

QUALIFIO INSIGHTS REPORT

The power of forms and opt-ins in data collection strategies for personalised marketing



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Introduction

In today's digital landscape, every online interaction leaves a trail of data. In this data-rich environment, **first-party** and **zero-party** data have become essential for making informed marketing decisions.

These data, derived from the analysis of consumer behaviour and preferences, are today the key to successful marketing strategies.

This report will examine the **fundamental concepts of forms and opt-ins** as powerful data collection tools. Forms and opt-ins are gateways to access coveted first- and zero-party data.

We will first explore the mechanics of forms, those well-designed input fields that encourage users to share their thoughts, preferences, and contact information. On the other hand, opt-ins represent the virtual nods of users, showing their willingness to engage further and allowing access to deeper interactions and data collection.


Together, these mechanisms unlock the potential to **collect a vast amount of data, enriched with the user's intent and desires**. This data can be transformed into actionable marketing strategies that resonate deeply with individual customers.

The insights gained are set to redefine not just how companies approach marketing but also how they connect with individuals. By embracing first- and zero-party data, they can foster authenticity, understanding, and a strong alignment of interests with their audience.

With your curiosity piqued, are you ready to dive into the world of data-driven marketing magic? Let's go!

Report methodology

This report was built with data collected from the Qualifio platform for the period of **September 2022 to September 2023**. This data was extracted from the Qualifio accounts of over **30 major consumer brands** based in France, Belgium, Spain, the Netherlands, Portugal, the UK and Germany.



Interested in finding out more about how
Qualifio could help you with your data
collection strategy?

[Book a demo now!](#)

CHAPTER 1

Forms: what are they, their role in data collection and best practices

Forms: what are they, their role in data collection and best practices

What are forms and why are they useful?

At its core, a form is much more than just a collection of fields and text boxes. It's an interactive canvas that facilitates structured communication between users and brands. Whether it's a subscription, a contact request, or feedback, **forms offer people a standardised way of communicating their thoughts, preferences, and personal information.**

Why should we use forms? The answer lies in the infinity of benefits they offer:

STRUCTURED INFORMATION GATHERING

Forms offer a methodical way of collecting data. They do this by showing users certain boxes to fill in, making sure that the information collected is well-organised and follows a standard format.

Forms also let you ask for particular information that suits your needs. This accuracy gives marketers and businesses the precise data they need for their targeted plans and strategies.

EASY USER INTERACTION

With a well-designed form, users can share information without extensive typing or composing emails. This smooth process makes users' experience better and encourages them to take part.

The ease of the interaction, combined with the sense of achievement that comes from completing a form, cultivates a positive sentiment. Users are more likely to engage further with the platform that contains a form, explore its offerings, and return for future interactions.

AUTOMATION AND INTEGRATION

Forms do more than just collect data; they work like smart connectors. They link databases, software systems, and how users interact, transforming into efficient and productive tools.

Take lead generation, for example. Imagine a well-designed form on a website that captures user requests and automatically feeds them into a customer relationship management (CRM) system. This integration eliminates the need for manual data entry, reducing the risk of errors and accelerating the process of turning leads into customers.

The power of conditional forms and progressive profiling

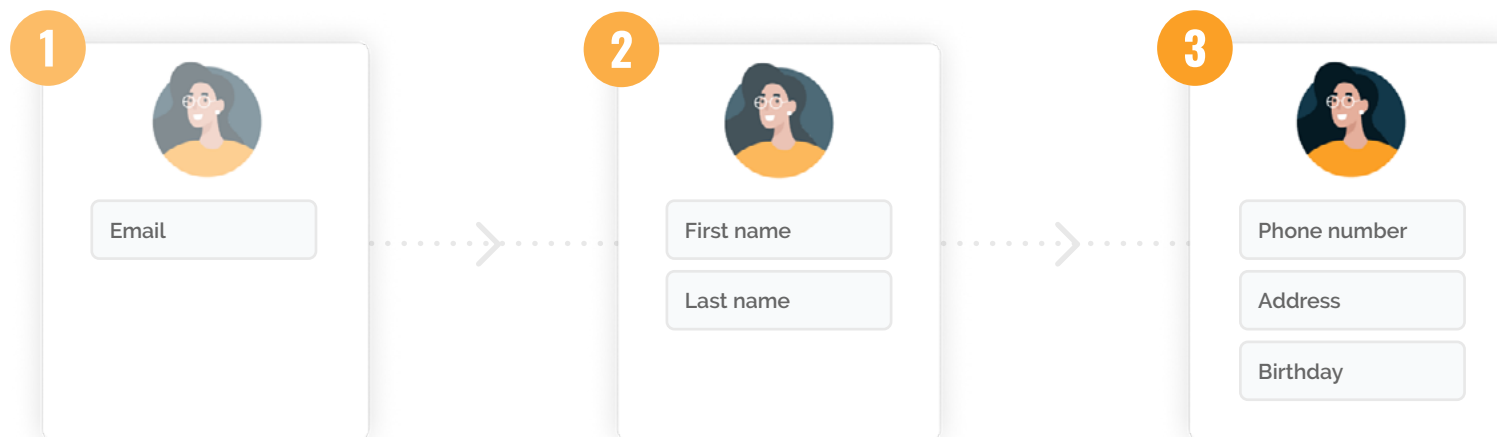
Innovation keeps pushing us towards more personalised and efficient interactions. Two remarkable advancements in this landscape are conditional form fields and progressive profiling. These techniques have reshaped how we collect information, turning the user experience into a dynamic and tailored journey.

