



Case Study | Electrolux

About Electrolux Appliances

Electrolux Home Products is a global leader in home appliances and appliances for professional use, selling more than 40 million products to customers in 150 countries every year. Electrolux focuses on innovations that are thoughtfully designed, based deeply on extensive consumer insight. Recognized throughout Europe as the gold standard of appliances, Electrolux appliances have been used in fine homes and restaurants for more than 80 years.

Overview

For their North American sector, Electrolux saw an opportunity with Promoboxx to leverage its independent retailer digital marketing channels to complement national marketing initiatives. Promoboxx was used in conjunction with retailers' online presence to strengthen marketing efforts on a number of online channels, track both customer and retailer activity, and drive customers into local stores to purchase their products.

Previously, Electrolux had minimal centralized resources for retailer social marketing and wanted to expand their digital offerings, while keeping access simple and easy-to-use. Promoboxx worked with Electrolux to supply its retailers with a mix of educational and promotional campaigns, allow for retailer customizability, and track its combined and individual retailer reach.

Retailers reported having a positive experience with the platform and a heightened connection with the brand, which was directly reflected in Electrolux's impressive promotional results.

The Challenge

Electrolux wanted to enhance their connection with retailers by delivering meaningful and beneficial digital marketing content. They had been using a number of vendors as a means of distributing content, but found this approach to be too fragmented when keeping the goal of integration across all marketing efforts in mind.

Electrolux partnered with Promoboxx in August 2013 to find a turn-key solution for the distribution of Electrolux's online marketing assets for retailers. Additionally, Electrolux wanted to foster a stronger relationship between Electrolux and its retailers by empowering the retailers to become better online marketers and ambassadors for the brand.

Key Objectives

1. Strengthen Electrolux's relationship with independent retailers
2. Promote a unified campaign across all corporate and retailer marketing channels
3. Launch a platform for online marketing distribution to retailers
4. Generate consumer leads for Electrolux and its North American retailers
5. Create ongoing online content for retailers

The Solution

Since the inception of the digital marketing partnership with Electrolux, Promoboxx has worked hand in hand with both the brand and its retailers to create ease of use and generate success.

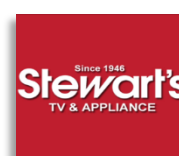
Through the implementation of both lifestyle-oriented weekly campaigns and longer running rebate campaigns, Promoboxx helped Electrolux provide its retailers with quality co-branded marketing materials on a consistent basis including social media content, customized landing pages, web banners, and email blasts. Retailers could log into the platform, browse the content Electrolux had provided for them, and share out campaigns applicable to their specific retail business.

Retailer Example



"Wow, that's it? That's all I have to do? That's way easier than I was expecting."

"I will rate my experience with Promoboxx as a 5 [out of 5] because of the excellent service we have received from the moment of signing up to now. Congrats on a job well done."



Along with the customized information on every campaign page, retailers could choose among different brand-approved templates, as well as customize their message in order to tailor it to their unique store. These activities allowed for better content creation on the brand's end, based on retailers' trackable preferences.

Powered by Promoboxx's technology, Electrolux was able to execute an integrated marketing strategy across online marketing channels by utilizing its retailers' reach and their relationship with customers, as well as strengthen its own relationship with its national retailers.

The Results

Electrolux saw strong retailer interaction with their cobranded campaigns on Promoboxx, which has helped solidify its reputation as an accessible partner to its retailers. Over the course of 2013, the number of retailers engaged on the platform increased by 81%.

Retailers love how easy online marketing is now and are especially pleased with the customization, combination of promotional and customer-friendly lifestyle content for their channels, and increased consumer chatter. Retailers have promoted campaigns through Promoboxx over 16,000 times as of September 2014.

By using Promoboxx, Electrolux created an easy way for their retailers to share the details of their promotion online, while being able to gather insightful data along the way.

Consumer Numbers

1,077,837 Potential Reach

742,024 Campaign Visits

Retailer Numbers

71% Avg. Activation Rate

90% Active Retailers

79% Avg. Engagement Rate

2014 Electrolux Retailer Survey

93% Retailers want all content to be offered through Promoboxx

77% Retailers want new content each week to share on Promoboxx

Learn more.

To learn more about our Brand-To-Retailer marketing platform visit us at www.promoboxx.com.



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