



Engaging *Consumers*

WITH MARIGOLD GROW

2024



Introduction

Acquire unknown consumers, engage your current customers and expand your knowledge of their wants and needs by collecting zero-party data at scale.

With dynamic, interactive digital campaigns, your brand can collect self-reported, zero-party data directly from consumers to fuel a personalization strategy that's founded on transparency and privacy.

Marigold Grow leverages the “value exchange economy” to offer consumers something they desire in exchange for the data you need to build stronger relationships on a one to one level Brands can seamlessly deploy a list of experiences, including:

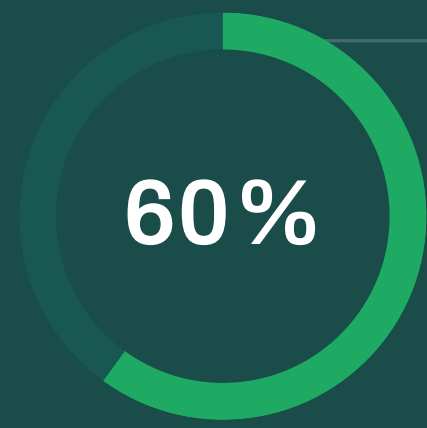
- Giveaways
- Quizzes
- Polls & Surveys
- Contests
- Social Displays
- Promotions
- Content Pages
- Forms
- NextGen
- From the Studio

The more engaging the experience, the more you can incentivize customers to share beyond their personal identity data. Think beyond address and birthday – your brand can collect valuable preference, behavioral, and intent data.

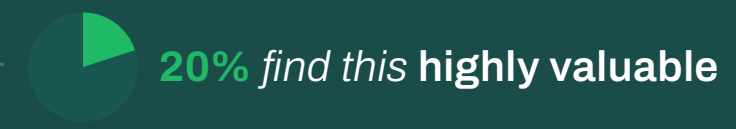
When used as an acquisition and data enrichment tool, brands can use the data collected for robust segmentation or hyper-personalization and better align their products and services to forge lasting relationships that lead to long term loyal customers. This guide highlights only a few examples of Marigold Grow in action, but you can take inspiration from these global brands when it comes time to build your campaigns.

“ **ZERO-PARTY DATA** is that which a customer intentionally and proactively shares with a brand. It can include purchase intentions, personal context, and how the individual wants the brand to recognize her.”

— Fatemeh Khatibloo, PRINCIPAL ANALYST, FORRESTER



of consumers will trade personal and preference data in return for unlocking content



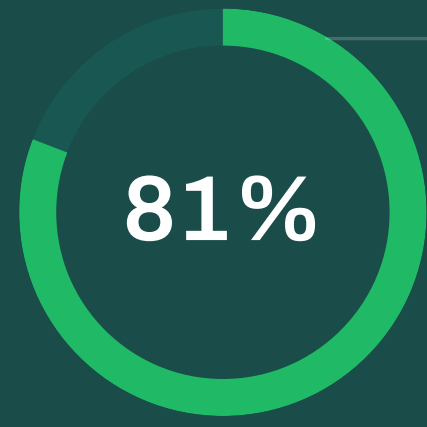
20% find this highly valuable



of consumers will trade personal and preference data in return for discounts and coupons



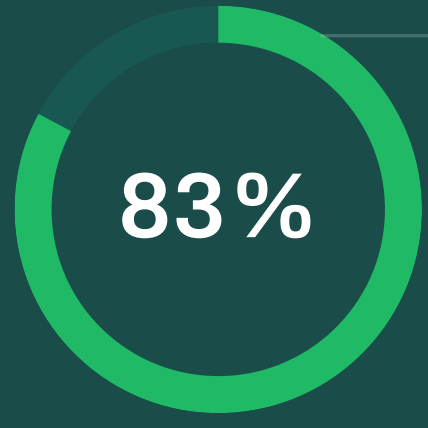
55% find this highly valuable



of consumers will trade personal and preference data in return for the opportunity to win a prize



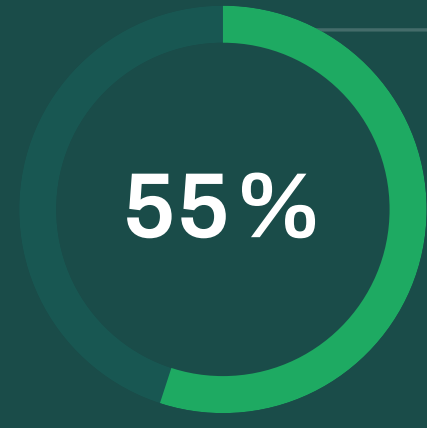
37% find this highly valuable



of consumers will trade personal and preference data in return for early or exclusive access to products and services



36% find this highly valuable



of consumers will trade personal and preference data in return for feeling part of a brand's community



20% find this highly valuable

Consumer Data Types

	Inferred Data	Observed Data	Self-Reported Data
Third-Party Data	Inferred household income	Mobile device ID Set-top box data Purchase preferences	Social media page likes
Second-Party Data	Product/category preferences	Web cookie data	Self-identified household income
First-Party Data	Cross-device identity matching	Loyalty program activity purchase history	Date of birth Mailing address
Zero-Party Data			Preference insights And purchase intentions

