

# OVER **23%** OF PARTICIPANTS SHOW INTEREST IN **ALDI'S** NEW WHATSAPP SERVICE

Case study | ALDI Belgium & Luxembourg & Basebuilder B.V. (part of Linehub)



Recently ALDI launched a new service in Luxembourg, giving customers access to ALDI's weekly digital folder via WhatsApp. To increase awareness and boost subscriptions, Basebuilder featured the convenient new service in the lead generation campaign they developed and hosted for ALDI.

## APPROACH

During ALDI Luxembourg's activation campaign, shoppers received scratch cards in-store for a chance to win shopping vouchers. To check if they had won, participants could enter their scratch codes online. Additionally, the campaign introduced customers to ALDI's new WhatsApp subscription service. Mobile users were provided with a direct link to launch WhatsApp and subscribe, while desktop users were shown a QR code that could be scanned to initiate the subscription on WhatsApp.

## RESULTS

The campaign yielded impressive results, with over 23% of participants expressing interest in the WhatsApp service and clicking to learn more. This high engagement rate showcased the effectiveness of integrating promotional activities with the introduction of new digital services. By streamlining the subscription process for both mobile and desktop users, ALDI significantly increased awareness and adoption of their weekly digital folder via WhatsApp.

## CONCLUSION

Integrating the WhatsApp subscription service into ALDI's activation campaign in Luxembourg effectively drove customer engagement and boosted subscriptions. By leveraging the popular and user-friendly platform, ALDI enhanced their communication strategy and provided added convenience for their customers. The success of this campaign underscores the potential of combining promotional activities with the introduction of new digital services to achieve key marketing objectives.



**23%**

Show interest  
in WhatsApp  
service



## CONTACT

Let's achieve success together! Contact us today and discover how our activation campaigns and performance marketing solutions can drive engagement, enhance your digital services and boost customer satisfaction, just like we did for ALDI.



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