# QUALIFIO
# INSIGHTS REPORT

How major European consumer brands
are collecting actionable data

qualifio

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# Introduction

The biggest buzzwords of the past few years in the digital marketing ecosystem have all revolved around data: customer data, zero-party data, first-party data, data collection, data privacy, … and the list goes on and on. So much data! And as the now well-known adage goes, *"the world's most valuable resource is no longer oil, but data."*

To see a bit clearer in this sea of data, in this report, we're going to be taking a look at how the biggest consumer brands in Europe are using **interactive marketing formats to collect first- and zero-party data from their audience**.

But before we dive into the deep end, let's quickly remind ourselves what first- and zero-party data are and why they're consumer brands' new best friends.

**FIRST-PARTY DATA**

is the data that is directly collected by brands from their audience, customers and prospects. This data belongs to and is only accessible to the brand who has collected it. First-party data can be declarative (email, name, location) or behavioural (newsletter opt-in, followed social media account, …).

**ZERO-PARTY DATA**

is the information that a consumer proactively and intentionally shares with a brand, with the hope of improving their user experience. This information is shared willingly and cannot be bought or inferred.

In the current digital landscape, **data deprecation** is a significant concern for a lot of brands, as they can no longer rely on third-party cookies to get insights about their audience. And what brands need above all is to be able to understand their audience, to know what their needs and expectations are. In order to do this, they need to build a relationship with them that is based on trust.

For decades, brands had pretty much unlimited access to consumer data, and they could use it as they saw fit. But consumers are increasingly aware of their data privacy, they're no longer comfortable with it being shared and used without their consent. Consumers are therefore taking privacy enhancing actions such as using ad-blockers or being much more picky about who and how they share their data with.

As a consequence, the number of privacy laws and regulations has also been on the rise worldwide in the past decade, the GDPR in Europe for example, and they're getting stricter, with large fines being handed out. These major legal shifts in the digital landscape are intended to enhance the consumer's data privacy rights and to give them greater visibility and control over their data.

Couple these situations with the impending **cookieless world**, and an increasing number of walled gardens, and brands are faced with a major problem: they can no longer rely on acquired and inferred data to understand their audience. They need actionable, transparent, compliant and consented data. First- and zero-party data, collected thanks to **interactive marketing** formats, offer an innovative solution that solves all of these issues.

ACTIONABLE DATA        COMPLIANT DATA        TRANSPARENT DATA        CONSENTED DATA

**FIRST- AND ZERO-PARTY DATA COLLECTION IS THE SOLUTION**
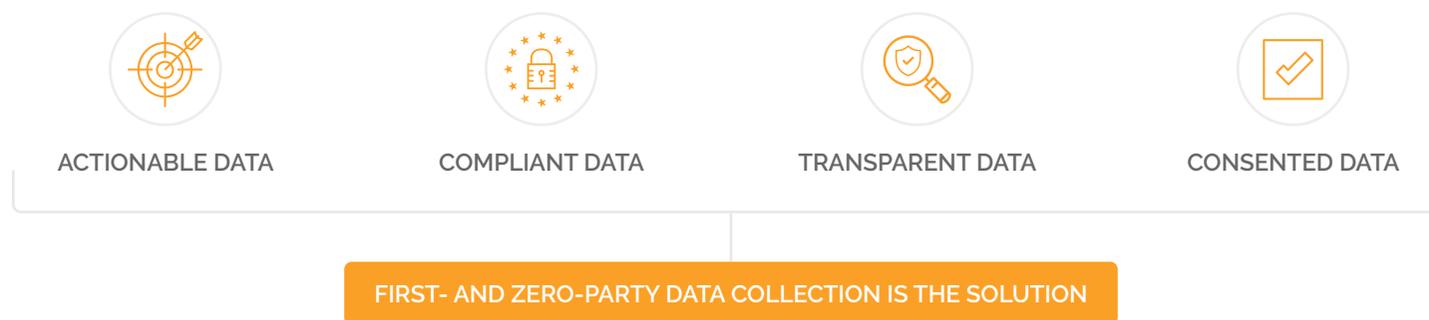
## Report methodology

This report was built with data collected from the Qualifio Engage and Qualifio Loyalty modules for the period of June 2022 to June 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.
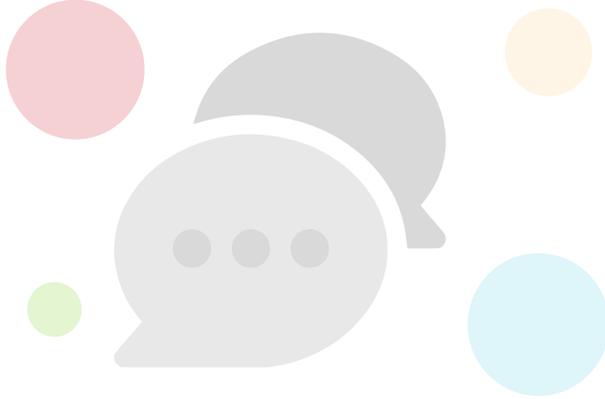
**Interested in finding out more about how Qualifio could help you with your data collection strategy?**
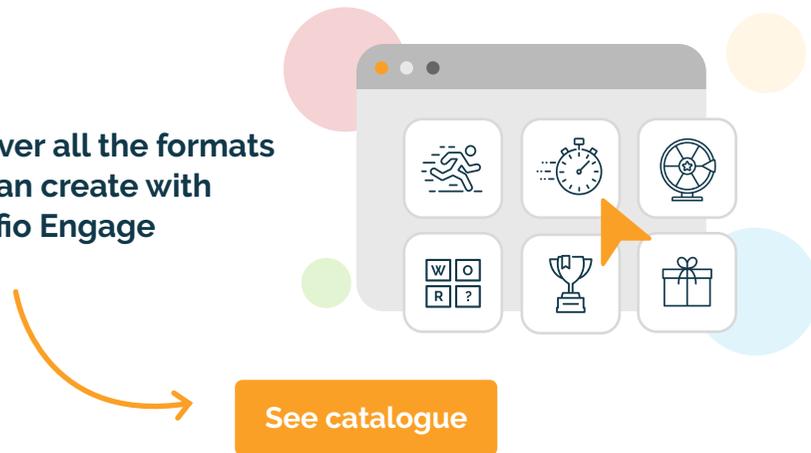
**Book a demo now!**

# How to collect consumer data and why it's important?

# How to collect consumer data and why it's important?

The best way of collecting consumer data in a transparent and non-intrusive way is to rely on a **value exchange** with the consumer. If a brand is offering something interesting and entertaining in exchange for a consumer's data, they're much more likely to share their personal information.

This is where **interactive marketing formats**, such as polls, games, quizzes, contests and surveys come into play. By offering the consumer a fun experience that they will get something out of (entertainment, information, a prize or a discount for example) they will be more willing to share their data with the brand, as they understand that it will help to further and improve their experience and relationship with the brand.

There are plenty of advantages to collecting consumer data:

• It allows brands to gain an **improved understanding of their audience**, so that they can adapt their product, services and marketing to meet the customers' needs and expectations.

• Consumer data can be used to **personalise marketing messages** and product recommendations, which can improve the customer experience and increase the likelihood of sales and repeated purchases.