Giveaways and Promotions

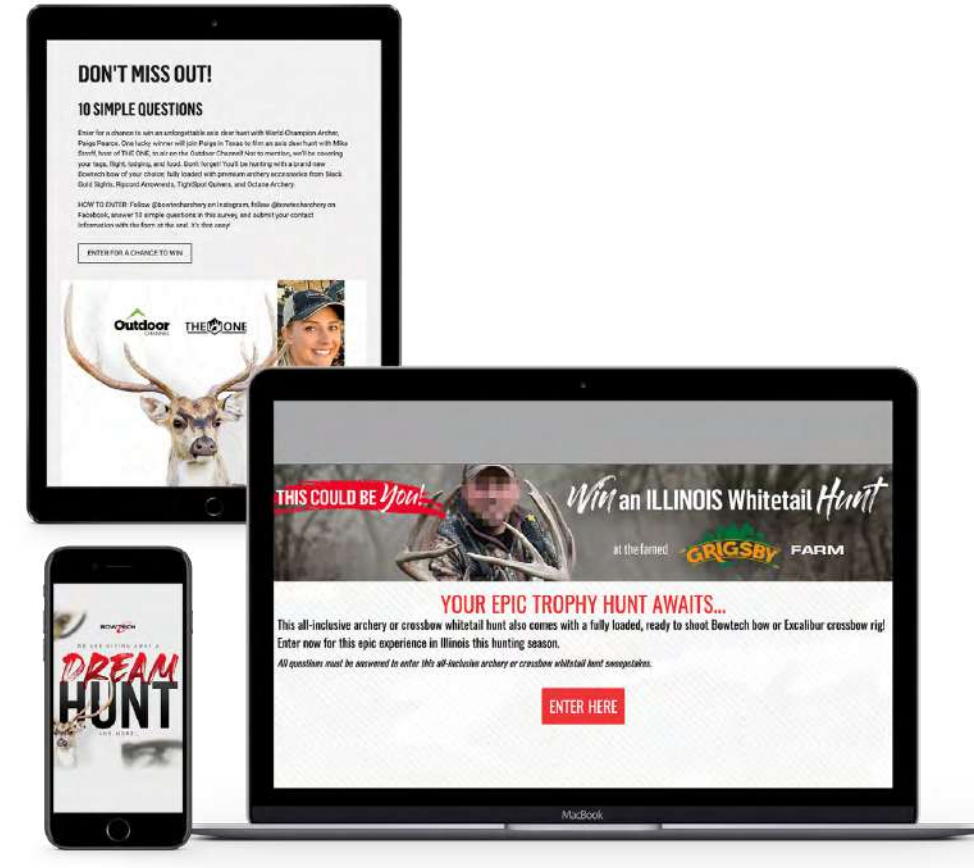


Bowtech Trip Giveaway

GOAL: Drive acquisition while gaining both product and market research to deliver personalized offers post entry

Bowtech created a national sweepstakes marketing campaign using TV, print, social and email to drive awareness. The goal was to acquire customers of their direct competitors into their own database while learning exactly what product features and attributes swayed purchase decisions. 6 survey questions revealed the most desired product attribute along with the biggest gripe entrants had with their current competitor's product. Immediately upon entering, entrants received personalized offers via email that highlighted Bowtech's advantages over the recipient's current brand, including product recommendations that met their individual budgets which were declared in the survey.

The value exchange offered to entrants was a free, all expense paid trip of a lifetime to recreate with a famous outdoor celebrity on a world famous game ranch. Over 100k entrants provided psychographic data that led to a 50% market share increase in key US markets resulting in a 10x ROI in the 90 day promotional period. All marketing channels were measured individually, revealing which drove the most cost effective volume of entries. This included deep insights and exact measurement on influencer marketing partners involved in the promotional efforts.



Furthermore, analyzing the zero-party data collected per entrant revealed which channels were most effective in acquiring their ideal customer profiles. This information later informed their future marketing investment decisions. The data collected continued to provide insights and informed hyper-personalized offers that drove foot traffic into key retail partners for more than 12 months after the sweeps had ended.

The 90 day campaign delivered:

108K
entries

600K+
zero-party
data points

95%
of entrants lived
within 50 miles of
an identified 3rd
party retail partner

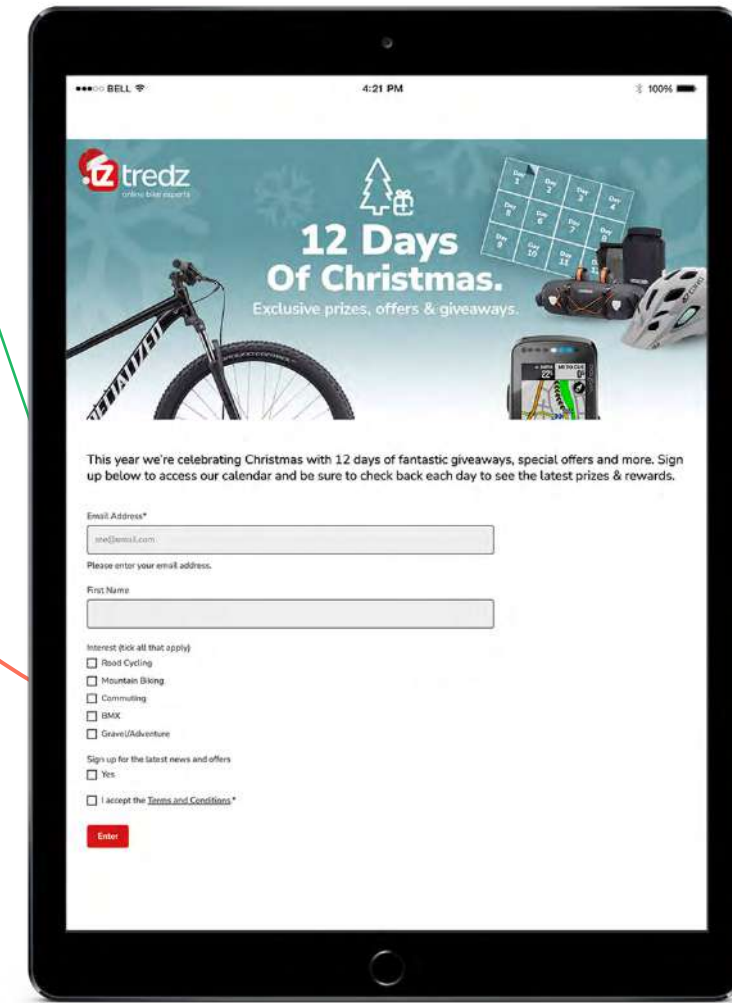
10x
ROI in
90 days

Tredz 12 Days of Christmas

GOAL: Drive acquisition and customer enrichment while also building brand awareness