CONDITIONAL FORM FIELDS: ADAPTING TO USER INPUT

Imagine a form that dynamically changes based on how users respond. That's the magic of conditional form fields. Instead of showing every question to every user, **these forms adapt in real-time**, displaying questions that are relevant based on the user's previous answers. The result? A more streamlined and engaging experience that caters to individual preferences and needs.

PROGRESSIVE PROFILING: THE ART OF GRADUAL DISCOVERY

Picture a scenario where a user visits a website multiple times. Instead of asking them the same questions every time, progressive profiling comes into play, asking users new questions and skipping the ones they've already answered in their previous visits. This technique slowly **gathers information over multiple interactions**, making each visit feel like a meaningful step forward rather than a repetition. This way, it encourages more participation and engagement, while reducing data-sharing fatigue.



CHAPTER 2

Opt-ins: what are they, their role in data collection and best practices

Opt-ins: what are they, their role in data collection and best practices

What are opt-ins and why are they useful?

An opt-in isn't just a simple checkbox or a button on a website. It's a doorway through which users willingly decide to further their engagement.

It's **a way for users to say "yes" to receiving messages, information, or updates from a brand**, as can be newsletters and promotions. Through opt-ins, individuals can show their willingness to stay connected with a brand.

But why should we care about opt-ins? Well, while the reasons are many, they offer a range of benefits that affect various aspects of digital strategies:

LEGAL AND ETHICAL COMPLIANCE

In an era of stringent data protection regulations, opt-ins are a proactive step towards compliance. They show that user data is being collected with their clear agreement.

Opt-ins are built on the idea of consent. Users opt in because they want to, and this choice creates a sense of respect and trust between them and a brand. It respects what users want, allowing them to pick what they want to hear about, making their experience better.

PERSONALISED COMMUNICATION

Opt-ins provide a golden opportunity to tailor communication to individual preferences. With opt-ins, businesses can create messages, content, and offers that resonate with each user's interests, resulting in higher engagement rates.

Opt-ins aren't just about receiving; they're also about giving. Users willingly share valuable data through opt-in forms, which helps businesses understand their audience better.

RUGBY WORLD CUP FRANCE 2023

GAGNEZ VOTRE BALLON

Membres

France 2023 successfully used opt-ins to collect newsletters subscribers

[Learn how](#)

29,130
participants

52%
newsletter opt-in rate

CHAPTER 3

Form usage in Qualifio

Form usage in Qualifio

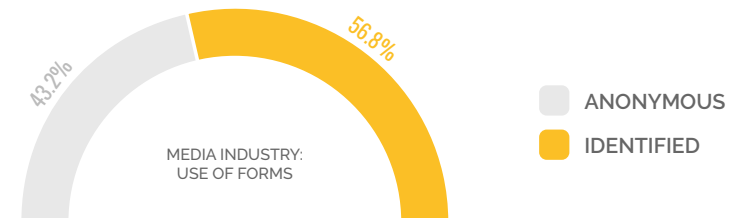
How often are forms used across different industries?

Qualifio's **interactive campaigns** provide a wide range of marketing opportunities. Some campaigns focus on engaging participants without requiring them to reveal their identity, while others need to connect individuals to specific participation data, like game scores or responses to surveys.

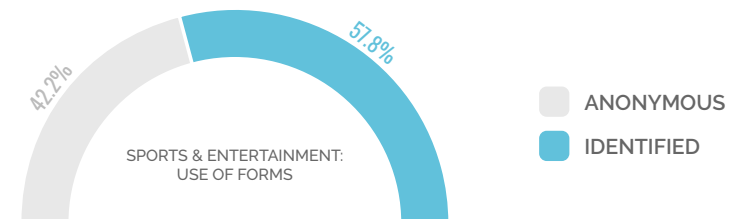
So, we distinguish between **"identified"** and **"anonymous"** campaigns. **Identified campaigns include a data-collection form** at some point during a user's participation, collecting details like their name, last name, email address, and more to uniquely identify them. In contrast, **anonymous campaigns don't need any form of user identification**. Therefore, forms are only used in campaigns categorised as "identified", where the goal is to link participation data to a specific person.

It's interesting to note that almost all the campaigns we looked at in the FMCG industry use forms extensively. This makes sense because the FMCG industry relies heavily on collecting and segmenting data, given the vast number of products in the market. On the other hand, both the media industry and the sports and entertainment industries seem to strike a balance between identified and anonymous campaigns.

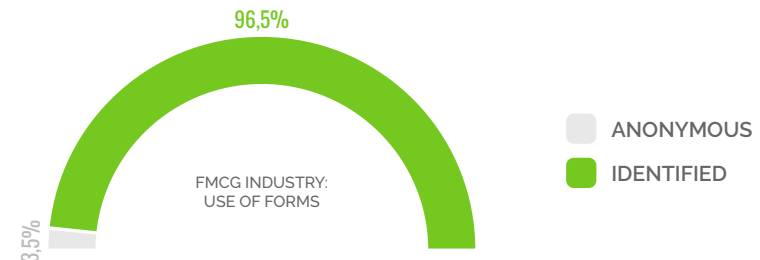
Approximately 57% of the campaigns in the media industry have used forms:



Approximately 58% of the campaigns in the sports and entertainment industries have used forms:



Approximately 97% of the campaigns in the FMCG industry have used forms:



How many campaigns include a form before or after the interactive content? Do completion rates vary?

