

HOW HEMA SUCCESSFULLY BOOSTED THEIR REACH ON WHATSAPP WITH 5%

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



With door-to-door distribution coming under pressure, HEMA has adopted a new method of sending out their paper catalogue digitally via WhatsApp. The convenience of receiving a weekly message from HEMA with a link to their latest catalogue appeals to many customers, allowing them to browse and purchase the latest offerings directly on their phones. To boost Whatsapp catalogue recipients, Basebuilder integrated the required registration procedure in a recent HEMA activation campaign.

APPROACH

In the large-scale campaign that took place in July 2024, HEMA customers received a scratch card at checkout, offering them a chance to win attractive prizes. Beyond boosting the existing newsletter database, the campaign also served as a vessel to promote and drive subscribers for their new WhatsApp catalogue. Depending on the device in use, the participant was offered either a QR code to scan or a button to click on, to open a new session in Whatsapp and sign-up. After completing the simple 1-click registration procedure there, participants were immediately subscribed to the digital Whatsapp folder.

RESULTS

The campaign achieved promising results:

- +5% of HEMA customers signed up to receive the digital Whatsapp catalogue, increasing HEMA's already substantial subscriber database.
- integrating the feature not only increased awareness about this new feature by demonstrating its convenience, but it also successfully boosted usage of the new service.

These results demonstrate the value of using an activation campaign to launch and promote new digital services, or to contribute to other additional objectives.

CONCLUSION

The integration of HEMA's WhatsApp digital catalogue service into the campaign drove customer engagement and increased Whatsapp sign-ups. By offering an easy and direct way for customers to stay updated on HEMA's latest products, the campaign successfully enhanced the brand's communication strategy. This case highlights the potential of combining traditional promotional activities with new digital service introductions to achieve significant marketing goals.



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 enhance customer convenience, just like we did for HEMA.



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