Tredz engaged their current customer base while growing their audience with net new contacts over the holiday season with their very own advent calendar. The 12 Days of Christmas campaign encouraged participants to opt-in for a chance to win big. By leveraging multiple channels – email, their website homepage, as well as paid and organic social media – Tredz acquired new, previously unknown cycling enthusiasts into their database while learning more about them, as well as their current customers who engaged.

The value exchange offered Tredz to collect identity data as well as valuable preference data from their target audience. A multi-select checkbox prompted participants to share their interests from road cycling, mountain biking, commuting, BMX and gravel/adventure. With this data, Tredz built accurate and robust customer profiles, enriched with key decisioning data for advanced segmentation that informed their future marketing messages and offers.



Over the 12 days this campaign ran, Tredz saw:

	<i>over</i>	<i>over</i>	<i>over</i>
62%	16K	40K	13K
Conversion Rate on signup gateway page	Engagements on signup gateway page	Engagements on the Promotion Page	Clicks on CTA buttons to claim individual promotions

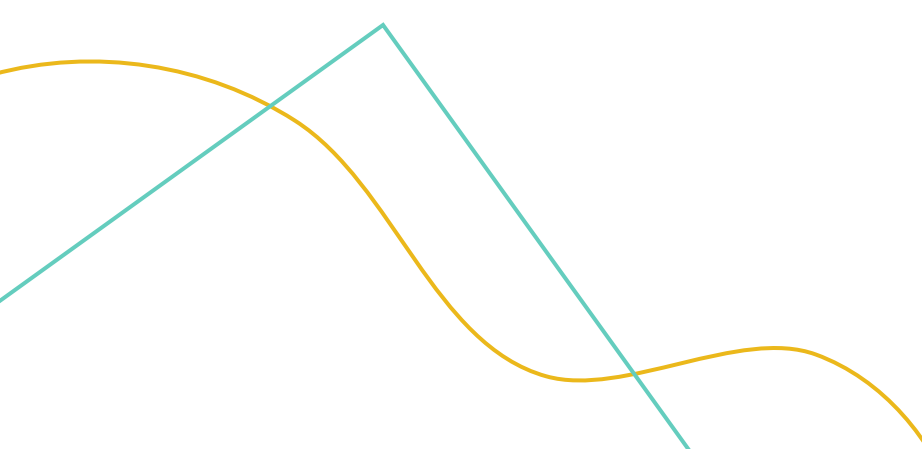
PEPSICO BRANDS

PepsiCo

GOAL: Get closer to end customers who transact through a retail partner

A barrier exists between CPG brands and their consumers since third-party retailers sell the majority of their products. Without access to that direct transaction data and knowing who actually made a purchase, CPG brands miss the opportunity to learn about their customers.

PepsiCo was able to bridge that gap by leveraging key partnerships and their product packaging to create fun, interactive experiences while building a database of confirmed retail shoppers.



Doritos/Walkers x EasyJet

GOAL: Expand marketable database using a co-promotion

For their Win a Holiday Every Hour campaign, easyJet and PepsiCo partnered to give away 12 holiday trip packages every day for 90 days straight. To participate, customers would purchase a promotional pack of Walkers or Doritos, scan the QR code on the packaging, enter their batch code and personal identity data to then instantly discover if they were a winner. PepsiCo offered this value exchange to collect data and insights on their customers without ever directly transacting with them. easyJet, as a partner providing the trips, was also able to seamlessly expand their database and gather information on an unknown audience.

3.9M
Views

2.7M
Entries

70%
Conversion Rate

over 1000
Holidays won and redeemed

Walkers x Paramount+

GOAL: Expand marketable database using a co-promotion

Walkers and Paramount+ partnered on a promotion that rewarded every complete submission with a free month of Paramount+'s streaming services. To enter and instantly win, participants simply needed to purchase a promotional pack of Walkers crisps, scan the QR code and submit their personal data. PepsiCo was able to learn more about their consumers while Paramount+ collected data on a previously unknown audience.