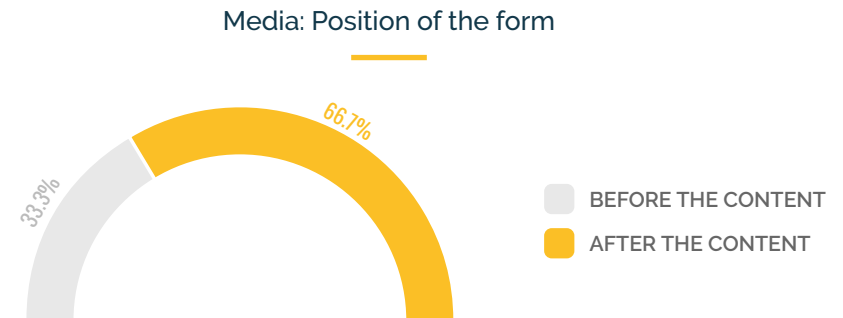
Every click, view, and interaction matters. So it's crucial to grasp the nuances of campaign performance.

While metrics like clicks and impressions often steal the spotlight, there's another, perhaps less well-known but equally critical metric - **completion rates**. In this section, we delve into the average completion rates for identified campaigns.

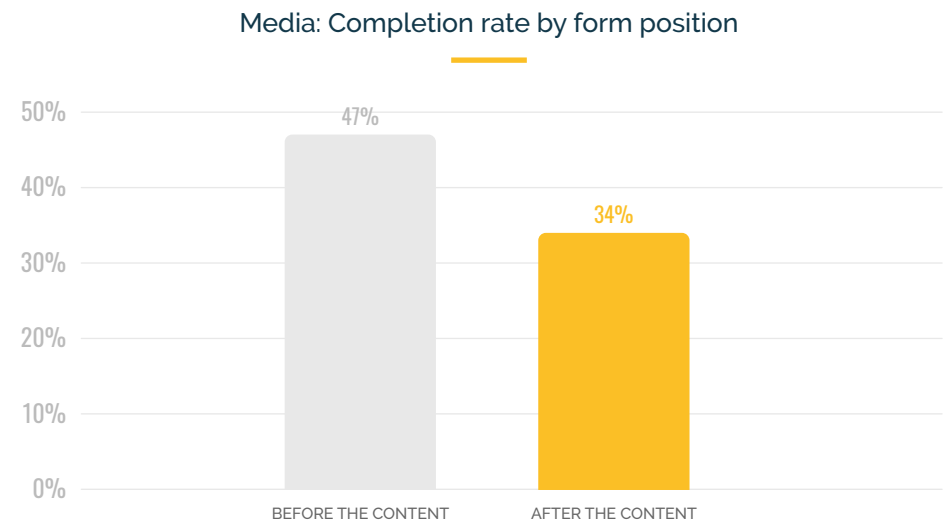
In interactive experiences such as quizzes, contests or surveys, the completion rate measures the percentage of users who answered all the questions or completed all the steps of the campaign. For example, if 200 out of 400 users finished an entire quiz, its completion rate would be 50%.

To present the average completion rate per industry, we decided to add a filter to the analysis: the position of the form.

The media industry inserts a **form after the interactive content (quizzes, contests, games, etc.)** in 67% of its campaigns.

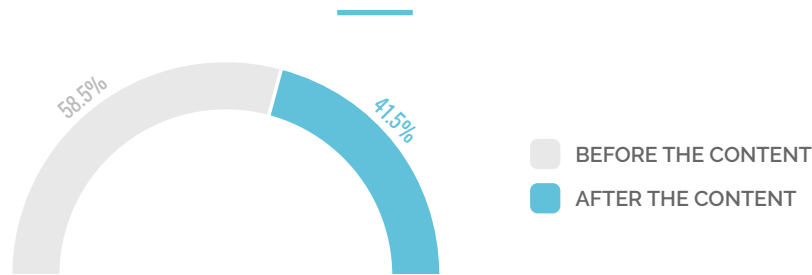


Taking this variable into account, we have observed that the **completion rate** of campaigns in the media industry is about **13 points higher** when the form is displayed before the interactive content (quizzes, contests, games, etc.):



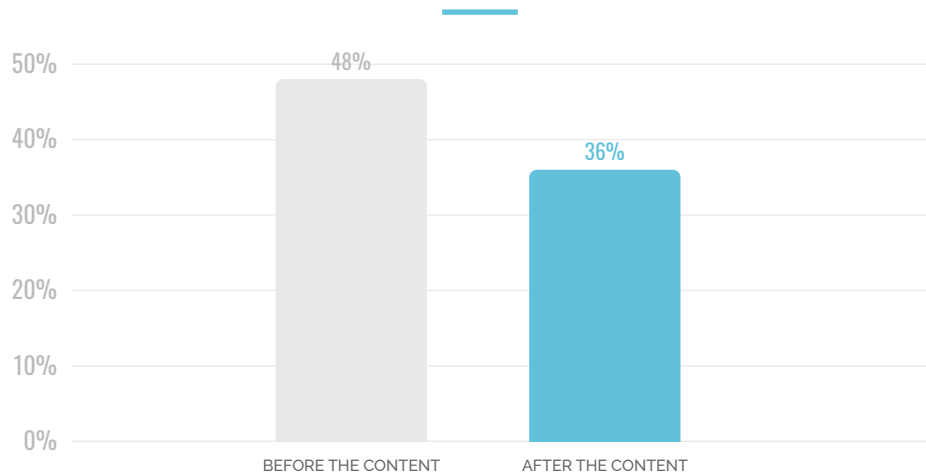
The sports & entertainment industries insert a **form after the interactive content (quizzes, contests, games, etc.)** in **42% of their campaigns**.