• Collecting consumer data can also help brands to gain a competitive advantage by identifying market trends, gaps in the market, and areas where they can improve the experience they offer their audience.

Overall, collecting consumer data can help brands to make informed decisions that lead to improved customer satisfaction, increased revenue, and a stronger competitive advantage.

**Discover all the formats you can create with Qualifio Engage**

**See catalogue**

# What are the most popular data collection techniques used by consumer brands in Europe?

qualifio

# What are the most popular data collection techniques used by consumer brands in Europe?

At Qualifio we're all about data - admittedly we mostly talk about consumer data, as that's what we enable major consumer brands to collect from their audience. So for a change we decided to take a look at a different type of data: the data from our Qualifio Engage module. And it's an absolute goldmine!
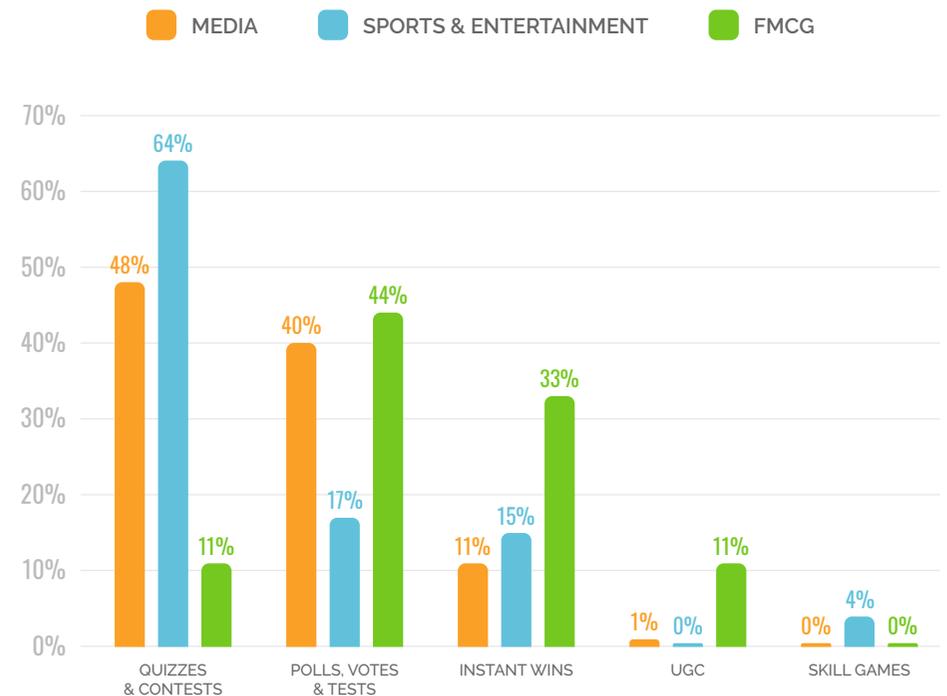
By analysing this data, we were hoping to spot the trends and most used techniques that these brands have been using to collect first- and zero-party data from their audience.

In order to classify and organise our conclusions, we have clustered the results and our conclusions for three main industries:

- The media industry
- The sports & entertainment industry
- The FMCG industry

When looking at the types of formats used by consumer brands, the data obtained shows that they're grouped in five main categories:

- Quizzes and contests
- Polls, votes & tests
- Instant wins
- UGC (user-generated content)
- Skill games



Bar chart legend: MEDIA, SPORTS & ENTERTAINMENT, FMCG

QUIZZES & CONTESTS: MEDIA 48%, SPORTS & ENTERTAINMENT 64%, FMCG 11%
POLLS, VOTES & TESTS: MEDIA 40%, SPORTS & ENTERTAINMENT 17%, FMCG 44%
INSTANT WINS: MEDIA 11%, SPORTS & ENTERTAINMENT 15%, FMCG 33%
UGC: MEDIA 1%, SPORTS & ENTERTAINMENT 0%, FMCG 11%
SKILL GAMES: MEDIA 0%, SPORTS & ENTERTAINMENT 4%, FMCG 0%

# Let's take a closer look at the most used formats in each industry

## Media industry

There are 3 main trends that are set to shape and challenge the media landscape in the coming months and years:

The growth of streaming services

Gen Z and the rise of social media

The growing importance of data and AI

One of the ways of facing these challenges is by focusing on creating a **value exchange** with readers. Actors in the media industry have become distant from their audience. Therefore they need to find ways to connect with them and get to know them.

Grégory Hoffmann, digital ad operations manager and data specialist @ **IP Luxembourg**, explains the importance of collecting first- and zero-party data:

> *"All publishers have known this for many years: we must focus on first- and zero-party data because it is our data, the one we can really use. This unique data remains and will remain the priority for all publishers. It is our wealth, and thanks to this, we will be able to keep our costs per impression high."*
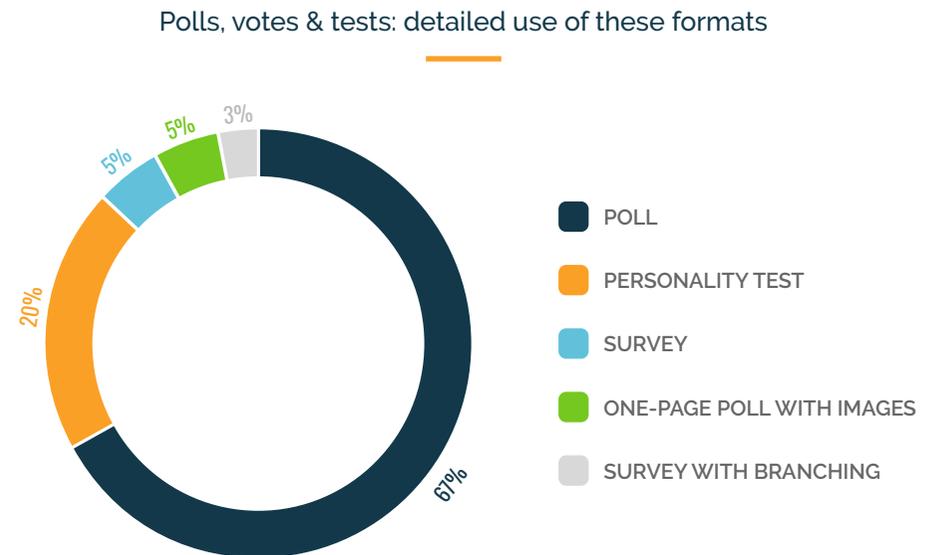
The concept of value exchange is a highly important one in media. By providing trustworthy, high quality and reliable information and content, combined with an impeccable brand experience, a publisher will be fulfilling their half of the exchange. In turn, the readers will be a lot more likely to share their personal data in exchange for what the publisher has to offer.

When analysing the data from Qualifio Engage from media campaigns, a clear trend appeared: in 40% of these campaigns, **polls, votes and tests were used as a way to collect first- and zero-party data from their audiences**. This compliant and actionable data will provide them with valuable insights into the preferences, opinions, and interests of their viewers or readers.

If we take a deeper dive into these numbers, the **poll or vote** format has been the most widely used. These types of interactive formats provide key feedback on not only how well the media industry is performing and what types of content are resonating with the audience, but also on what the readers are interested in and how they feel about key topics. This feedback can then help the publisher to make informed decisions about future content and programming.

