



**smartbox**  
GROUP

*Smartbox Group* used interactive experiences to build *marketing reach* and *brand loyalty* outside of their traditional season sales periods



## COMPANY INFO

**Smartbox Group** is one of the largest providers of Experience gifts in Europe. With a diverse range of nearly 15,000 unique products across various leisure themes such as Stays, Wellness, Adventure, and Gastronomy. The Group enables people to enrich their lives with moments of sharing, emotions, and indelible memories, whether by experiencing these moments themselves or by gifting them to others.



COMPANY  
**SmartBox Group**



WEBSITE  
**smartbox.com**



INDUSTRY  
**Online gift experiences**



GEOGRAPHY  
**Worldwide**



MARIGOLD PRODUCTS  
**Marigold Engage+ and  
Marigold Grow**

## The Challenge

Smartbox Group were looking to drive great engagement outside of their usual busy time. Gift giving usually peaks around specific events so between July and September there is often a decrease in sales.

Smartbox Group wanted a way to boost sales during this quieter period with the following objectives:

- 1. Create unique, engaging content that could be promoted via multiple channels.** The team wanted to make sure Smartbox remained top of mind even during non gift buying times.
- 2. Increase the volume of the newsletter subscriber audience by incentivising users to sign up.** The team wanted to ensure they had the best marketing reach for gift buying season.
- 3. Learn more about customer and user behavior, so that future campaigns can be better targeted and personalized.** The team knew the key to success was making sure the right message got to the right people.
- 4. Drive brand loyalty by building positive associations between Smartbox and summer,** maintaining the customer relationship outside of traditional purchase cycles.

“It’s not just a tech platform. We work collaboratively with the Marigold team because they understand our business. Working together as a partnership is what helps us get the most out of it.”

**Gayle Gunning**, CRM Director, Smartbox Group

# The Path to *Success*

Working with Marigold, Smartbox Group created a series of interactive experiences and promotional emails to ensure their customer base was engaged with relevant and fun content.

The four main initiatives were as follows:



## Contests and Games

By creating a series of diverse contests and games, Smartbox were able to cater to various interests and preferences. These activities were promoted through email, social media and the website. By encouraging participation with this engaging multi channel approach, Smartbox maintained active engagement across the summer season.



## Incentivise Email Sign Up

Smartbox offered incentives to increase the number of users who were subscribed to the email newsletter. These incentives were built into interactive games and contests using Marigold's Grow platform. Through the use of rewards such as exclusive discounts and chances to win unique experiences, Smartbox increased their business volume during the summer season.



## Data Collection

When it comes to learning about their customers, Smartbox specifically wanted to get a deeper understanding of preferences and behavior. They integrated post-contest and post-game questions into their online experiences to gather specific user data. The answers to these questions will form the basis of future campaigns and shape the team's marketing strategy.



## Increase Brand Loyalty

To maintain positive relationships with their customers over the summer months, Smartbox used email marketing, social media, engaging games and interactive contests to create an atmosphere of enjoyment. The intention was to create lasting brand affinity, deepen relationships and establish Smartbox as the preferred choice for summer gifting.





## Results

Marigold Grow and Engage+ delivered on all fronts, enabling Smartbox to build brand loyalty and engagement outside of their traditional busy period.

Thanks to the power of relevance and interactivity, they saw these superb results:

28%

Increased  
Business  
Volume

2.6%

Conversion  
on Interactive  
Experiences

58%

Increase in  
Average  
Order Value

## ABOUT MARIGOLD

**Marigold** is a global martech leader focused on delivering relationship marketing solutions that support the entire customer lifecycle and make it easy for brands to create long-term relationships, build loyalty and grow their business.

Today, Marigold is helping over 40,000 brands and organizations worldwide to find their customers, get to know them, and ultimately turn them into superfans by delivering relevant, ultra personalized customer experiences at scale.

With offices in the United States and across Europe, and a network of global partners, Marigold serves more than 50 countries with local, personalized service.

Find out more at [meetmarigold.com](https://meetmarigold.com)



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