



Blackwell's Back to University Campaign: Omni-channel Data Capture

RED by Dufry

British academic book retailer and library supply service, Blackwell's, was founded in 1879 by Benjamin Henry Blackwell. With more than 60 outlets across England, Scotland and Wales, its staff continue to be renowned for their expertise, depth of knowledge and love of books over 125 years after Mr. Blackwell's 'little shop' first opened its door.

CHALLENGE

Following the implementation of GDPR, Blackwell's lost a significant number of contacts in their CRM database. The book retailer was in search of an engaging and easy way to reacquire customer data that was in line with the new GDPR regulations.

KEY OBJECTIVES

Since the start of the school year is a high traffic period for Blackwell's, it provided the perfect time to incentivise existing customers to provide their details again and to capture new data. A simple approach from Odicci was employed to engage customers through promotions while capturing their data. Real time reporting was an essential aspect of the campaign in order to track the success across all stores within the UK.



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SOLUTION

Online/Offline Scratch Card Campaign

- Digital scratch card via email, social media and third party retailers
- Physical scratch card with unique codes
- Activated across all stores in the UK

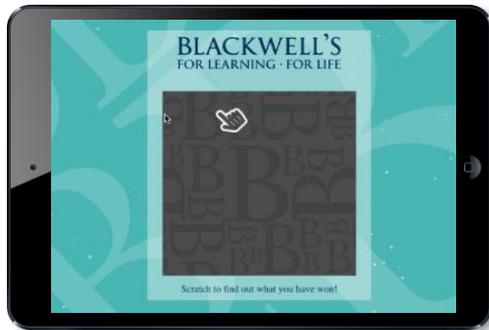
Prizes

- Tickermaster vouchers
- Harry Potter merchandise
- Online and in-store discounts

Details to be captured:

- Email address
- University name & year of study
- Nearest Blackwell's location
- Communication preferences

RESULTS



About odicci

Odicci's content platform enables users to build interactive experiences to drive customer engagement. Users can create, test, and measure programs with zero development skills required. The insight generated from campaigns can then be used to better target customers. For more information, please visit www.odicci.com.