A good example of the use of a poll or a vote in an interactive media campaign is during the elections where the format really shines! **In this article** you'll find 15 examples of how they can be used before, during and after an election.

**Personality tests** can also be used to collect valuable data on consumer preferences, behaviours, and demographics. By requiring consumers to provide personal information in order to take the test, media groups can build a database of consumer data that can be used for segmentation purposes and to inform future marketing campaigns.

### Polls, votes & tests: detailed use of these formats



3%
5%
5%
20%
67%

- POLL
- PERSONALITY TEST
- SURVEY
- ONE-PAGE POLL WITH IMAGES
- SURVEY WITH BRANCHING

**Ever wondered how interactive formats can positively impact the publisher's conversion funnel?**

Take a look at our media ebook

## Sports & entertainment

Actors in the sports and entertainment industries are facing many challenges in 2023:

**The need to embark on a digital transformation journey**: clubs, federations and institutions need to constantly keep up with the advances made in technology, especially in digital technology. They need to always be on the lookout for new ways to engage and retain their fans through digital channels.

**Globalisation and the changing media landscape**: sport clubs are navigating the increasing global reach of the sports industry and the evolving media landscape to reach more fans and generate new revenue sources.

In an increasingly digitised world, sport clubs are under considerable pressure to connect and interact with their fans, so it is key for them to always be finding new ways of building a relationship with them and consequently of generating more revenue.

As explained by Didac Lee, former board member for Barcelona FC:

*"Content should be the new core business of clubs."*

Sport clubs and organisations who use Qualifio Engage to engage and educate their fans **have used the quiz format in 64 % of their campaigns**.

## 64%

**Curious to find out more about the challenges facing the sports industry?**

Read our sports ebook and discover how clubs like LOSC, Valencia CF and Toulouse FC are approaching fan engagement with great results!



The future is fan-tastic!

How fan data is transforming the future of the sports industry

www.qualifio.com
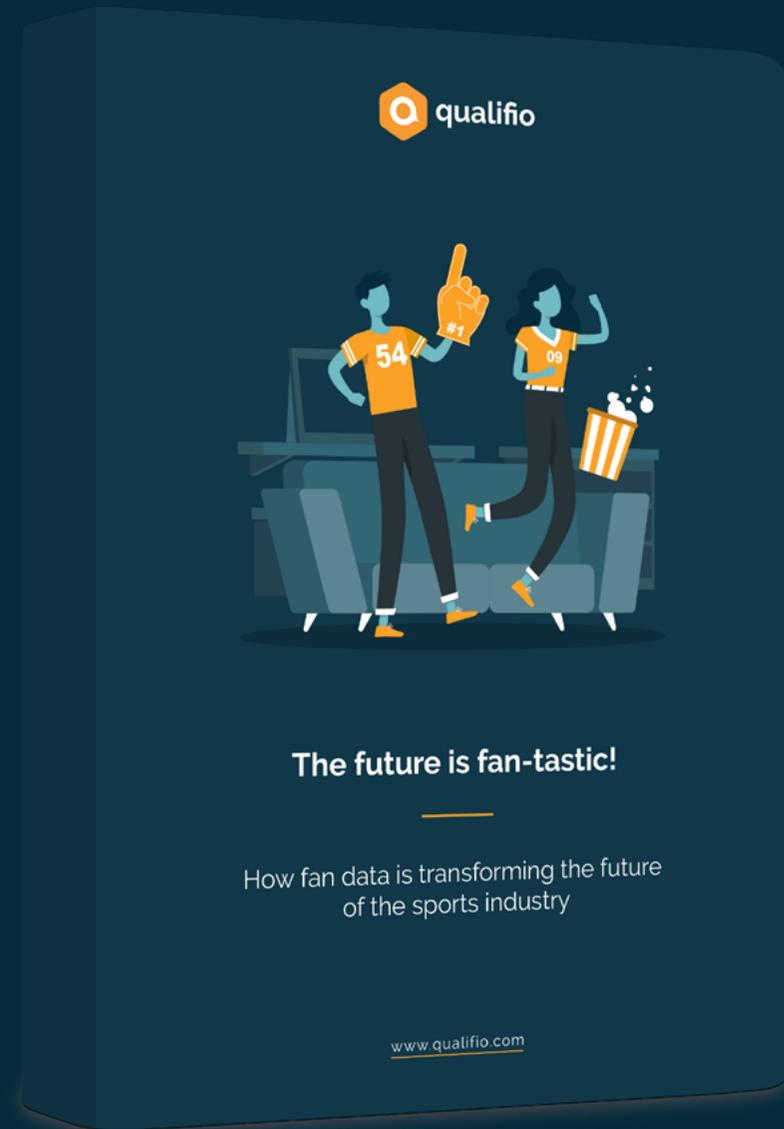
**Quizzes** are a simple and efficient interactive format with thousands of different combinations! It is very easy to create a multitude of different questions types based on pictures, videos, audio or just text. Endless possibilities therefore for a sports club to interact with their fans.

This highly customisable format can be a fun and educational way for clubs to engage with their fans and build their brand loyalty. They can also bring fans together and create a sense of community around the club.

After the quiz, in the ranking of most used formats in the sport industry, come the **prediction** and the **chrono quiz** formats.
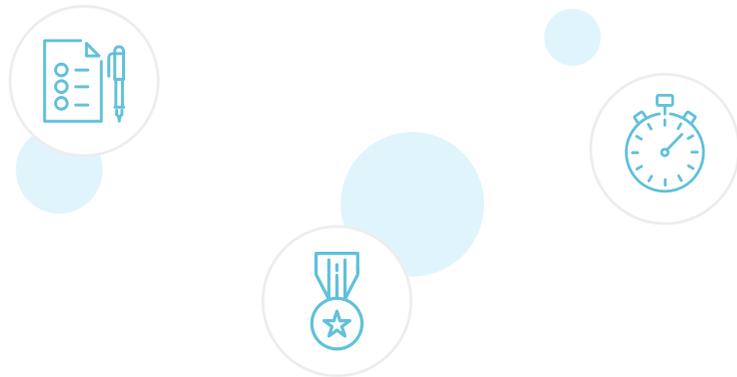
### Quizzes & contests: detailed use of these techniques