Sports & entertainment: Position of the form



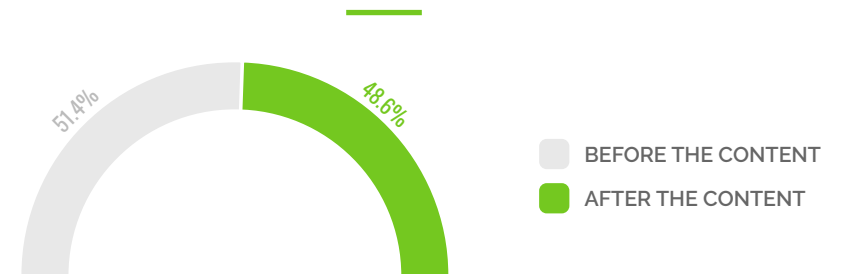
Taking this variable into account, we have observed that the **completion rate** of campaigns in the sport clubs & entertainment industries is about **12 points higher** when the form is displayed before the interactive content (quizzes, contests, games, etc.):

Sports & entertainment: Completion rate by form position



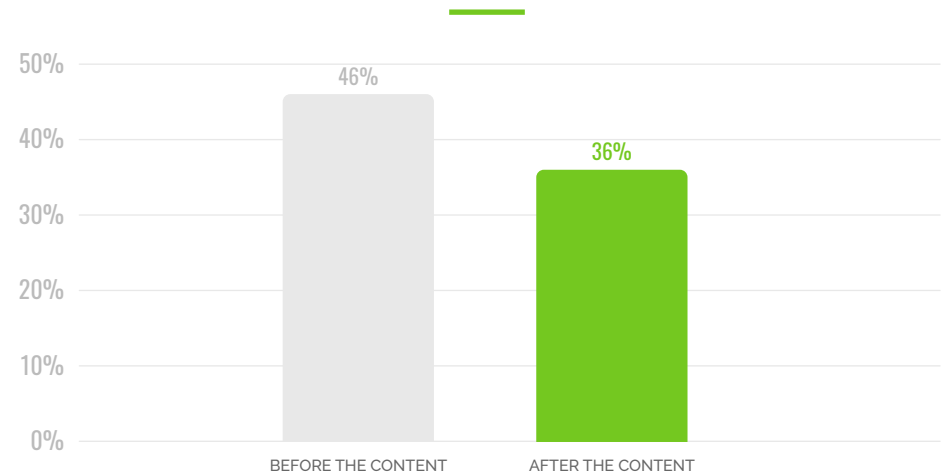
The FMCG industry inserts a **form after the interactive content (quizzes, contests, games, etc.)** in **49% of their campaigns**.

FMCG: Position of the form



Taking this variable into account, we have observed that the **completion rate** of campaigns in the FMCG industry is about **10 points higher** when the form is displayed before the interactive content (quizzes, contests, games, etc.):

FMCG: Completion rate by form position

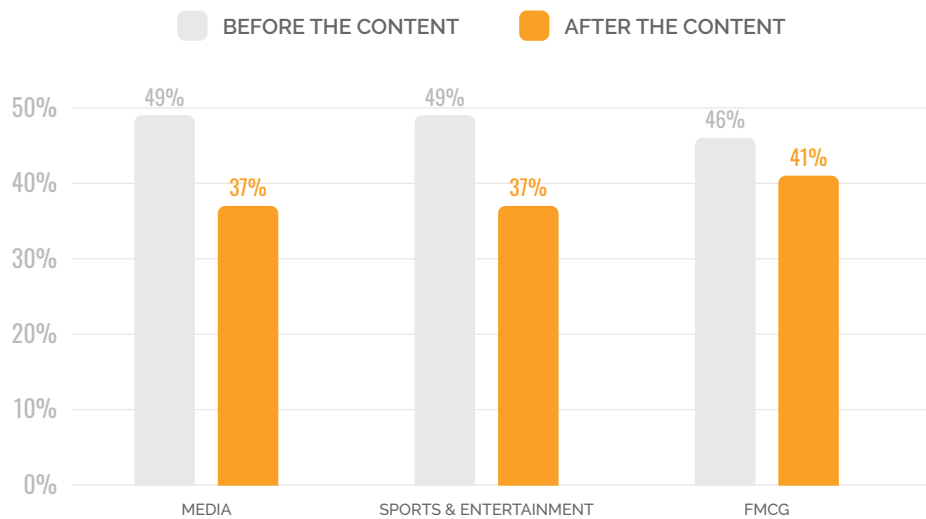


We also observed that, across all industries, the **presence of a prize in campaigns** increases the likelihood of users completing the campaign when the form appears before the interactive content.

