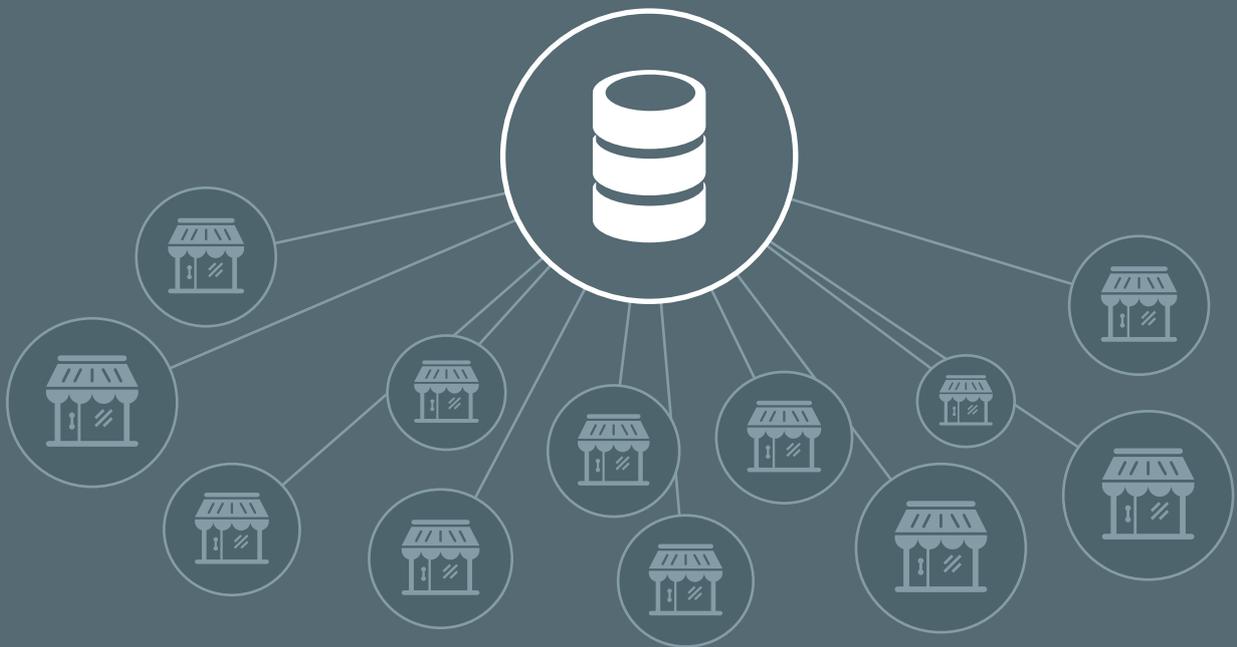


Media Markt

CASE STUDY

How do all Media Markt stores collect profiles and opt-ins for national centralisation?



 2015 - 2016



23
Shops



50
Qualifio Users



1
Global CRM

► Media Markt :

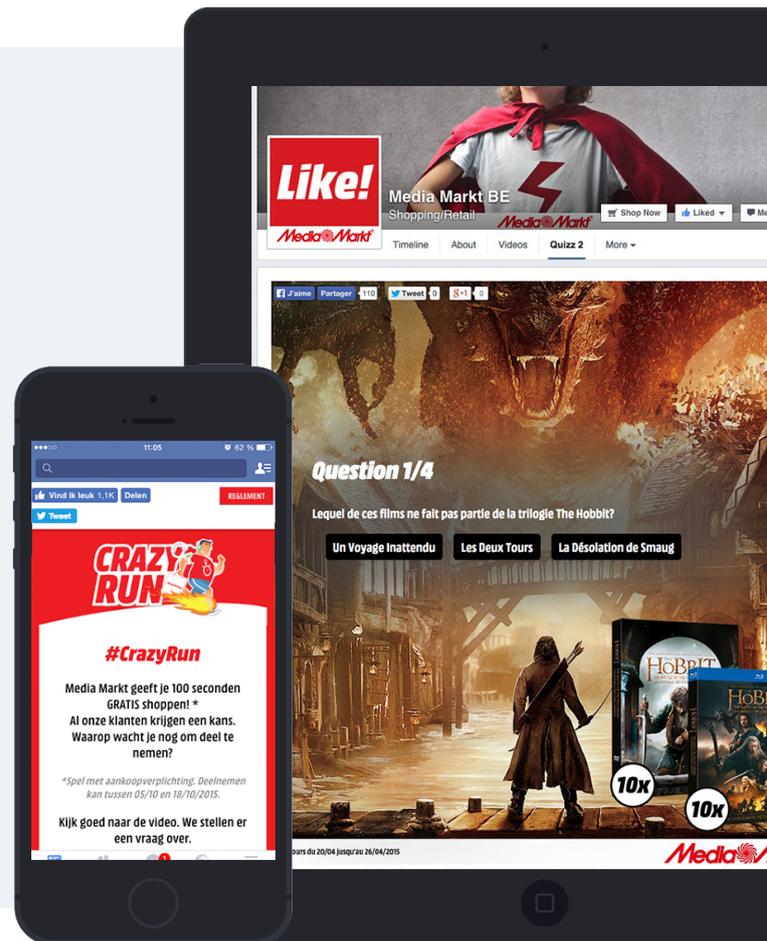


Media Markt is Europe's number 1 specialist electronics store. Founded in 1979 and managed under the aegis of Media - Saturn - Holding GmbH, the company stands out for its unique choice of branded products offered at consistently low prices, its capable staff, its high-quality service, a highly recognizable marketing image and its decentralised structure.

Each store manager is a shareholder in his or her store and is therefore in charge of product selection, personnel management and marketing. Currently, there are 23 Media Markt stores across Belgium.

► Case :

"We want to offer our customers more personalised service and offers. If they have indicated a wish to receive sales offers, their personal information may be used for product or service promotions. Thanks to Qualifio, we have the option of offering our customers a different way of engaging with Media Markt, rather than a simple opt-in. Qualifio has become essential at national as well as local level in terms of 'gamification.' We also needed an easy-to-use tool with a responsive helpdesk for our 23 stores, who use the solution on a daily basis. Both in stores and at our national headquarters, Qualifio was the obvious choice."



► ROI :



For Media Markt, Qualifio has been a winning bet. Each store has its own identifier on the national Qualifio account. The platform allows them to create actions on Facebook, on their Blog and on the Mini-Site. The data collected on "local" channels is directly centralised on the national scale. This strategy helps to enrich profiles, and the collection of opt-ins is now implemented via all of the Group's local and national channels. With its 23 stores in Belgium, no fewer than 50 users have the opportunity to easily post interactive content (games, quizzes, tests, etc.) in order to activate their digital audiences and to collect data (contests, registration forms, photo and video sharing, etc.).





Jean-Christophe Lokietek :

“ Jean-Christophe Lokietek has been Marketing Officer at the Media Markt store in Jemappes for over 5 years and, for the past 3 years, has been in charge of national strategy for social media, as well as being the point of contact for media enquiries as Conversation & Public Relations Manager.



“ The most powerful online platform to create and publish viral interactions on websites, mobile apps and social networks. ”