115K
Unique Entrants

35%
Conversion Rate

Every participant was **completely unique**

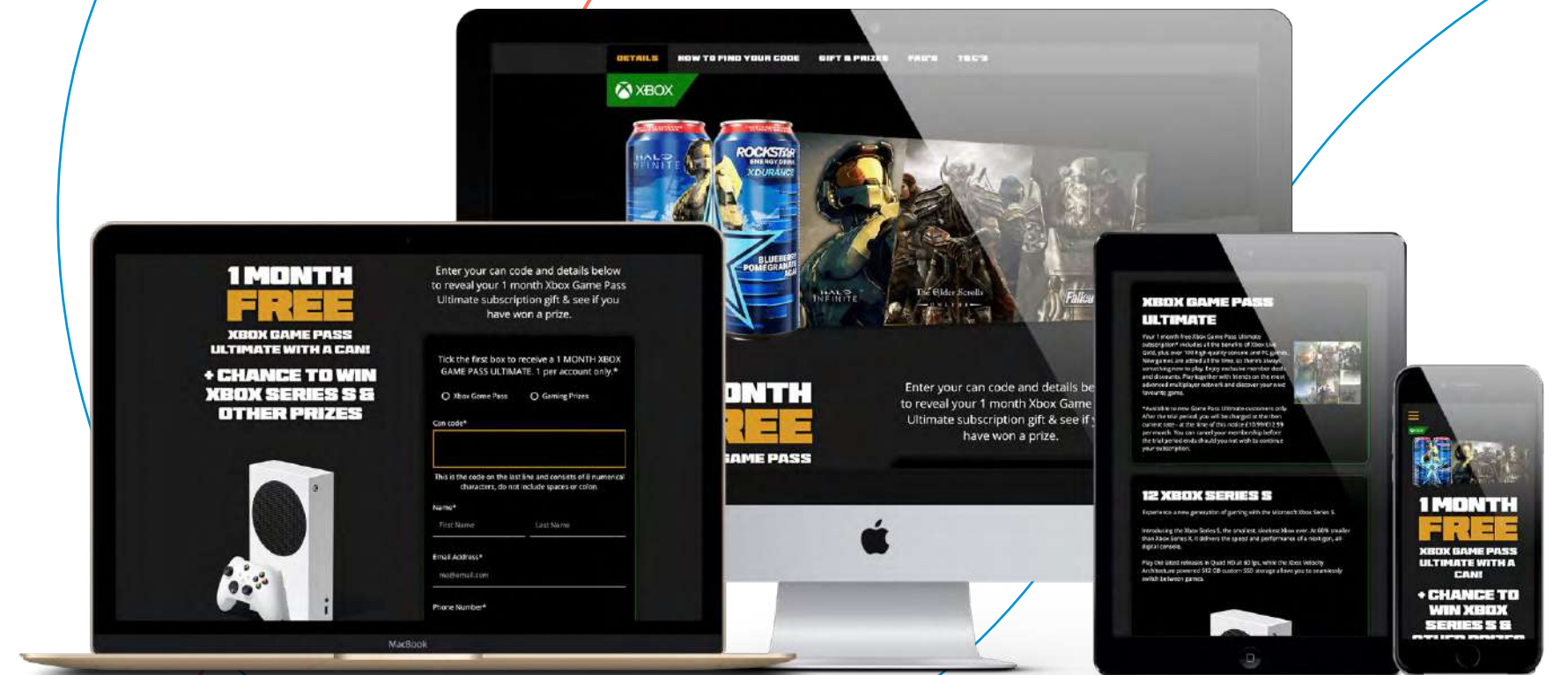
Rockstar x Microsoft

GOAL: Expand marketable database using a co-promotion

Rockstar partnered with Microsoft for this epic gaming promotion. After purchasing select Rockstar beverages, participants could enter to instantly receive a free month of Xbox Game Pass Ultimate, then submit to a greater sweepstakes where they had the opportunity to win larger, exclusive prizes: either the Xbox Series S Console or the Xbox Stereo Headset.

Both Rockstar and Microsoft expanded their database of known customers and replicated the campaign across multiple regions based on the initial success.

- **Cloned across 10 other markets** after UK debut
- **Strategically reduced market production costs** for PepsiCo brands



Domino's Pizza Netherlands BV

GOAL: Expand their audience to engage the younger generation

Domino's Pizza, the largest pizza delivery and take-out company in the world, has over 17,000 locations in more than 89 countries, and 300 locations in the Netherlands. Domino's aims to deliver hot meals within 20 minutes to any given customer's doorstep. Together with Ematters, they launched a challenge asking customers to submit photos of activities they could do in the 20 minutes awaiting their deliveries.

Selligent put forward an omnichannel campaign created from a mobile first perspective, offering a seamless activation campaign in which customers could upload photos on the website or app, and visitors could vote online for their favorite 20 Minute Challenge. The result was amazing success with increased engagement especially from Domino's fans in the younger audience, who are normally hard to reach.