- QUIZ
- PREDICTION
- CHRONO QUIZ

8%
5%
87%
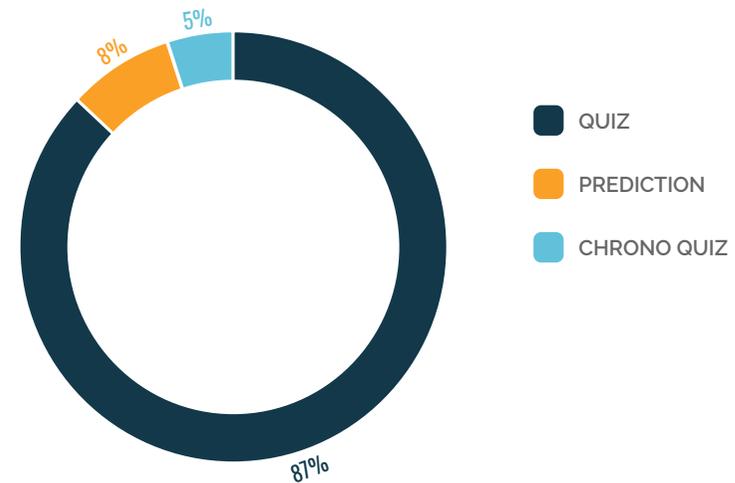
All of the different types of quiz formats (and **there are many**!) can be customised and set up to provide fantastic sponsorship opportunities, which are one of the main revenue sources for sport clubs. Sponsors are more than willing to pay for the opportunity to engage with the club's fans and to collect data on their preferences and behaviours.
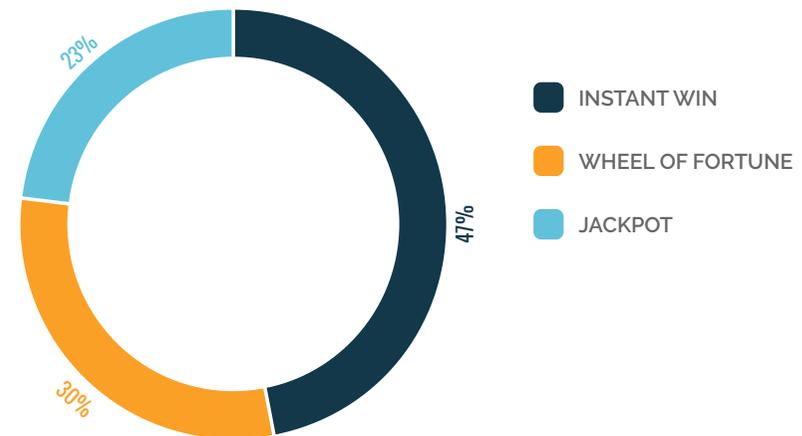
# FMCG industry

Let's take a look at our third and final industry: FMCG. What challenges is the industry facing?

- **Digital transformation**: the rise of e-commerce and the increasing use of digital technology are transforming the FMCG industry, requiring companies to adapt and to integrate digital solutions into their operations.

- **Data management**: the FMCG industry generates a colossal amount of data every day, from sales and market trends to supply chain information. Effectively managing this data is crucial for decision making and maintaining a competitive edge.

The focus of the past months in the industry has been working hard to establish robust and secure data collection and management strategies to meet these challenges in the most favourable conditions.

What do the numbers say? **The most used format for the FMCG industry is the instant win**. The use of instant win formats is the perfect way to incentivise purchases and to collect valuable data on consumer preferences and behaviours. By using this data to build their marketing strategies, FMCG brands can more effectively reach and engage their target audience and drive sales and revenue for their business. No need for endless lists of questions and answers, participants simply provide their details and hey presto! They find out instantly if they've won or not.

Instant wins: detailed use of these techniques



- **INSTANT WIN** 47%
- **WHEEL OF FORTUNE** 30%
- **JACKPOT** 23%

The two other popular formats in the FMCG industry are the **wheel of fortune** and the **jackpot**. These highly customisable formats can be used to promote a variety of different products or services. Brands can choose the prizes or rewards that are offered, based on the products or services they are trying to promote. This can help to increase awareness and sales of specific products or services, while also building brand loyalty and engagement.

**Curious to find out more about how building a sense of community loyalty amongst your customers can improve their brand experience?**

Take a look at the amazing loyalty program created by our fictional FMCG brand Flavorsome!
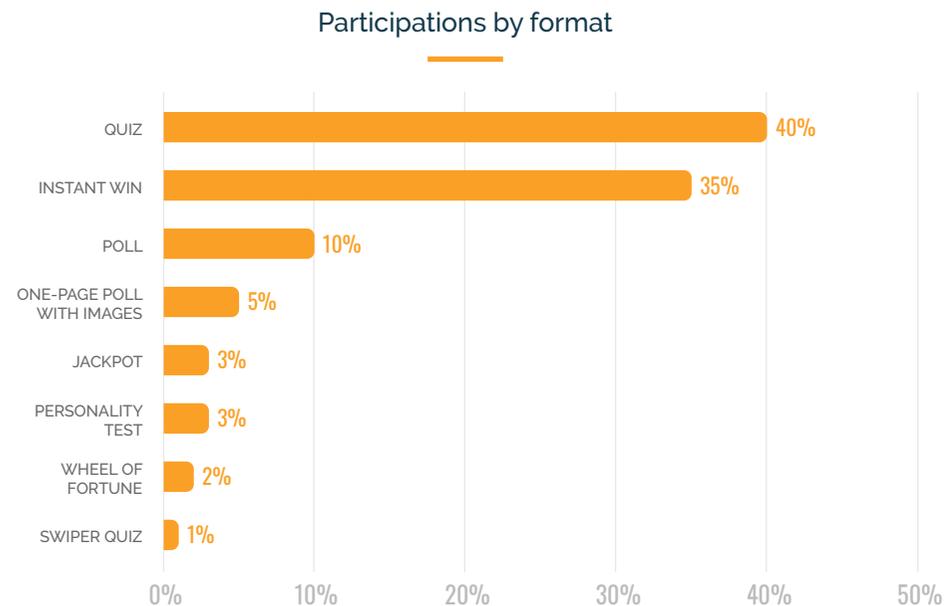
You can even try it out!
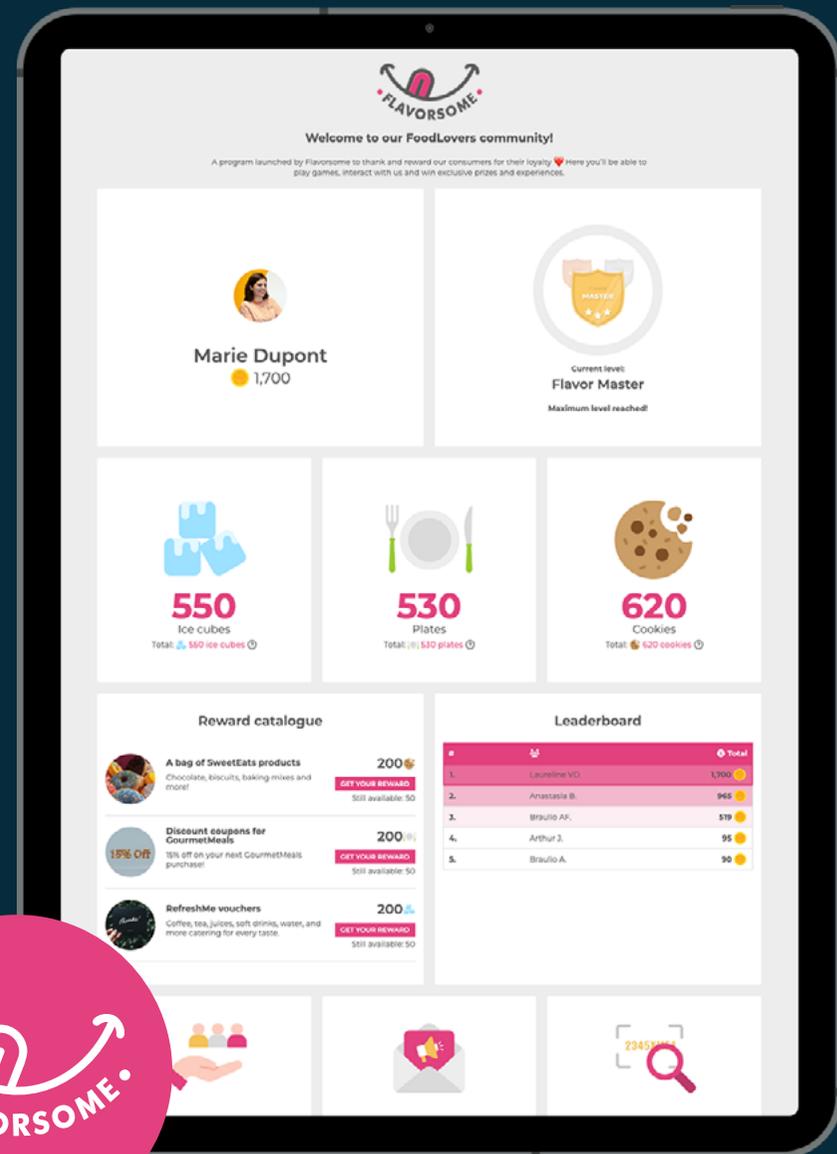
# How do these data collection methods perform?

