Interactive Experiences In Store

Made With The Interactive Marketing Hub

+3x

Conversion rate increase when using Odicci experiences

"We wanted an experience that would engage and excite our customers,
with the aim of increasing drinking chocolate sales and boosting our email engagement.

The Odicci platform was easy to use and allowed us to create a beautiful experience that exceeded our expectations."

Senior CRM executive, Hotel Chocolat

Clients of Odicci Use The Interactive Marketing Hub To Create In-Store Experiences That Surprise And Delight Their Target Audience.

Join brands like Hotel Chocolat, Sephora and L'Occitane in creating In-Store experiences that boost customer engagement and acquisition.

The Interactive Marketing Hub is made of four modules; Quizzes, Games, Rewards and Advocacy. All Odicci experiences can be implemented into stores, hosted via an app or on a QR code link.

Challenge

Most brands who look towards using The Interactive Marketing Hub are looking for a solution to capture and retain the attention of their audience and drive customer engagement as a result. A great opportunity to drive customer acquisition and retention is in-store, where Odicci experiences can be implemented to engage customers. Odicci experiences as a marketing tool offer a dynamic and engaging approach that can enhance customer interaction, loyalty, and brand awareness. It is an excellent solution for brands looking for increased sales conversions and an increase in average order value.

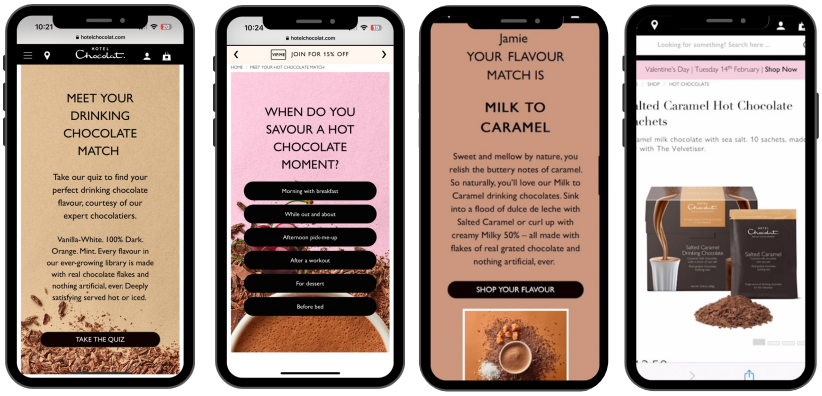
+109%

Average order value increase for NEOM

“We wanted an experience that would engage and excite our target market...”

HOTEL CHOCOLAT - QUIZ

From the Interactive Marketing Hub, Hotel Chocolat decided to insert an always-on quiz into their marketing to raise awareness about Hotel Chocolat’s drinking chocolate products, whilst also building on the brand’s relationship with their audience. The quiz, named ‘Meet Your Hot Chocolate Match’, has been launched across all their UK stores.



As customers enter the brand’s stores, they are greeted with captivating interactive screens and QR codes that link to the experience. Interactive experiences in-store provide customers with a more engaging and memorable shopping experience. By incorporating elements such as touchscreen displays and QR codes, Hotel Chocolat creates a unique and immersive environment which leaves a lasting impression on their customers. This in-store interactive experience contributes to increased customer engagement, loyalty, and helps Hotel Chocolat collect valuable first- and zero-party data.

L’OCCITANE EN PROVENCE – ADVENT CALENDAR

71%

Opt-in rate on L’Occitanes Advent Calendar

L’Occitane en Provence implemented a ‘Countdown To Summer’ calendar that was hosted via their website and within stores. By simply scanning a QR code with their phones, customers gain access to L'Occitane's summer calendar, where they can win incredible awards. Achieving an amazing 71% opt in rate, it has proved to be an excellent way to not only collect valuable zero-party data but to also create a memorable, engaging customer experience that differentiates L’Occitane from their competition.

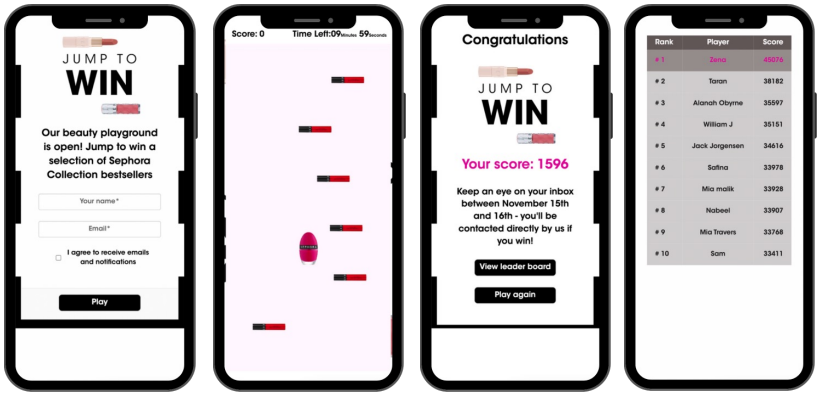
As most people carry smartphones, QR codes leverage the ubiquity of mobile devices. Customers can use their own devices in the L’Occitane store to access interactive experiences, making it a seamless and familiar process. Interactive experiences additionally perform much better than static content within stores, advent calendars capture the attention of customers and encourage them to spend more time in the L’Occitane stores.

REVEAL

80%

Completion rate

From the Interactive Marketing Hub, SEPHORA implemented a gamified jump game experience into their app, which was used as a way of entertaining customers waiting in the queue at their Westfield Stratford store launch event.



Sephora staff went up and down the SEPHORA store queue, encouraging customers to download their app and opt-in to play the game. incorporating a Jump Game into a marketing strategy can create a dynamic and enjoyable experience for users, fostering engagement, brand recognition, and potential virality for brands like SEPHORA.

The gamification element adds a layer of interactivity that sets their app apart in a competitive landscape. SEPHORA were able to use this Jump Game as a valuable tool to increase customer acquisition and retention, as well as take advantage of an important event in store. This experience achieved an 80% completion rate and a 72% opt-in rate overall.