800+ customer challenges accepted

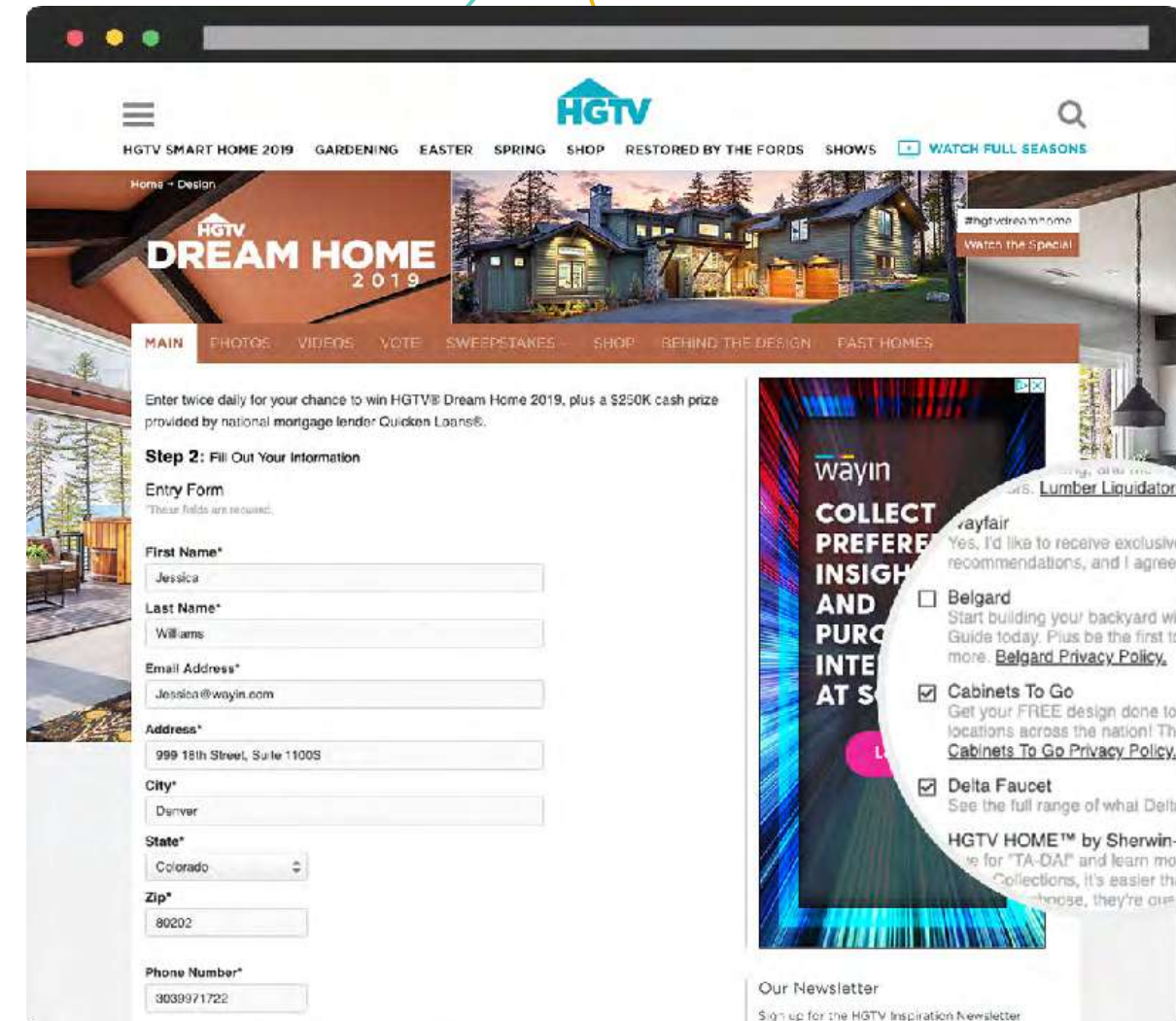


Discovery's HGTV Dream Home Giveaway

GOAL: Collect first- and zero-party data records using co-promotion

Discovery reached an expansive audience with their Dream Home Giveaway sweepstakes. With two daily entrees—one through HGTV and one through the Food Network—participants submit for a chance to win a tantalizing “Dream Home” as well as gifts from Discovery’s sponsors: \$100,000 from Ally Bank and a Jeep Grand Cherokee 4xe.

By dangling a tasty prize and leveraging a simple yet effective sweepstakes competition, Discovery generated millions of unique first-party data records and marketing opt-ins for them and their sponsors. Once entered, participants can redeem special offers from sponsors by opting-in. They can also redeem more submissions by voting on their favorite HGTV Dream Home spaces, allowing Discovery to also collect preference data.



110M

First-party data records and marketing opt-ins collected

Gold Winner

at the Internationalist Media Innovation Awards

Advent Smartbox Calendar

GOAL: Gather email opt-ins and personal data

For Smartbox's Advent Calendar, they conducted a user-generated-campaign that encouraged participants to submit a photo of themselves in their ugliest christmas sweater. Once a photo was submitted, the entrant was entered into a competition to win a €300 voucher for a product on Smartbox's website and prompted to receive an extra 15% off purchases by signing up for the newsletter. Smartbox successfully collected new opt-ins and identity data with a fun, interactive campaign.

- **Seized a holiday focused period** for an engagement opportunity
- **Drove an increase** in newsletter opt-ins
- **Offered discounts** as a sales driver in the holiday period