# How do these data collection methods perform?

## Media industry

Although the most widely used campaign format in the media industry has been the quiz, there is a **tie between the instant win and the quiz, which have each obtained 35% of the total number of participations**:

### Participations by format



| Format | Percentage |
|---|---|
| QUIZ | 40% |
| INSTANT WIN | 35% |
| POLL | 10% |
| ONE-PAGE POLL WITH IMAGES | 5% |
| JACKPOT | 3% |
| PERSONALITY TEST | 3% |
| WHEEL OF FORTUNE | 2% |
| SWIPER QUIZ | 1% |

This result could be explained by the fact that the media industry often targets younger and more digitally-savvy audiences, who are more likely to participate in online quizzes and instant win campaigns.
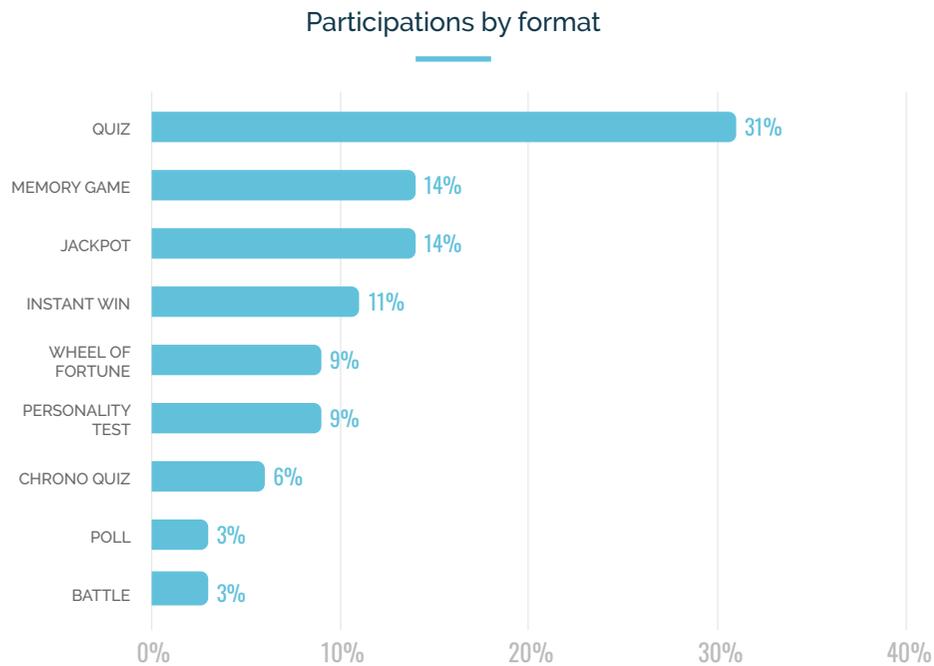
Also, the media industry is constantly evolving and adapting to new technology and trends, making it well suited for innovative and dynamic marketing strategies, such as instant win campaigns.



The advantage of interactivity and data for RTL Luxembourg's digital strategy

**Read now**

## Sports & entertainment

For the sports club & entertainment industry, **the quiz has been the best performing format in 2022 obtaining 31% of the total number of participations, followed by the memory game and jackpot format with 14%**:

### Participations by format

| Format | % |
|---|---|
| QUIZ | 31% |
| MEMORY GAME | 14% |
| JACKPOT | 14% |
| INSTANT WIN | 11% |
| WHEEL OF FORTUNE | 9% |
| PERSONALITY TEST | 9% |
| CHRONO QUIZ | 6% |
| POLL | 3% |
| BATTLE | 3% |

Jackpot campaigns are often successful in the sports club industry because they provide a strong incentive for fans to participate and engage with clubs. By offering the chance to win a significant prize, such as a large cash payout or a unique experience, these campaigns can create a sense of excitement and urgency among fans. This can help to increase ticket sales, merchandise purchases, and overall fan engagement with the club, creating a strong feeling of belonging and community among fans.

How Valencia CF use Qualifio to grow, get to know, monetise and engage their community
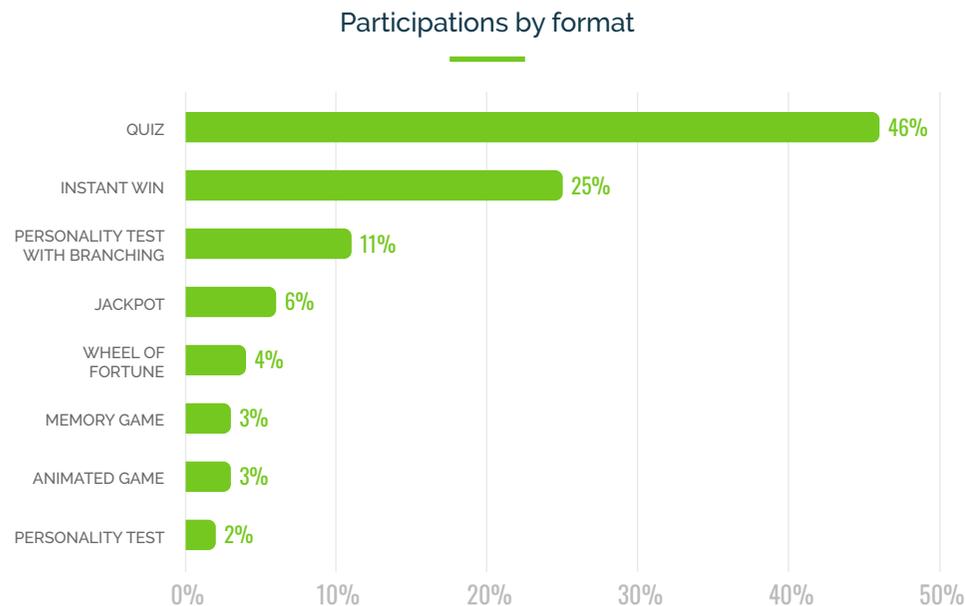
**Read now**
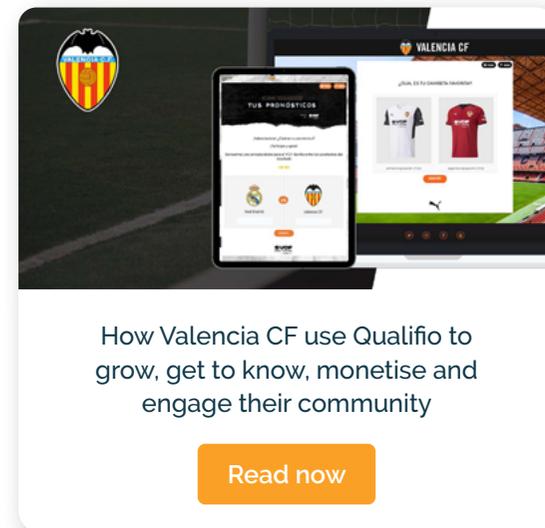
## FMCG industry

