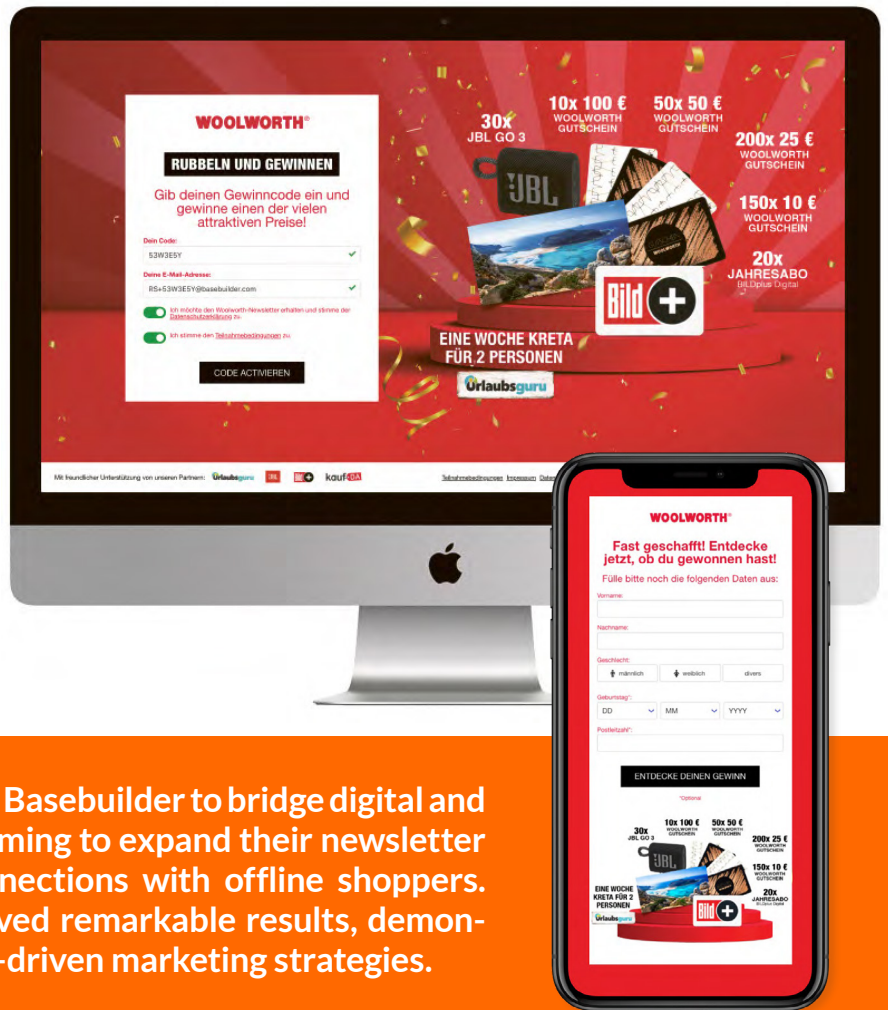![Basebuilder logo]

HOW **WOOLWORTH** EXPANDED ITS NEWSLETTER DATABASE BY **358%** IN EIGHT WEEKS

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

Woolworth GmbH partnered with Basebuilder to bridge digital and in-store customer engagement, aiming to expand their newsletter database and build stronger connections with offline shoppers. In eight weeks, Woolworth achieved remarkable results, demonstrating the power of simple, data-driven marketing strategies.

APPROACH

One of Woolworth's strategic objectives was to connect with customers across offline and online channels. The goals of this campaign were:

- Expand the newsletter database
- Collect data and build a digital contact relationship with offline shoppers
- Accelerate the shift towards digital-only marketing

The campaign's success was rooted in its simplicity and ease of participation:

1. During April and March 2022, 3.9 million scratch cards were handed out to shoppers in nearly 500 Woolworth stores across Germany. Each scratch card featured a unique code offering a chance to win prizes such as a holiday to Crete, JBL speakers, Bild+ access, and Woolworth gift cards. Each store received a customized set of cards, allowing Woolworth to monitor performance and distribution at the store level. Instructions on the card's back guided shoppers on how to participate,

supported by a QR code linking directly to the campaign website. Woolworth promoted the campaign via weekly flyers, social media, digital newsletters, and in-store POS materials for greater visibility.

"*Concerning the printing and distribution of the scratch cards, team Basebuilder and their printing partner did a fantastic job. The quality was outstanding, and the scratch cards arrived in the correct boxes, at the right time and place.*" - Ruben Schmitz, Head of Marketing at Woolworth GmbH.

2. Participants were directed to enter their unique win codes and email addresses on the campaign website's page, with an optional newsletter subscription offered.

3. To ensure data quality, participants received a verification email link. Only double opt-in registrations were added to Woolworth's database, enhancing deliverability, open rates, and sending reputation.

4. Upon verification, participants could provide additional details like name and gender. Postal code and date of birth were optional.

5. Participants who didn't win main prizes received an exclusive discount on JBL headphones and were encouraged to download the app of Woolworth's partner kaufDA here. As Woolworth aims to transition to paperless marketing, kaufDA provides a digital alternative to traditional paper brochures.

"*Basebuilder is skilled in every detail involved in such campaigns. Working with them was seamless, and we have no complaints about the collaboration. The campaign launched as planned, and the online flow and website were flawless.*" - Sophie Sobura, Online Marketeer at Woolworth GmbH.

RESULTS

- 3.9 million scratch cards distributed across 500 stores
- 408.283 unique participants, achieving a 10.5% conversion (with 85% completion on optional fields like 'gender' and 'birth date')
- 178.877 new newsletter subscriptions with a 43.8% conversion
- 1.500 kaufDA app installs

"*The email addresses we collected from this campaign have outstanding performance. The unsubscribe rate is minimal, and open rates between 23% and 28% are comparable to our organically built database.*" - Sophie Sobura, Online Marketeer at Woolworth GmbH.
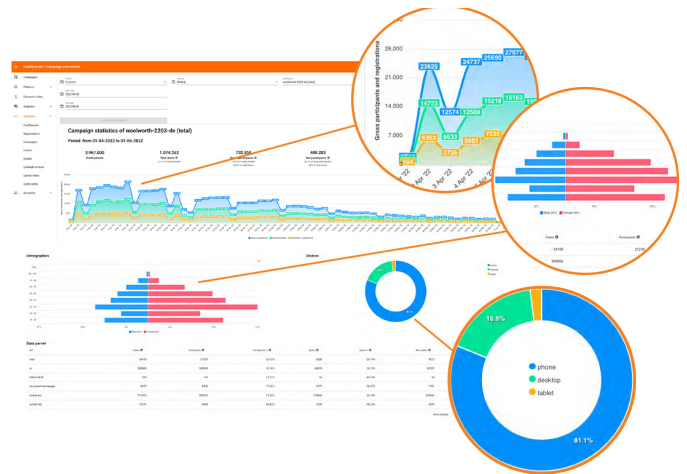
REAL TIME STATISTICS

The campaign results were displayed in real-time, with multiple filters and selections available. Woolworth tracked participant numbers, newsletter subscriptions, demographic data, device usage, and traffic sources. This enabled Woolworth to monitor store-level performance, motivating and rewarding locations based on results.

CONCLUSION

This scratch card campaign demonstrated Woolworth's successful integration of offline and online marketing, establishing a robust digital customer base. The campaign's success has led to plans for future campaigns, reinforcing the value of targeted, data-driven approaches in customer engagement.

1.500
kaufDA app installs

CONTACT

Let's achieve success together! Contact us today and discover what Basebuilder can do for you.

 Basebuilder

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