Quizzes, Polls and Surveys

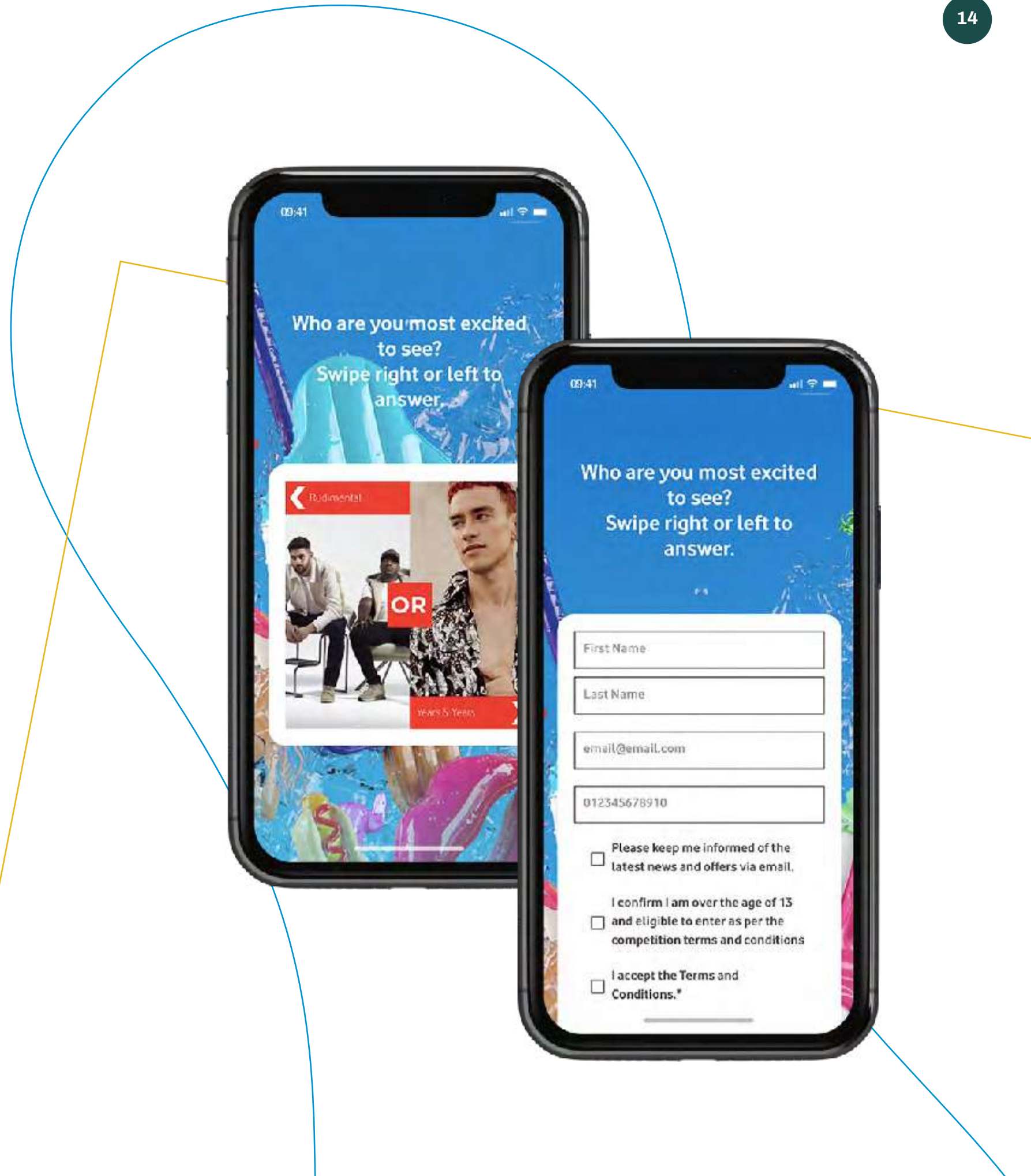
Vodafone Summertime Ball Social Story

GOAL: Drive zero-party data collection

With their Summertime Ball Social Story, Vodafone offered their audience a chance to win free tickets to the Summer Time Ball in exchange for participating in an interactive story. A swipeable poll allowed participants to easily choose which artists they were most excited to see. By offering a value exchange in a contextually relevant channel and seamlessly incorporating data capture mechanics into the interactive story, Global Radio and Vodafone UK drove huge amounts of first-party data collection and outperformed their traditional digital display advertising strategy.