Finally, for the FMCG Industry, the most used interactive formats have been the quiz and the personality test. **The quiz is the best performing format in 2022-2023, obtaining 46% of the total number of participations followed by the instant win format with 25%**:

Quiz campaigns are often successful in the FMCG industry because they provide a fun and interactive way to engage with consumers and build brand awareness.

By offering a quiz related to a product or brand, marketers can educate consumers about the product and highlight its unique features or benefits.

### Participations by format



| Format | Percentage |
| --- | --- |
| QUIZ | 46% |
| INSTANT WIN | 25% |
| PERSONALITY TEST WITH BRANCHING | 11% |
| JACKPOT | 6% |
| WHEEL OF FORTUNE | 4% |
| MEMORY GAME | 3% |
| ANIMATED GAME | 3% |
| PERSONALITY TEST | 2% |

A European data capture program deployed across 70% of L'Oréal's brands

**Read now**

# Anonymous or identified campaigns?

# Anonymous or identified campaigns?

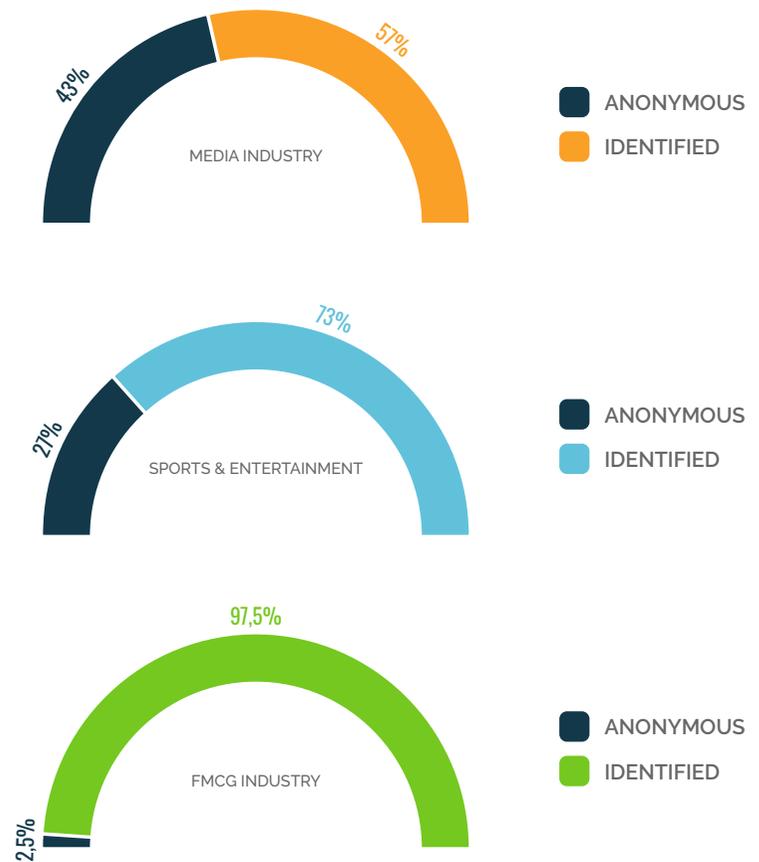There are two different types of campaigns:

**Identified campaigns**, where participants need to identify themselves and register before or after participating;

**Anonymous campaigns**, where participants can take part in the campaign without identifying themselves. However, brands can still collect data with this type of campaign and segment participants based on their answers to quiz questions.

**The choice between anonymous and identified campaigns depends on the specific goals and needs of the brand.** Anonymous campaigns are generally used when the objective is to reach a large audience quickly or to get broad feedback without collecting personal data. Identified campaigns are used when the goal is to collect personal data for future marketing actions or to build a closer relationship with the audience.

## Which type of campaign dominates in each industry?

**MEDIA INDUSTRY**

43% · 57%

■ ANONYMOUS
■ IDENTIFIED

**SPORTS & ENTERTAINMENT**

27% · 73%

■ ANONYMOUS
■ IDENTIFIED

**FMCG INDUSTRY**

97,5% · 2,5%

■ ANONYMOUS
■ IDENTIFIED

Media groups tend to use more anonymous campaigns compared to sports clubs and FMCG brands as they focus on reaching a large and diverse audience quickly. It is also key for them to keep enriching their data, by asking non-identified questions.

Media campaigns are designed to reach a broad audience, and the personal information of individual readers is not required for these campaigns to be effective.

**RTL Luxembourg**'s "Question of the day" is a perfect example: they collect anonymous answers to feed their database with socio-demographic data. Between 8,000 and 10,000 people participate every day and users can also contribute ideas for new questions.

On the other hand, the FMCG industry uses more identified campaigns than the sports and media industries, mainly because building direct relationships with individual consumers is crucial for FMCG companies in order to increase brand loyalty and drive repeated purchases.

## The crucial role of forms in building strong consumer relationships

With no big surprises, **forms** are the basis of identified campaigns. You can create simple (first name, last name, email) or complex forms (address, date of birth, preferences, etc.) based on your data collection goals.

One of Qualifio's features that makes forms powerful is **progressive profiling**. This method allows brands to request data in small bits from a user, rather than asking for all of the data they want at once. Why is progressive profiling interesting for a brand?

**1** You can gather valuable insights you need from your customers and potential customers while keeping them happy by collecting it over time.

**2** Over time and as your prospects have more interactions with your content, you get to qualify leads and know essential information.

**3** Short forms are easier to fill out and help increase conversion rates.

When using forms in identified campaigns, it is important to follow best practices to ensure campaign effectiveness and to collect data accurately and securely. Here are some key steps for using forms in identified campaigns:

**1** **Clearly communicate the purpose of the form**: let consumers know what data is being collected, what purposes you will be using it for and why it is important. This will help consumers to feel reassured about sharing their data.

**2** **Keep the form as short as possible**: consumers are more likely to complete a form if it is quick and easy to fill out. Try to limit the number of fields so that you're only collecting the data that you strictly need. When possible, it is best to **connect your SSO** to your Qualifio campaigns so that known data can be pre-filled, making the process even smoother for the user.

**3** **Make the form easy to read and navigate**: use clear and concise language and organise the form in a logical and easy-to-follow way.

**4** **Ensure that the form is secure**: use secure methods to collect and store personal information to protect consumer data from potential security breaches or identity theft.

