

Multi-Touchpoint, Multi-Channel Promotional Campaign

2020 Home for the Holidays

At DG3, we recently designed and developed a multi-touchpoint campaign to spread some joy to our valued clients this holiday season. Our team of experts was able to bring the idea from concept to completion entirely in house. We wanted to share in more detail just how this experience was brought to life.

Learn how DG3's suite of solutions can be uniquely leveraged to drive awareness and results with your audience.

DG3 Solutions Utilized



Email Delivery Services

An e-blast served as the first touchpoint in our campaign. At DG3, we're equipped to deploy and enhance your email strategy so you don't have to spend your time scheduling, implementing, and tracking your own campaigns.



HTML 5 Web Page Development and Hosting

Our in-house web team developed a series of custom HTML 5 landing pages that housed each phase of the user journey. Custom web development allows you to deliver a truly memorable user experience; if you can dream it, we can build it.



Custom Gamification Development

Our web team developed a custom gaming experience to cut through the digital noise, serving as an additional touchpoint to increase engagement and interaction.



Promotional Item Customization

Selecting from our robust product center, our in-house fulfillment team selected a variety of promotional items to be sent to participants, each customized with DG3 branding. Our expertise and in-house capabilities allows us to provide you with a creative and unique product, truly bringing your brand to life.



Form Data Capture and Confirmation Emails

We utilized custom forms at various points of the user journey to compile the necessary information to fulfill the tactile touchpoints. Following the form-fill submission process, recipients received an email confirming their participation.



Promotional Item Fulfillment

Once recipients submitted the forms housed within the landing pages, our fulfillment team processed and shipped each of the gifts accordingly, bringing the touchpoint from concept to completion. Research shows that tactile touchpoints capture attention and drive email and web response rates.



NFC Chip Encoding and Embedding

Upon receiving their branded cooler backpack, participants were instructed to engage with the NFC chip embedded in the logo to continue their journey. This touchpoint drove to a customized landing page where they could select a gift for a loved one. NFC chip technology improves merchant cost efficiency and provides better data privacy.



Data Analytics

Perhaps the most important part of any marketing campaign is the ability to understand behavior by tracking conversions. DG3 is able to track campaigns and provide consistent dashboard reports to drive impact.

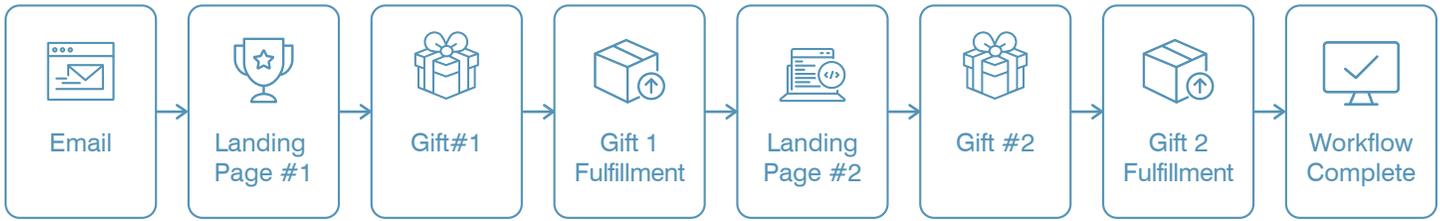
What is NFC?

One of the most exciting and leading-edge components of the Holiday campaign is the NFC chip in the Cooler Backpack. NFC (Near-Field Communication) is a form of wireless data transfer that allows a user to access information by simply tapping an NFC-enabled device over a product, resulting in a streamlined, safe, and easy-to-use customer experience. Convenience has never been easier to access your promo content.

The Results:

Campaign Data Analytics Explained

The Touchpoint Workflow



Email Delivery Trends

1,480

Successful Deliveries

823

Unique Opens

55.6%

Avg. Open Rate
Industry Avg. 17.0%

396

Unique Clicks

26.8%

Avg. CTR
Industry Avg. 2.5%

41.1%

Click-to-Open Rate
Industry Avg. 14.8%

4

Unsubscribes

0.3%

Unsubscribe Rate
Industry Avg. 0.7%

Custom Gamification Trends

1,480

Successful Email Deliveries

141

Game Winning Submissions

9.6%

Submission Rate

141

Backpacks Received

40

NFC Chips Engaged

28.4%

Engagement Rate

23

Form Submissions

16.3%

Submission Rate

NFC Chip Encoding and Embedding Trends

Campaign Performance Takeaways

With an open rate of 55.6%, more than triple the industry average of 17.0%, email proved to be a strong way to communicate with the audience.

A custom gaming experience helped to cut through the digital noise of email by offering something atypical and enjoyable, yielding impressive engagement rates of 41.1%, more than double the industry average of 14.8%

Offering promotional items to the audience in exchange for their engagement resulted in increased interest, with a submission rate at 9.6%.

“Thank you for the great gift. The cooler book bag is great quality”

“The NFC experience was a unique and interactive experience”

“I will def[initely] remember this experience and will consider it for a future project”

“It was easy to follow the instructions and [activate] the NFC chip”