



RED by Dufry

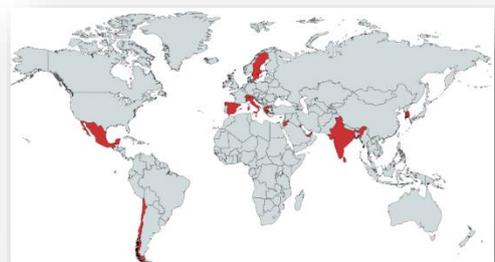
RED by Dufry is the points-based loyalty programme of the global travel retailer, Dufry Group, and is available in selected airports across the world to reward and value loyal customers with special benefits and discounts. RED by Dufry currently covers 60+ countries, with 200+ locations.

CHALLENGE

The Loyalty team at Dufry was looking for a creative solution to increase their CRM database on a global scale. They also wanted to reward their current loyalty programme customers while driving engagement. Through the programme, Dufry hoped to gain new customer insights to be able to easily deploy future campaigns.

KEY OBJECTIVES

In order for Dufry to incentivise customers, a simple approach from odicci was employed to engage customers, while capturing data and preferences. Real time reporting was an essential aspect of the campaign, as the team worked to employ a consistent global campaign across 14 countries while monitoring the registrations per store.



SOLUTION

Physical scratch card distributed at point of sale

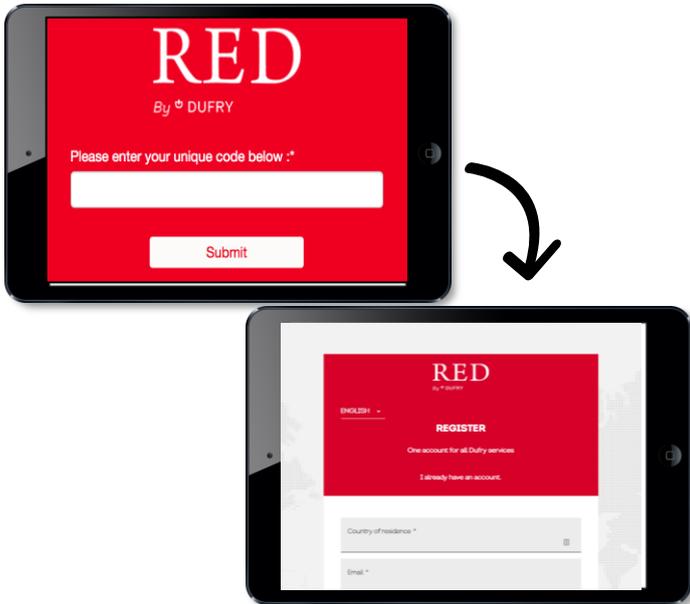
- Printed 630,000+ scratch cards as of April 2019
- Activated across 14 countries

Prizes

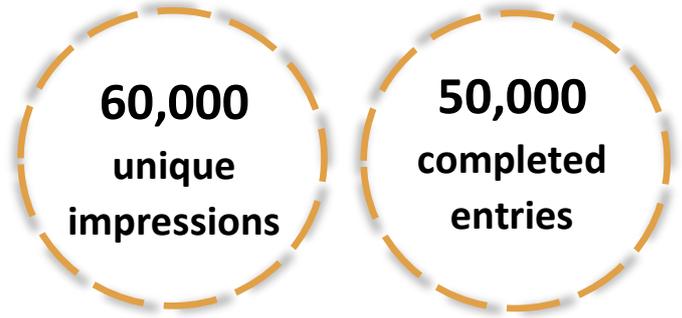
- Unique promo code with a 10% off voucher and Platinum loyalty status for one month.

Details to be captured:

- Email address
- Country of residence
- Optional: marital status, address, phone number, travel partner program
- Communication preferences



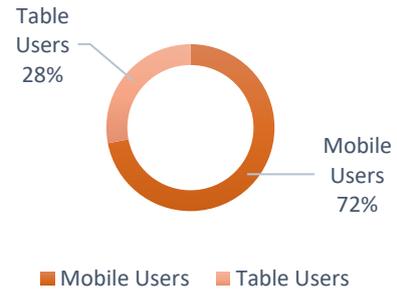
RESULTS*



Highest performing countries:

- Jordan
- Kuwait
- Sharjah
- South Korea

Devices



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.

View all our customer success stories at www.odicci.com

*results as of April 2019, campaign continues to run