**5** **Follow data privacy regulations**: be sure to follow data privacy regulations such as GDPR, CCPA, and other relevant laws and regulations when collecting and using consumer data.
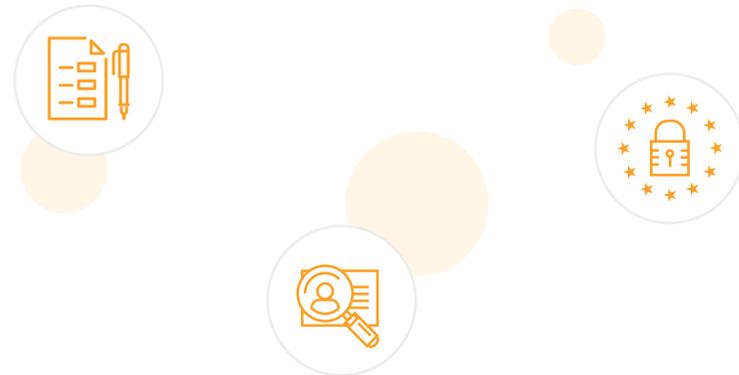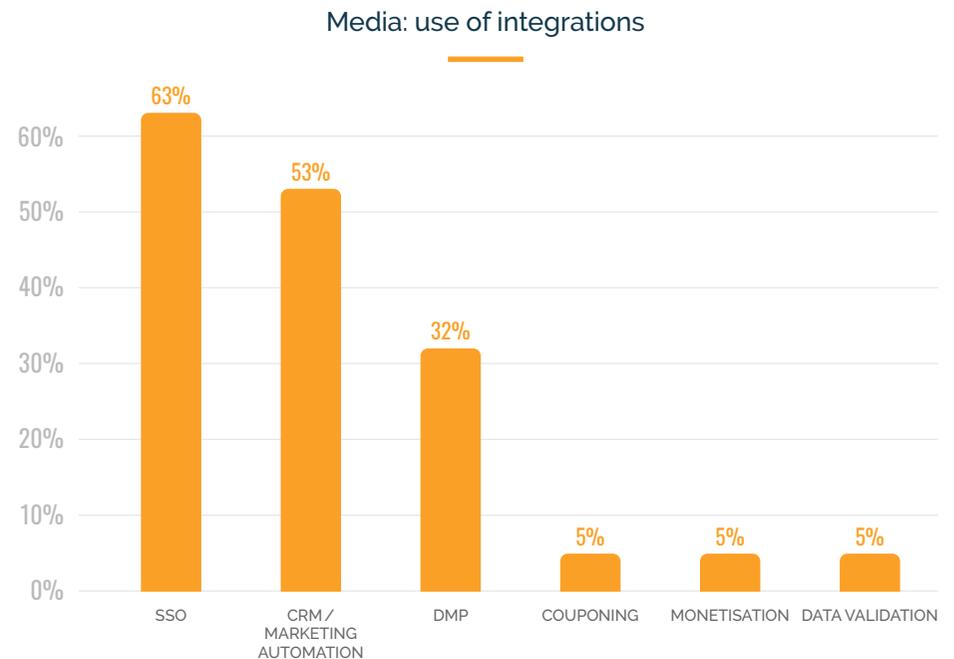
# Integration: the key to successful data collection

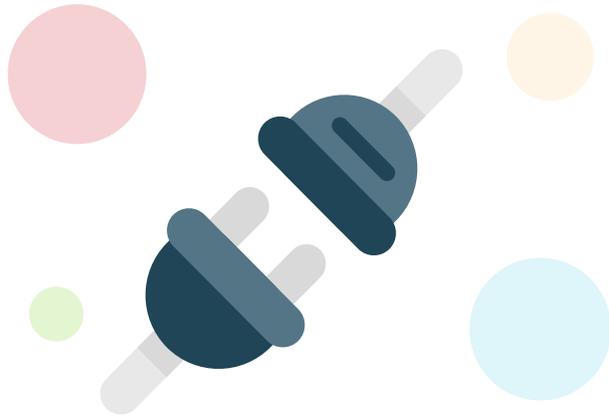# Integration: the key to successful data collection

Feeding your marketing tools (CRM, CDP, DMP, etc.) with the consumer data you collect is important to leverage a data-driven marketing strategy and break down data silos. This is why connecting Qualifio to your enterprise data tools is crucial.

## The importance of feeding your marketing and data tools with the data you collect

- **Increased efficiency**: by automating data collection processes, integration tools can significantly reduce the time and effort required to gather data. This leads to increased efficiency and cost savings.

- **Enhanced data integration**: integration tools can help to connect various data sources, making it possible to gather, integrate and analyse data from a wide range of sources.

- **Real-time data access**: integration tools can provide real-time access to data, enabling organisations to make informed decisions quickly.

When looking at the data extracted from campaigns in Qualifio Engage, the numbers show that in the media industry, the most-used integration is the SSO
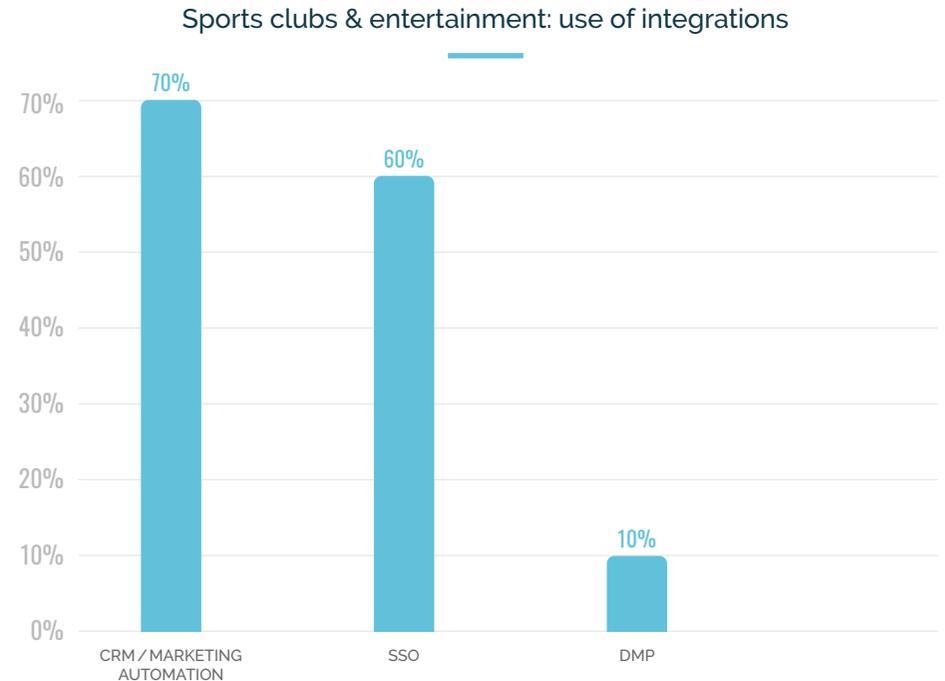
### Media: use of integrations



| Integration | Percentage |
|---|---|
| SSO | 63% |
| CRM / MARKETING AUTOMATION | 53% |
| DMP | 32% |
| COUPONING | 5% |
| MONETISATION | 5% |
| DATA VALIDATION | 5% |

For sports clubs and institutions, the main integration with Qualifio is with CRM and marketing automation tools.