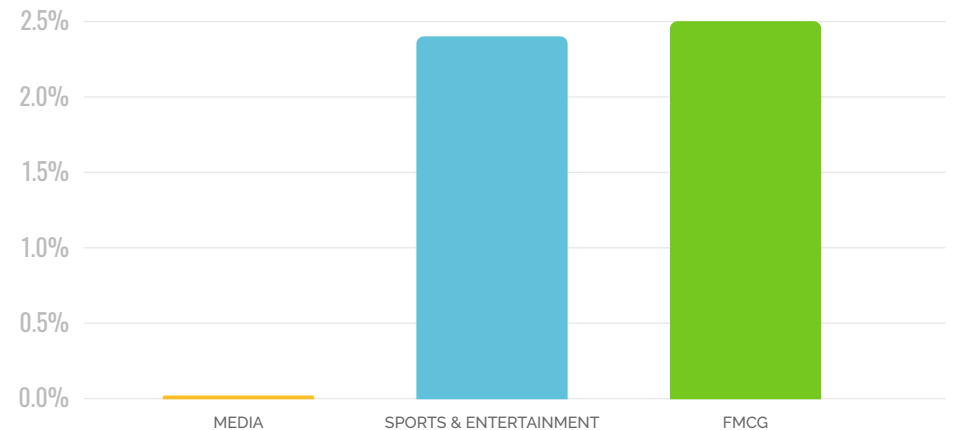
In simpler terms, it adjusts itself based on what the user does, showing only the fields that relate to their answers. This makes filling out the form easier and ensures that users give the right information.

When we looked at these three industries, we noticed that the utilisation of **conditional form fields** is relatively minimal across the board:

Completion rate of campaigns with prizes



Use of conditional form fields by industry



How many users use conditional form fields or pre-filled forms?

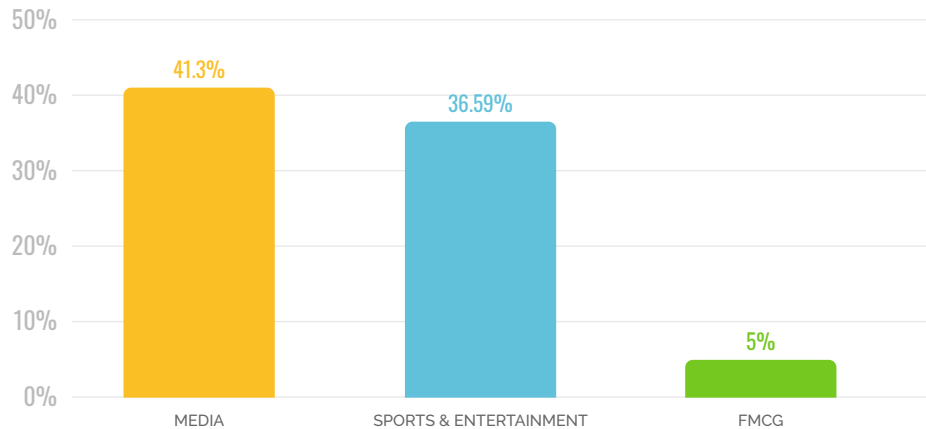
Conditional form fields are essential for crafting dynamic and user-friendly experiences. A conditional field is a special type of form field that appears or disappears based on the choices or responses users make while filling out the form.

On the other hand, pre-filling a form is a user-focused approach used in the online data collection process, leveraged to do **progressive profiling** of individuals.

This technique entails filling in specific form fields with information already on record about the user, usually gathered from past interactions or stored user profiles. The primary aim of pre-filling forms is to improve user convenience and simplify the process of entering data.

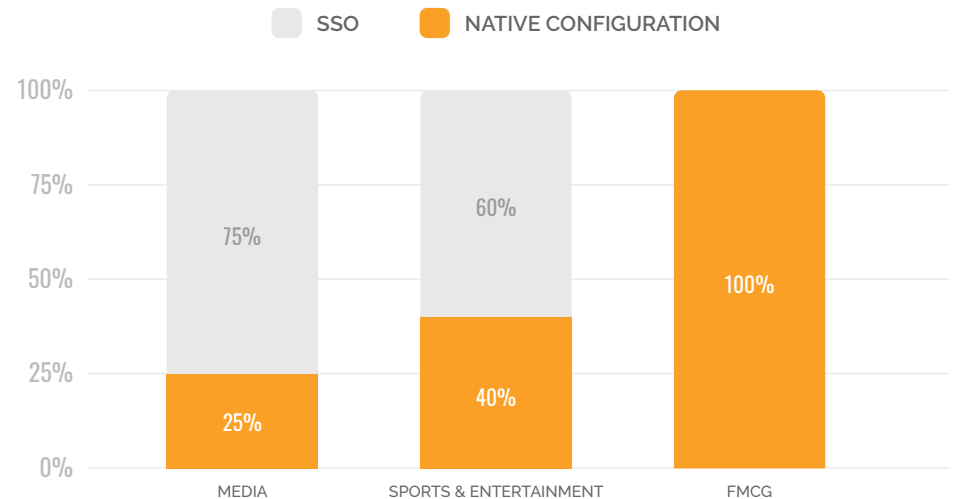
We've found that the media industry leads in the adoption of **pre-filled forms in their campaigns, with 41%** of their campaigns incorporating this practice.

Usage of pre-filled forms by industry



The media industry uses **Single Sign-On (SSO) to prefill forms**, with as many as 75% of their campaigns using it. The sports and entertainment industries come next, with 60% of their campaigns using SSO in this way.

