

 Shop&Play

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Intermarchē



Case study : Shop & Play

Intermarché



Engaging customers and increasing sales with Catalina's digital activation solution

Shop & Play has been utilised by Intermarche for 3 years. Through working flexibly, our solution has been adapted to suit the ever changing requirements of a large grocery retailer.

Solution Summary

A seamless gaming experience that avoids price reductions and drives sales.

1. Announce

Inform your customers of the game, what they have to do to win & the participating brands to purchase – utilise a wide range of media to drive maximum awareness



2. Qualify

The customer purchases at least 1 promoted product

3. Play

At checkout the customer is given the chance to play to win their shopping basket value



Results

16% Uplift of the average basket value

25% Average sales uplift of the promoted products

40% of customers who bought a promoted product for first time due to the game

82€ Average value of the winning basket

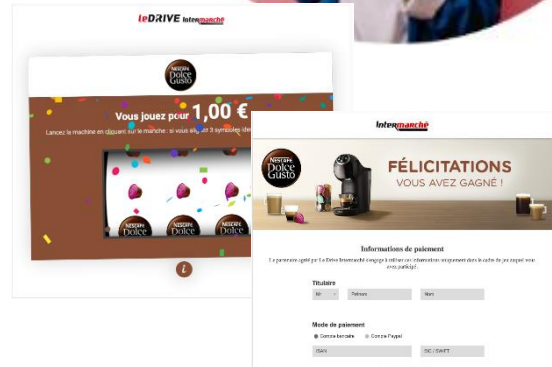
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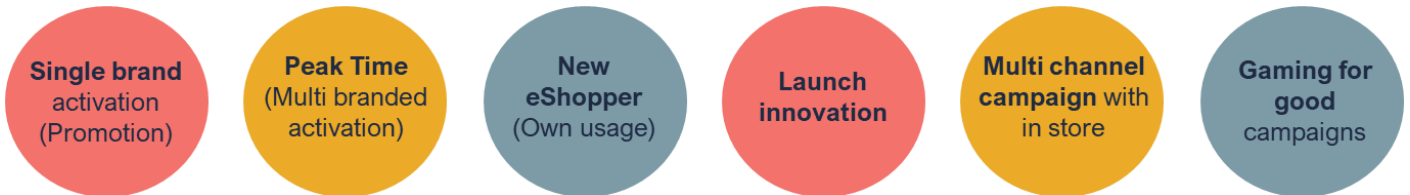
4. Win

Result is given in real-time and options for refund via bank transfer or PayPal is given, giving instant gratification for the customer



A flexible solution

Shop & play can answer a number of objectives for both retailer and brand activation



The Benefits



Generate additional product sales revenue +20% funded by brands and **boost average global basket value +15%** and ROI +3:1



Activates strategic channel with a **'chance to win'** incorporating **gamification seamlessly** into the customer journey



Drive **revenue from Brands to fund shopper activation** and **increase cross category sales**



Easy to implement solution on website (desktop & mobile) **with limited retailer resources** – run a **trial in** as little as **4 weeks!**