**Sports clubs & entertainment: use of integrations**



**Any of the tools you use, we can integrate with**

Qualifio can integrate with the marketing and data tools you're already using, making it easier to improve your workflow, send personalised communications and make your teams more productive.

Check it out

These types of integration involve the use of a software system to collect and analyse data from fans and consumers, including their demographics, preferences, and behaviours, in order to build stronger relationships and increase engagement.

CRM integration is important for sport clubs looking to improve their fan engagement and increase their revenue. By centralising and analysing data, sport clubs can create more personalised experiences for their fans and drive long-term loyalty.

In the FMCG industry, CRM integration and SSO integration are the most commonly used connections with Qualifio.

### FMCG: use of integrations



A Single Sign-On (SSO) integration is a security and authentication process that allows users to log in to multiple applications and services using a single set of credentials. With an SSO, users only need to remember one username and password, rather than having to create and manage multiple sets of credentials for each individual application or service they use.

SSO integration is valuable for FMCG companies because it allows them to improve the user experience, collect data on their consumers, develop personalised experiences, and improve security. By streamlining the login process and allowing users to log in with a single set of credentials, FMCG companies can reduce friction and improve engagement with their brands.
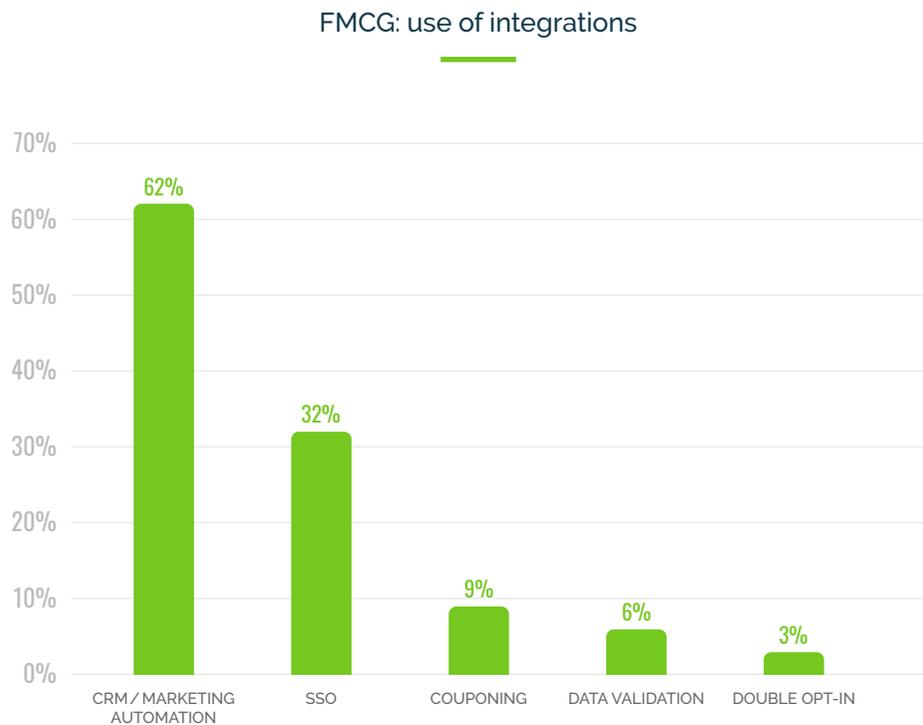
## Other integration options

**DMP (data management platform)**: helps to collect, store, and analyse large amounts of data from various sources, including web analytics, marketing automation, and customer relationship management (CRM) systems. DMPs allow organisations to segment and target specific audiences with personalised marketing campaigns.

**Coupons**: this integration is used to distribute and manage digital coupons to customers. It involves the use of a software system to create, distribute, and track the usage of digital coupons. An integration with a couponing platform allows brands to offer discounts and promotions to their customers. This is therefore a powerful tool for driving sales and building customer loyalty.



**At Qualifio, one of our technology partners and official reseller in Sweden is Clearon, the leading Swedish coupon provider.**

**Take a look at this article** to understand how the integration between our two platforms works.

Check it out

# Opt-ins: a key element in effective marketing strategies

# Opt-ins: a key element in effective marketing strategies

Opt-ins are a crucial aspect of successful marketing strategies in today's digital landscape. An opt-in refers to when a person voluntarily gives their consent to receive communications from a brand. These communications can include emails, text messages, and many other forms of digital marketing.

The **opt-in performance dashboard** available on the Qualifio platform allows brands to gain greater insights into how well their opt-ins are performing. The dashboard is available directly within the platform, without having to connect with third-party analytics tools and each section has its own purpose, indicating stats by categories, by campaign and by website.

It's important to note that opt-ins are not just about collecting data, but also about building a sense of trust and a relationship with your audience. By respecting individuals' privacy and allowing them to control the types of communications they receive, brands can demonstrate their commitment to ethical and compliant data practices and establish a positive reputation with their audience.

# Key takeaways

# Key takeaways

**1**

The most widely used format in all industries:

**QUIZ**

**2**

The best performing formats:

**QUIZ & INSTANT WIN**

**3**

The sector using the most anonymous campaigns:

**MEDIA INDUSTRY**

**4**

The most used integrations in all industries:

**CRM & SSO**

# Conclusion

The importance of customer engagement, first- and zero-party data collection and loyalty cannot be overstated in today's digital age. By leveraging effective interactive formats such as quizzes and instant wins, brands can drive customer participation and build strong relationships with their audience.

The use of anonymous campaigns by the media industry and the prevalence of SSO and CRM integrations across the industries we looked at highlights the importance of maximising revenue while building trust and loyalty with consumers.

With data deprecation being an omnipresent challenge for consumer brands, the collection and use of first- and zero-party data will become increasingly vital for providing personalised content and maintaining customer engagement.

By prioritising data collection, analysis, and transparency, brands can build trust with customers and provide relevant content even without third-party cookies.
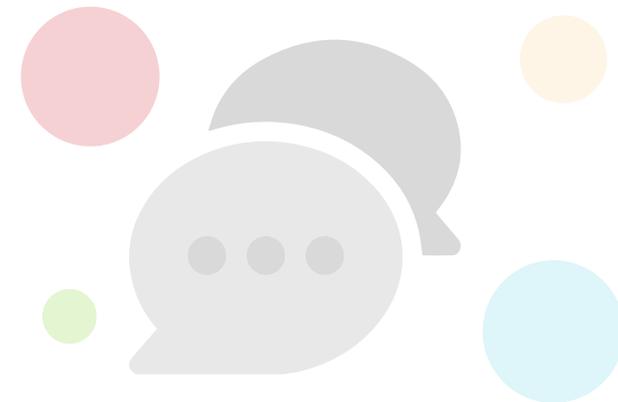
**Interested in finding out more about how Qualifio could help you with your data collection strategy?**

**Book a demo now!**

# How Qualifio can help

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 thanks to 2 complementary SaaS modules:

## QUALIFIO ENGAGE

allows them to generate engagement and capture data via quizzes, games, polls, contests, and over 50 other interactive formats.

## QUALIFIO LOYALTY

empowers them to reward and segment members with interaction-based programs that go beyond purchases.

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

L'ORÉAL    Nestlé    Unilever    PEPSICO    dpg media    Daily Mail    currys