Use of different types of pre-filled forms



CHAPTER 4

Opt-in usage in Qualifo

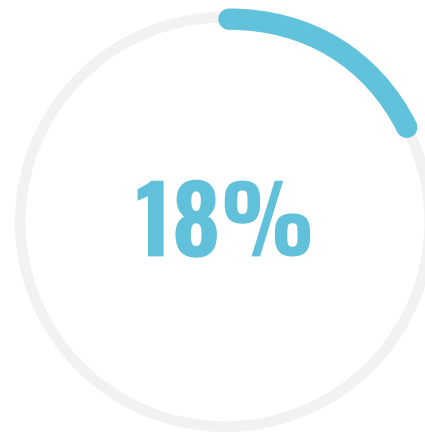
Opt-in usage in Qualifio

How often are opt-ins used, and how many types of opt-in are used?

In the media industry, around 23% of campaigns include at least one opt-in:



In the Sports clubs & entertainment industries, around 18% of campaigns include at least one opt-in:



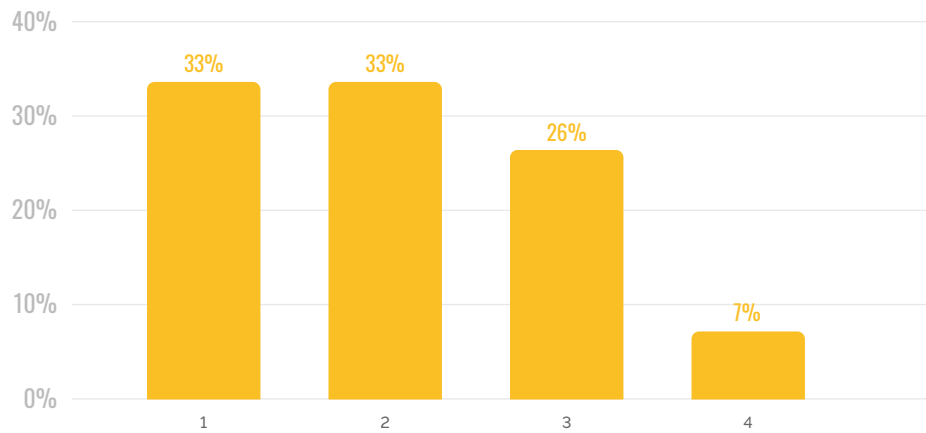
In the FMCG industry, around 67% of campaigns include at least one opt-in:



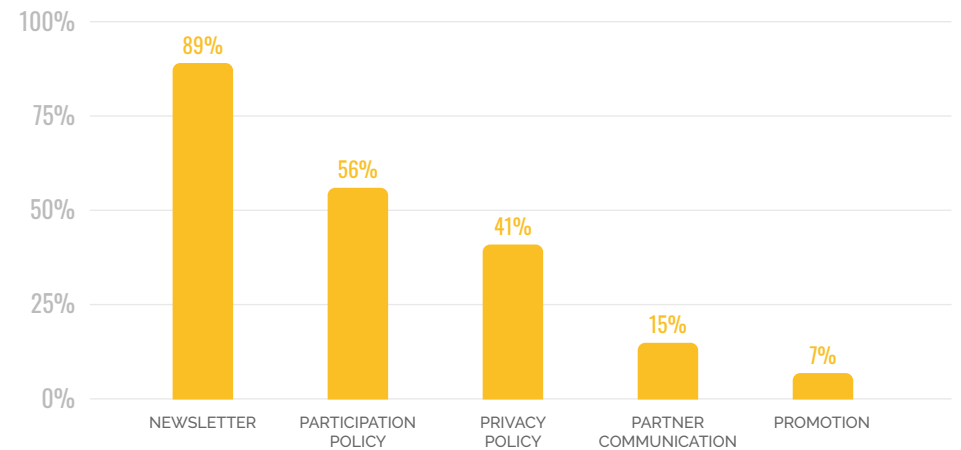
Which opt-ins do different industries tend to use?

The media industry uses up to 4 types of opt-in in their campaigns, with the newsletter opt-in being the most prevalent, used in 89% of the campaigns.

