up with a smart way to collect opt-ins from their audience while promoting their products and converting individuals into consumers. They collected identification information from their participants, who in exchange could have a chance at becoming testers of Dove products.

19,000

participants



How Qualifio makes the difference

Ease of use

Qualifio is a platform for everyone. The software is designed to ensure optimal **user friendliness**, providing many **templates and guides** for creating campaigns with each format type without the need for technical IT skills.

Moreover, Qualifio is a **GDPR-compliant tool**, which means that the software collects and handles data in alignment with the latest data regulations, eliminating the need to involve legal experts before launching campaigns.

"Qualifio is an incredibly user-friendly tool. Its ease of use allows you to create your own campaigns right from the start without the need to rely on the software provider to create them or modify small changes. It saves us a lot of time."

Wide support

Although there are endless possibilities for campaign creation with Qualifio's 50+ formats, no campaign ideas are off-limits with Qualifio's **Studio team**. This team of designers can turn virtually any idea into an interactive marketing campaign. Unilever brands often use the Studio services to create stunning and engaging campaigns.

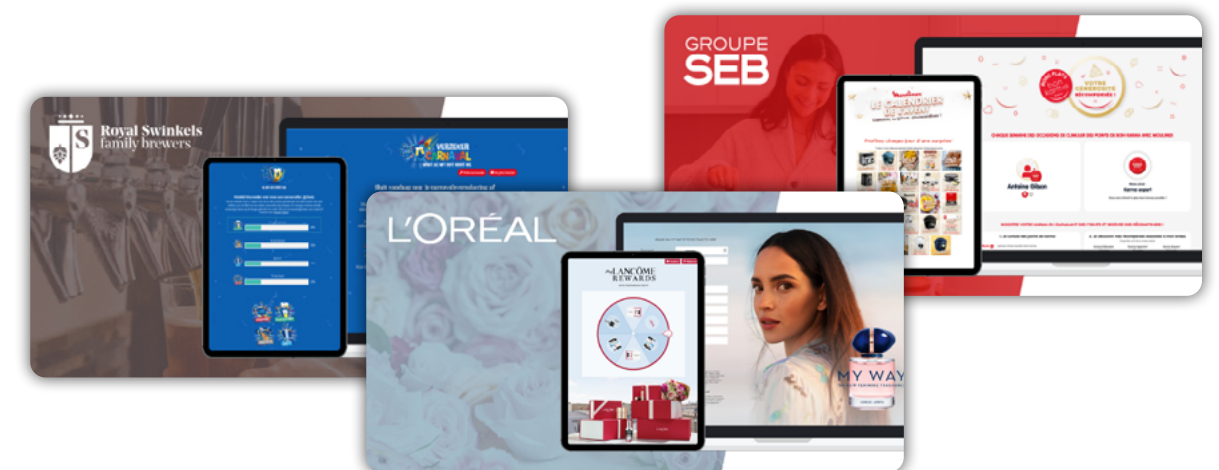
"We have used Qualifio's Studio service multiple times. They do an excellent job at materialising our ideas into beautifully designed campaigns."

However, support for creating bespoke campaigns is one of many kinds of assistance available to users. Qualifio's Helpdesk is also available to all platform users to help them quickly solve any problem.

"Our collaboration with Qualifio is highly effective. Qualifio's team is very responsive and focused on problem solving. It is ideal for an organisation of Unilever's size to rely on a support team with the responsiveness and availability of Qualifio's Help Desk."

In summary, Unilever's marketing strategy prioritises the journey from audience engagement to customer conversion. Through the use of Qualifio, these objectives become a reality. With a user-friendly interface and features, the platform empowers Unilever to create interactive marketing campaigns with powerful forms and opt-ins. The continuous enrichment of data profiles through Qualifio is key for their understanding of their audience members, enabling Unilever to personalise their communications to make a big impact at an individual customer level.

Would you like to discover similar success stories? **Check out all the ones available 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.



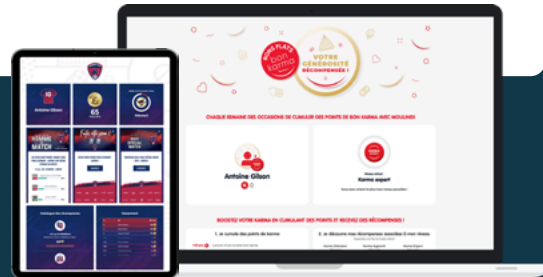
COLLECT

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

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