38%
Conversion rate

96%
Positive brand sentiment

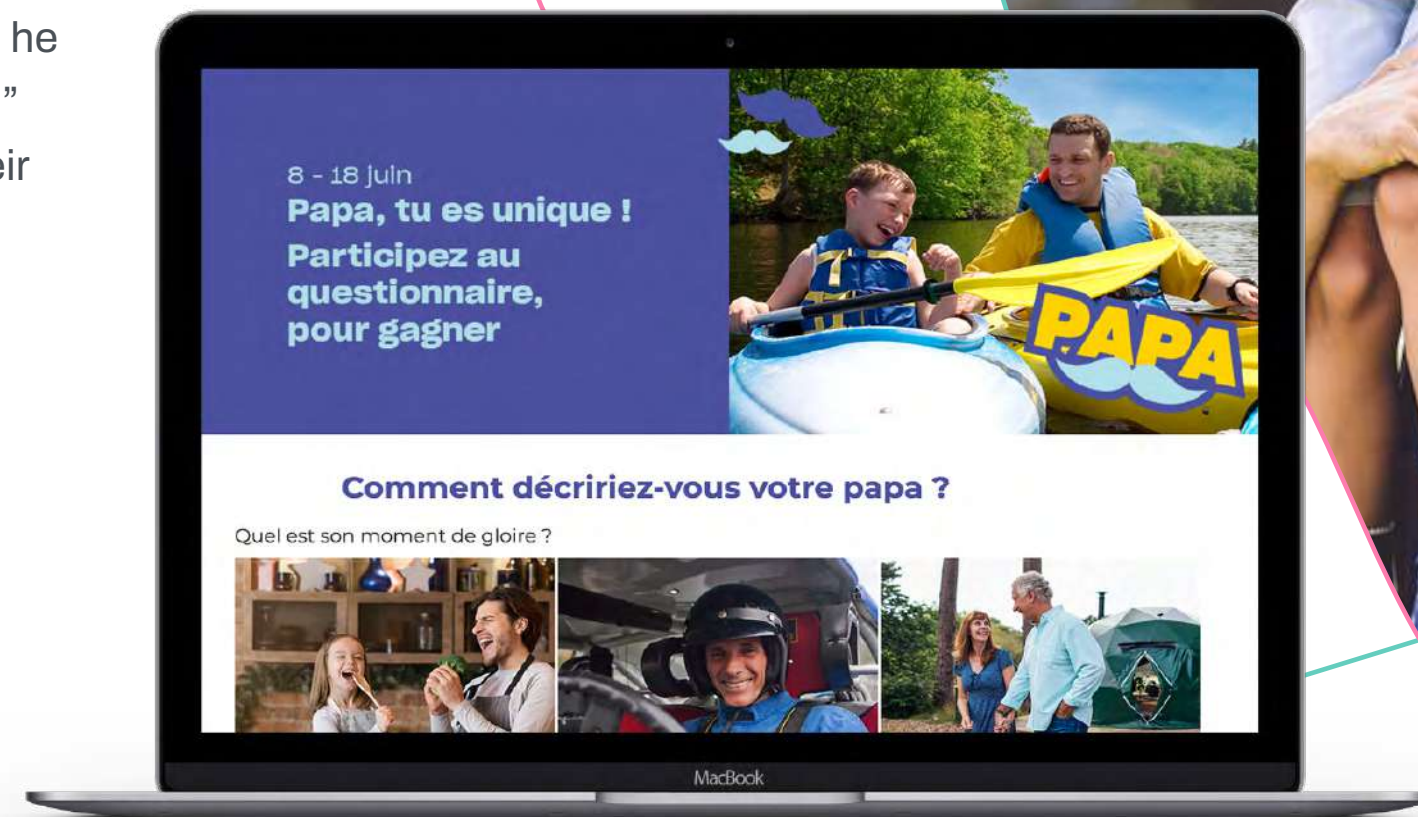


Smartbox Father's Day Product Picker

GOAL: Entertain and engage their target audience while collecting preference data

With their Father's Day Product Picker, Smartbox asked participants to take a fun, interactive multiple choice preference quiz to describe their father— asking questions like “what would your father like to do most during the summer time?” and “since he discovered Siri, he hasn't stopped asking her questions about...” Upon completion, participants would be prompted to submit their answers along with their name, birthdate and email in order to receive a curated father's day gift suggestion for their father.

- **Collected opted-in PII data** as well as valuable preference data
- **Created a unique, fun engagement** for a holiday campaign
- **Mapped product recommendations** to entrants to increase sales

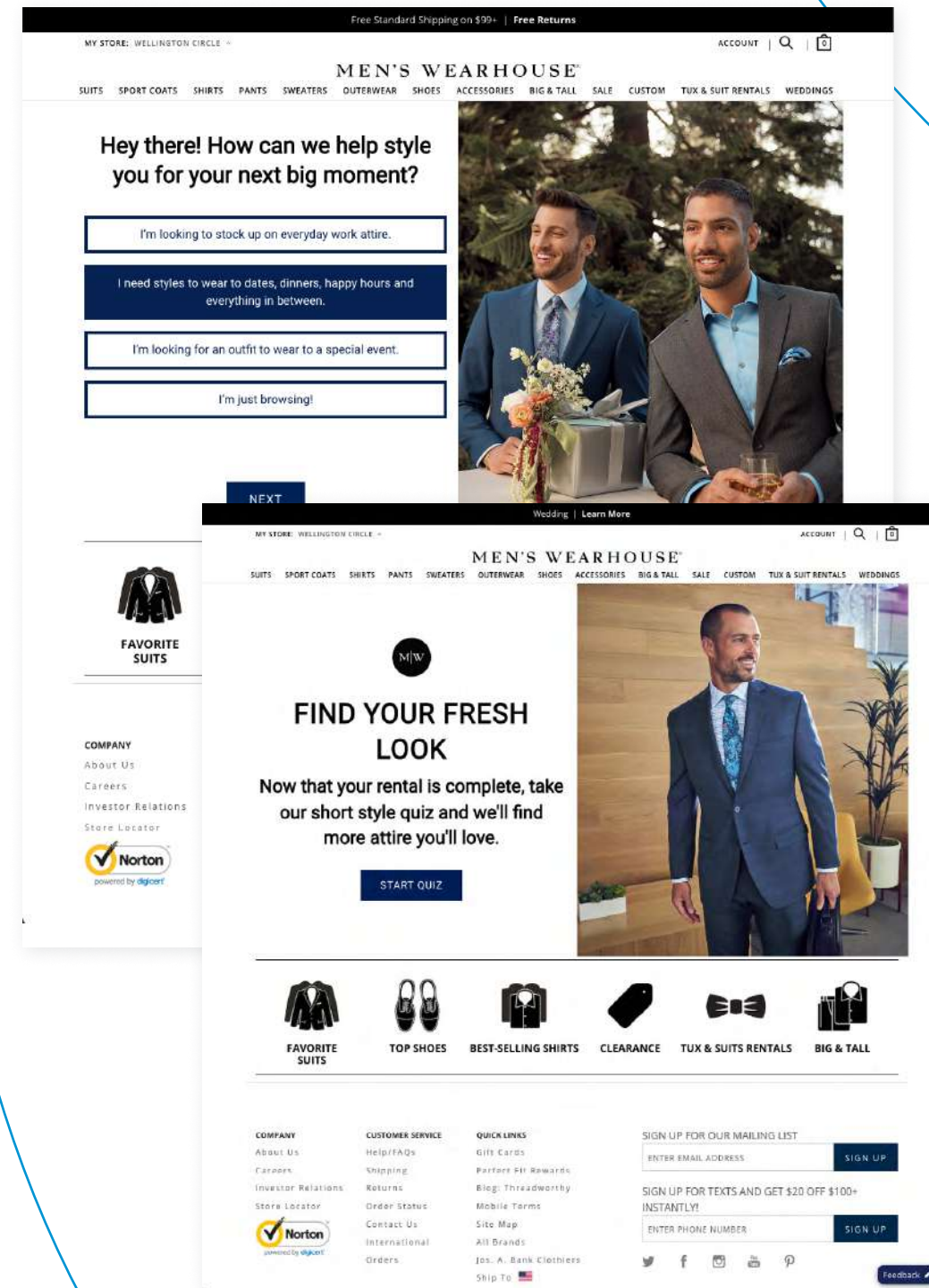


Men's Wearhouse Style Quiz

GOAL: Gather preference data and re-engage customers

Men's Wearhouse leveraged a post-rental survey to re-engage previous customers and reduce churn. After their suit rental was complete, customers would receive an email inviting them to take "The Style Quiz," which would give a product recommendation after asking fashion preference questions. Upon completion, each participant would receive their product recommendation along with prompts to visit the product's page or peruse similar garments.