Media - Number of opt-ins per campaigns

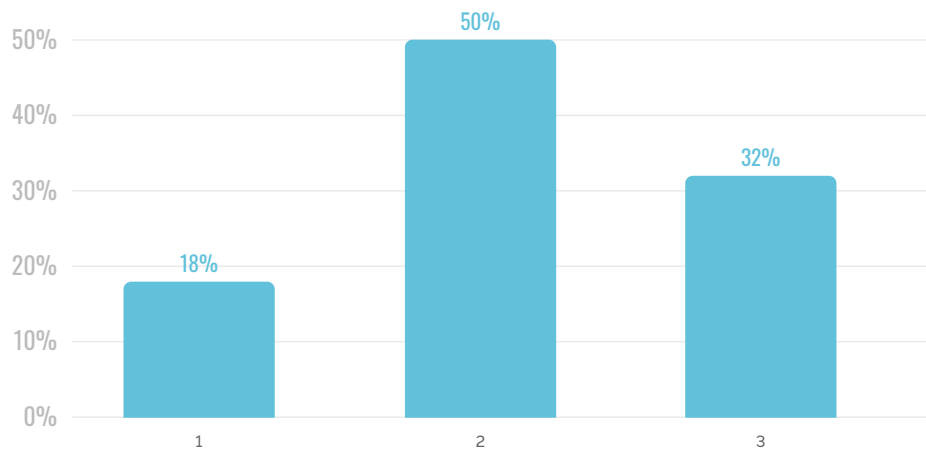


Media - The most widely used opt-in

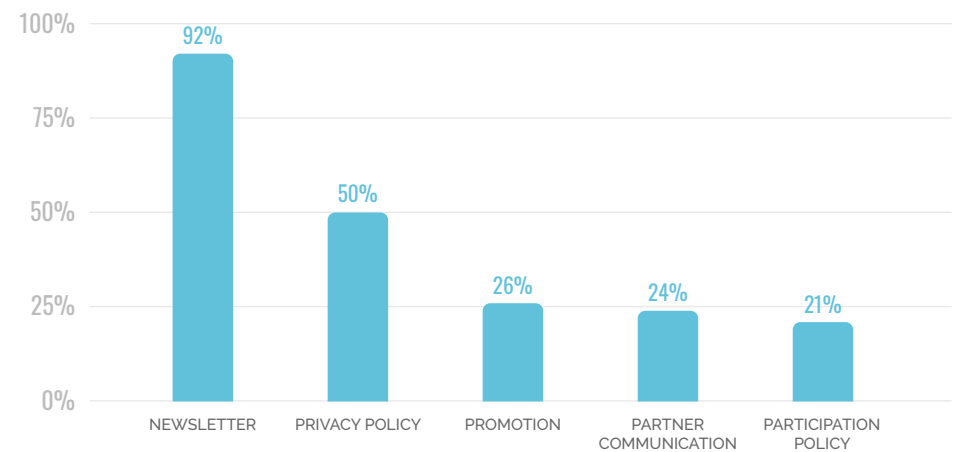


The Sports clubs & entertainment industries use up to 3 types of opt-in in their campaigns, with the newsletter opt-in being the most prevalent, used in 92% of the campaigns.

Sports & entertainment - Number of opt-ins per campaigns



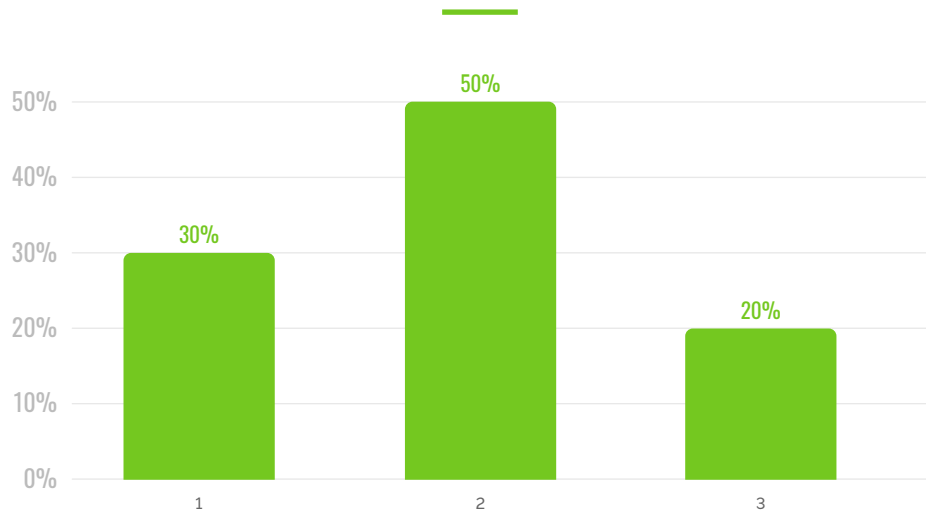
Sports & entertainment - The most widely used opt-in



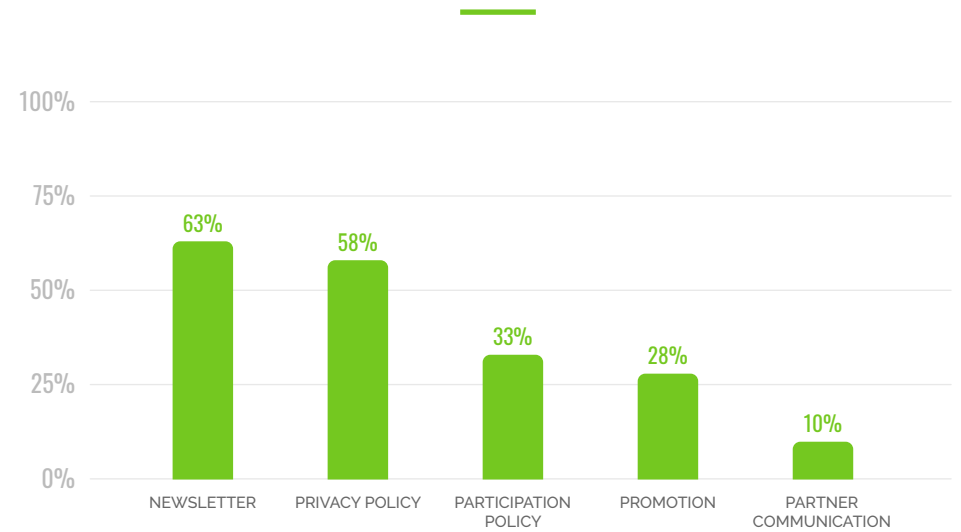
CHAPTER 4 - Opt-in usage in Qualifio

The FMCG industry uses up to 3 types of opt-in in their campaigns, with the newsletter opt-in being the most prevalent, used in 63% of the campaigns.

