

# HOW **NORAH** BOOSTED CUSTOMER ENGAGEMENT AND SALES THROUGH AN ACTIVATION CAMPAIGN

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



In December 2024, Basebuilder created an engaging campaign for Norah to increase customer interaction, grow the database, and boost sales. By combining in-store distribution with a smooth online experience, the campaign successfully increased engagement and sales.

## APPROACH

To maximise participation, 100,000 promo cards were distributed across 103 stores and included in online orders. Each card had a unique QR code and win code, allowing customers to easily access the campaign website, where their win code was pre-filled. To take part, customers simply entered their email address and subscribed to the newsletter.

To ensure data quality, participants received a verification email. They could then choose from three festive outfits for a chance to win their selected look. Those who didn't win a main prize received a 15% discount voucher for their next purchase, keeping them engaged and encouraging them to shop again.

## RESULTS

The Norah activation campaign delivered these impressive results:

- **Participation Rate:** 36.7% of promo cards led to participation.
- **New Newsletter Subscribers:** 15.9% of participants were new subscribers.
- **Voucher Redemption:** 12.3% of discount vouchers were used.
- **Store Engagement:** 100% actively distributed the cards.
- **Cost-Effectiveness:** The effective Cost per Lead (eCPL) was **just €1.54**, making it a highly efficient way to acquire valuable leads.

Norah closely monitored campaign performance. In the first week, 22 stores had yet to distribute their promo cards. With real-time insights, Norah encouraged these stores to take action, ensuring full participation. By the end of the campaign, all 103 stores were actively involved, leading to an impressive 36,705 participants.

## CONCLUSION

This activation campaign demonstrated how combining in-store activity with an online platform can enhance customer engagement, boost conversions, and generate valuable leads for future marketing efforts. The strategy encouraged strong participation, while real-time tracking enabled quick adjustments to maximize results. By offering interactive experiences and collecting data, Norah achieved both immediate impact and lasting customer value, driving sales and fostering strong customer relationships.



## 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 brand visibility, just like we did for Norah.



 **Basebuilder**

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"Launching a campaign for over 100 stores is no small feat, but thanks to our effective communication with Basebuilder, we met all our deadlines. On top of that, we are extremely impressed with the results, the conversion rate of the scratch cards exceeded our expectations."



**Sandra Nota**  
CRM-Marketing  
Norah