The quiz allowed Men's Wearhouse to gather customer's style preference data, and even informed optimal email cadences by asking how often each participant refreshed their wardrobe. They also acquired new retail customers and drove incremental value while creating a friendly dialogue between the brand and the customer.





Microsites

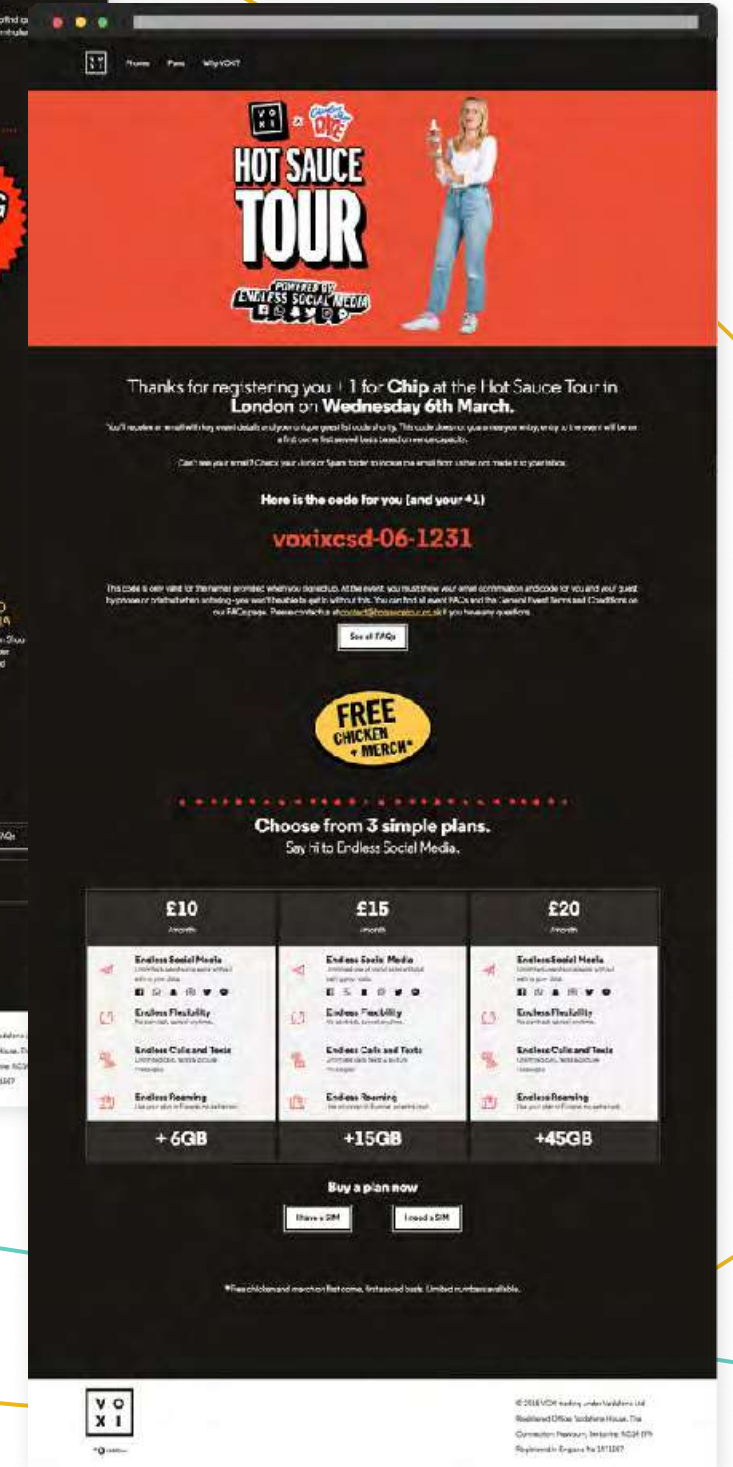
VOXI Hot Sauce Tour

GOAL: Promote a hot sauce tour

In collaboration with online influencer Amelia Dimoldenberg and her 'Chicken Shop Date' series, VOXI used Marigold Grow to build a microsite to support her Hot Sauce Tour, hosting relevant information surrounding registration, FAQs, as well as video and artist reveals. Upon registering, participants automatically received an email notification in real-time powered by the Grow platform, confirming their place. This email contained a unique code for attendees to use on the day of the event.

5.5K
Entries

776
Marketing opt-ins



Reckitt Benckiser Frangrance Finder

GOAL: Gather consumer preferences on future scents

Reckitt Benckiser created a microsite housing a customized questionnaire to help inform its decision-making around future candle and scent product development. Visitors were asked to fill in a quick questionnaire on product design and purchase motivations as well as sharing some basic PII data.

This efficient and effective online research approach replaced traditionally costly and lengthy research techniques, fueled product development, and loaded the CRM with high-quality zero-party data.

- **15k** unique entrees from target demographic fueling future development
- **6x** cloned and deployed to six markets to understand audience preferences



Where *relationships* take root.

Marigold's approach to Relationship Marketing stands alone in a world of one-size-fits-all marketing technology companies. Our solutions are designed for your specific size, industry, and maturity, giving you the technology and expertise you need to grow the relationships that grow your business, from customer acquisition to engagement to loyalty. And, with a team of strategists that provide insights into what's working, what's not, and what's changing in your industry, you're able to maximize ROI every step of the way.

Great marketing isn't just about conversion, but true connection. Learn why 40,000 businesses around the world trust Marigold to be the firm foundation they need to help relationships take root.

Find out more at [MeetMarigold.com](https://www.meetmarigold.com)

