

Listrak + Digioh:

With the combination of Digioh and Listrak, marketers can convert new contacts into loyal customers; collecting zero-party data for personalized engagement.

A mutual client case study.

With the demise of third-party cookies, retailers and brands are leveraging opportunities to capture zero-party data. One popular way to do this is through interest and education-based content. Millennials especially welcome this type of content as they look to their favorite brands to understand them better and offer products and experiences customized uniquely for them.

Listrak client Burpee, a gardening supplier, knew this content approach would appeal to the younger, novice gardener. In turn, they would proactively subscribe to Burpee's list and further share their data.

Burpee worked with Digioh, a Listrak Technology partner who connects people with brands, to create an onsite product recommendations quiz. Through a series of quiz questions, Burpee grew their subscriber list and collected zero-party info for more personalized and thoughtful future conversations via Listrak.



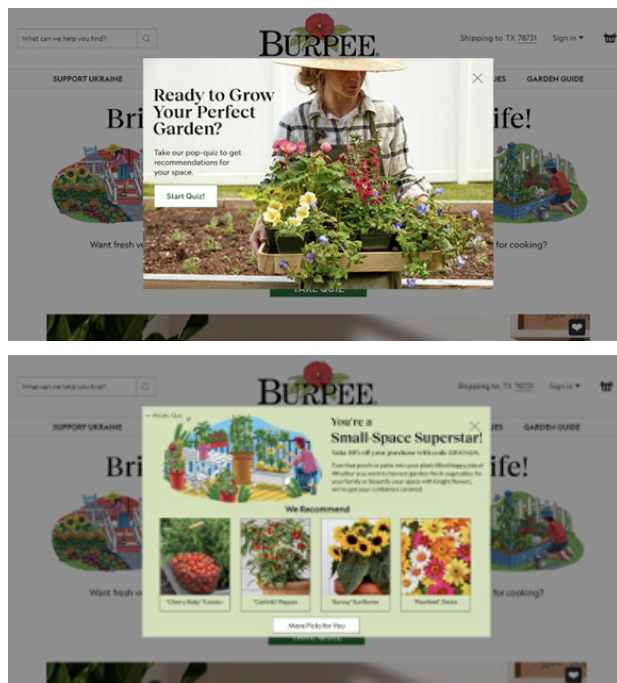
We were excited about a campaign where gardeners could take a fun quiz that grouped them into a certain kind of gardener and served them a list of specific Burpee products to try.”

Ashley Martino, Brand Manager, Burpee

How the Digioh - Burpee Product Recommendations Quiz works:

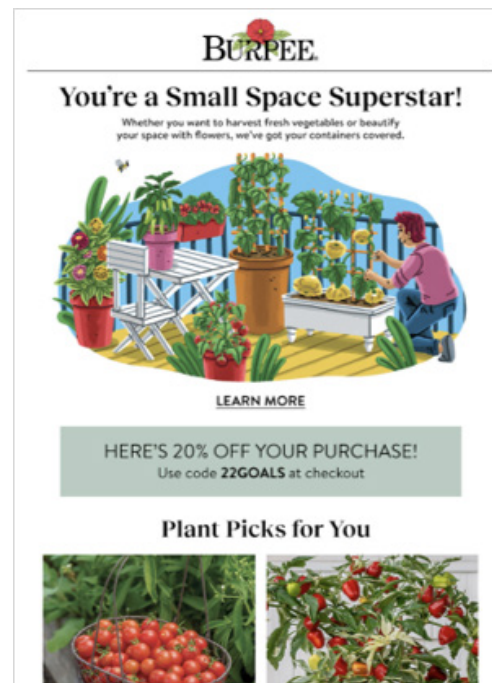
1.

Through a series of questions, quiz takers share their gardening experience, weather conditions and other information. Burpee uses the data to segment them, and tailor product recommendations for their ideal garden.



2.

Digioh passes the email addresses and quiz results into the Listrak platform. An email is sent from Listrak with the results, personalized recommendations, and a CTA to purchase.



3.

The zero-party data collected gives Burpee deeper insights for future Listrak segmentation and personalization - allowing them to deliver highly relevant content to turn these quiz takers into customers.

Results:

102,000

quiz submissions within the first few weeks, plus a wealth of zero-party data for email segmentation