

HOW **BAMIGO** USED INSERT MARKETING TO ACTIVATE **45%** OF EXISTING CUSTOMERS

Case study | Bamigo & Basebuilder B.V. (part of Linehub)



Basebuilder developed an activation campaign for Bamigo, catering to webshop buyers in the Netherlands, Belgium, Germany, Denmark and Sweden. The primary objectives were to generate newsletter subscribers, grow brand awareness and drive sales.

IMPLEMENTATION

To attract customers to the online activation campaign, Bamigo included A5 leaflets in each of their webshop parcels. These leaflets featured a call to action, inviting customers to go to the affiliated website, enter the unique code that was printed on their leaflet to find out if they won a €500 gift voucher. During the registration procedure, participants could also voluntarily subscribe to Bamigo's email newsletter.

RESULTS

The campaign achieved significant results:

- 45% of the distributed leaflets resulted in customer participation in the online campaign, demonstrating strong engagement value;
- 50% of those participants signed up for the newsletter, effectively expanding Bamigo's subscriber base and improving direct marketing opportunities;
- 3% of participants redeemed their discount vouchers, directly contributing to increased sales and revenue.

These results show how effective the campaign has been in achieving its objectives and engaging customers in several countries.

CONCLUSION

The activation campaign by Basebuilder for Bamigo successfully drove customer engagement, increased newsletter registrations and stimulated sales. By incorporating a simple yet attractive promotional element, Bamigo managed to achieve high participation rates and enhance their marketing efforts. This case highlights the potential of targeted activation campaigns to achieve significant marketing goals and drive business growth.



45%

Leaflet
to campaign

50%

Subscribes
to newsletter

3%

Vouchers
are redeemed

CONTACT

Let's achieve success together! Contact us today and discover how our activation campaigns and performance marketing solutions can drive engagement, boost your marketing efforts and stimulate sales, just like we did for Bamigo.



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