

HOW **FITWINKEL.NL** REGISTERED >4% OF HIS WEBSITE VISITORS IN THEIR DATABASE

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



Basebuilder created a digital activation campaign for Fitwinkel.nl, aimed at engaging their website visitors in the Netherlands. The main objectives were to grow the newsletter subscriber database and drive sales.

APPROACH

To generate traffic to the activation campaign, Fitwinkel.nl implemented a pop-up on their website promoting the “Spin the Wheel” campaign.

This pop-up directed customers to a dedicated, branded landing page where they could participate in a chance to win gift cards. This interactive and gamified approach effectively encouraged immediate engagement and participation. Every participant in the campaign received a discount voucher to use on future purchases, further encouraging customer interaction.

RESULTS

The fitwinkel.nl campaign achieved impressive results, including:

- 11,5% Click-Through Rate (CTR) on the pop-up banner
- 55% Click-to-Participation rate
- Over 2,000 new opt-ins for the newsletter database
- An 18%+ conversion rate on the discount codes, generating €55,000 in revenue

CONCLUSION

By using Basebuilder's digital activation campaign, Fitwinkel.nl successfully expanded its customer base and directly increased sales. The success of the campaign demonstrates the power of branded gamification in improving customer engagement and achieving measurable results.

55%

Click-to-
Participation
rate

2,000+

New
opt-ins

18%+

Conversion rate
on discount
codes

CONTACT

Let's achieve success together!
Contact us today and discover how our activation campaigns and performance marketing solutions can work for you.



 **Basebuilder**

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