MEASURING THE IMPACT OF OFFLINE MARKETING EFFORTS ON DIGITAL CAMPAIGN PERFORMANCE

How Skiset integrated an international offline media campaign into its digital strategy.

3000 Scanned QR-codes

X2 Conversion rate

Data collection and analysis are key success factors for every marketing campaign. It's absolutely necessary to be able to **measure campaign performance**, and on the other hand **exploit the data collected**. When it comes to an offline campaign, tracking can often be complicated and unreliable.

Skiset, the European leader of ski and snowboard rentals successfully collected accurate and reliable data from an offline campaign, ready for data mining thanks to the use of **QR-codes** and the **Eulerian Technologies suite**. Skiset ran a marketing campaign in France, Germany and the UK for the 2014/2015 ski season by using different advertising mediums containing QR codes shown in areas of high mobility.

Objectives and stakes of the campaign

- **Encourage Web2Store**: Use mobile to generate internet reservations and consequently create in-store traffic

- **Increase brand awareness at international level**: Run an international campaign across France, Germany and the UK.

- **Track the marketing campaign:** Attribute a ROI on offline mediums where performance is usually difficult to analyze, and expand knowledge of client base.

Adopted solution

Europe's biggest ski rental company delivered nearly one million print ads in Europe and integrated a specific QR-code generated by Eulerian Technologies for each ad in high reach areas of three European countries.

- Back cover of the TGV magazine in **France**: 350 000 distributed copies ;
- Back cover of EasyJet magazine in January and February on flights arriving from London: 300 000 distributed copies.
- Inserts in several daily newspapers and week-end supplements in the UK (banners, half pages, etc.);
- Bus back advertising in **Germany**: 50 buses carrying with the ad.

In order to encourage the user to scan the QR-code and to take up the offer, Skiset associated the promo code WINTER2015 to the campaign. The code was valid until the last minute and offered a discount of up to 50% equipment rental.

In technical terms, Eulerian Technologies has Skiset allowed to:

- **Generate and track QR-code scans and the discount associated**
  Thanks to the Eulerian Technologies Data Decision Platform (DDP), Skiset can closely monitor the performance of their campaign, including:
    - Open rate of each campaign,
    - Conversion rate,
    - Discount code use rate, etc…

  Eulerian Technologies tools enable Skiset to have reliable performance indicators on an offline media campaign.

- **Distinguish the different acquisition sources** by creating a tracked campaign for each support. Skiset can in this way identify the most profitable medium.

- **Gather data from different devices**
  Thanks to the Data Decision Platform (DDP), marketing data is linked to the user and not the device. A user who enters the site on his smartphone by scanning the QR-code, then checks out the offer on his computer and finalizes his order on a tablet on the way to the slopes, can be recognized as a unique user. This helps Skiset understand the journey and behavior of its customers.

- **Enhance client base knowledge.**
  The Data Decision Platform regroups data around a user. Collected data during the campaign enable Skiset to develop and enrich their customer database.

> Thanks to Eulerian Technologies, the offline campaign becomes a full acquisition channel, entirely integrated into Skiset's digital strategy.

The campaign figures

- Campaign run – **more than a million units**
- Traffic generation – around **3000 scanned** QR-codes
- Total scanning rate – **0.3%**
- Bounce rate – **20% lower**
- Revisit rate – **15% higher**
- Transformation rate – **Increased twofolds** compared to Skiset's average rate
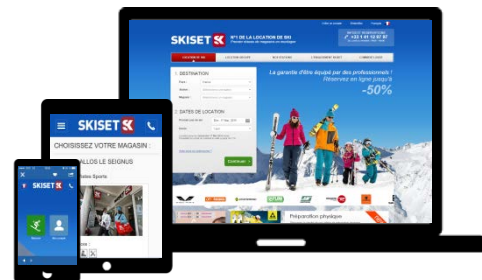
" Adding QR-codes to our offline media efforts had an obvious advantage from a tracking and ROI measurement point of view. It was also a simple way for us to make those supports more interactive and engaging for the exposed audience. The Eulerian Technologies suite has played an essential role in the set-up of this campaign. Besides allowing us to measure the ROI of each support thanks to reliable data collection, we were able to compare campaign performance with those from more conventional acquisition channels, in one simple interface. It was rich in campaign learnings for future offline investments.

Thomas Ducasse, E-commerce director, Skiset

Skiset is the leader of ski & snowboard rental with more than 800 stores spread in 400 European and North-American ski resorts. Initiated and created in 1994 by former ski champions, Skiset's professional teams have been outfitting skiers for over 20 years with high quality gear. . Skiset developed an online reservation service for its customers with attractive prices allowing skiers to choose their gear, pick up location s and their reservation dates directly online. All they have to do is pay via the website and collect their gear on the desired day.

Eulerian Technologies a leading independent player in real time optimization and analysis of e-marketing campaigns. Founded in France in 2002 with proprietary technical architecture, the company has become an important market leader, thanks to its innovative solutions and long-term partnerships with major retailers, such as: Voyages SNCF, Celio, SFR, 3 Suisses, Sarenza, BrandAlley, Netbooster, Voyage Privé Group, Canal +, Rue du Commerce, Galeries Lafayette…

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