FMCG - Number of opt-ins per campaigns

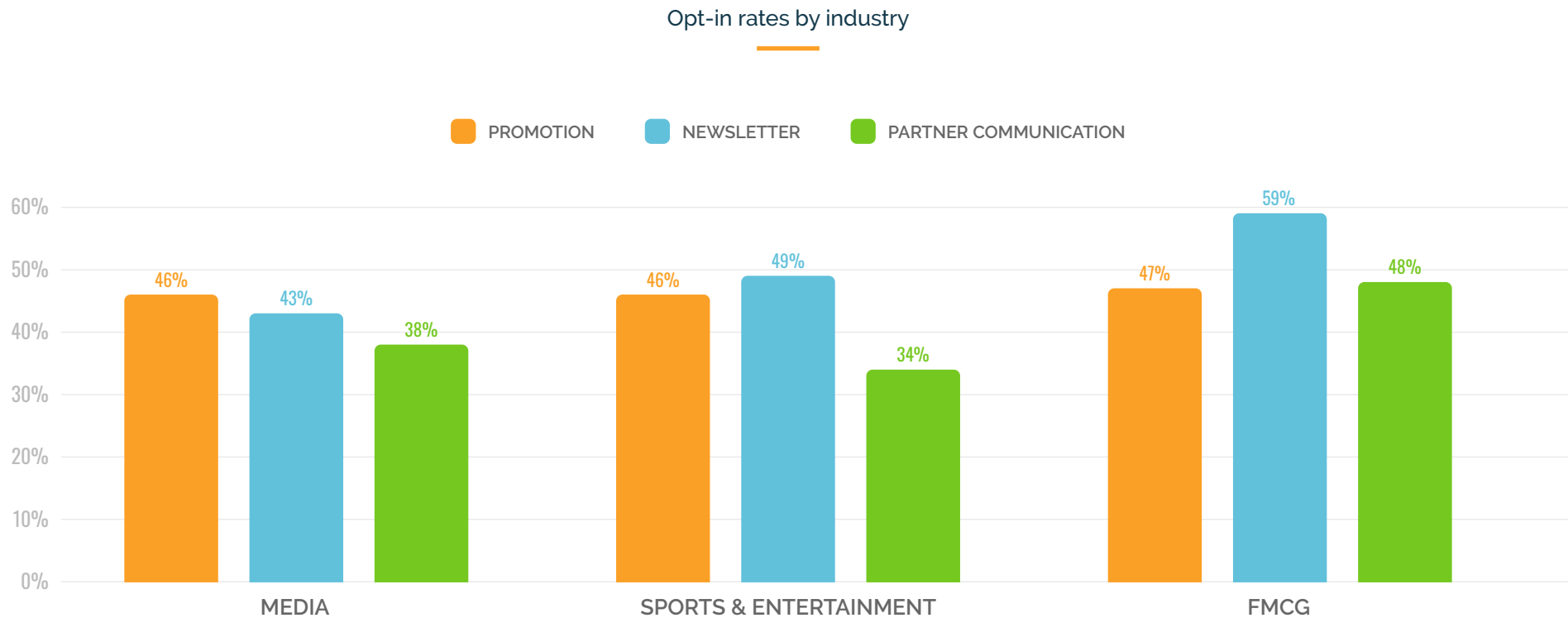


FMCG - The most widely used opt-in



What are the average opt-in rates for campaigns?

Newsletter and promotion opt-ins achieve the highest performance rates across industries.



CHAPTER 5

Start collecting data with Qualifo

Start collecting data with Qualifio

Forms and opt-ins have proven to be great tools to collect data from your audience. However, individuals won't always be willing to share their data through forms for no apparent reason (be it personal identification data or information about interests or preferences), and the same can be said about clicking opt-ins.

So, how can you incentivise your audience to share their data with you? By providing them with a value exchange, of course! This concept is embodied by Qualifio's interactive marketing campaigns, which offer your audience an experience in return for the data they share.

Qualifio enables you to offer your audience this value exchange through a varied **catalogue of 50+ formats**, ranging from fun quizzes and contests to fully gamified experiences, which can be customised to your content and branding needs without any technical skills. These formats enable the collection of your audience's first- and zero-party data in a GDPR-compliant and transparent manner.

The platform also supports integration with your other tools, so you can easily put the collected data to its best use.



Conclusion

Summary of key figures



THE FMCG INDUSTRY

leads in using forms and opt-ins in their campaigns.



CAMPAIGN COMPLETION RATES

tend to improve when a prize is offered and the form precedes the interactive content.



NEWSLETTER OPT-INS

are the prevailing type of opt-in used across industries.



NEWSLETTER AND PROMOTION OPT-INS

have the strongest performance across industries.



CONDITIONAL FORM FIELDS

see limited usage across all industries.



SSO STANDS OUT

as one of the most commonly used methods for pre-filling forms across industries.



On average, industries employ 3 DIFFERENT TYPES OF OPT-INS

in their campaigns

How Qualifo can help

Qualifo 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 game-inspired experiences.



COLLECT

first-party data from your audience



ENRICH

your database with zero-party data

Qualifo is used by over 400 leading European brands, including:

L'ORÉAL



Daily Mail

