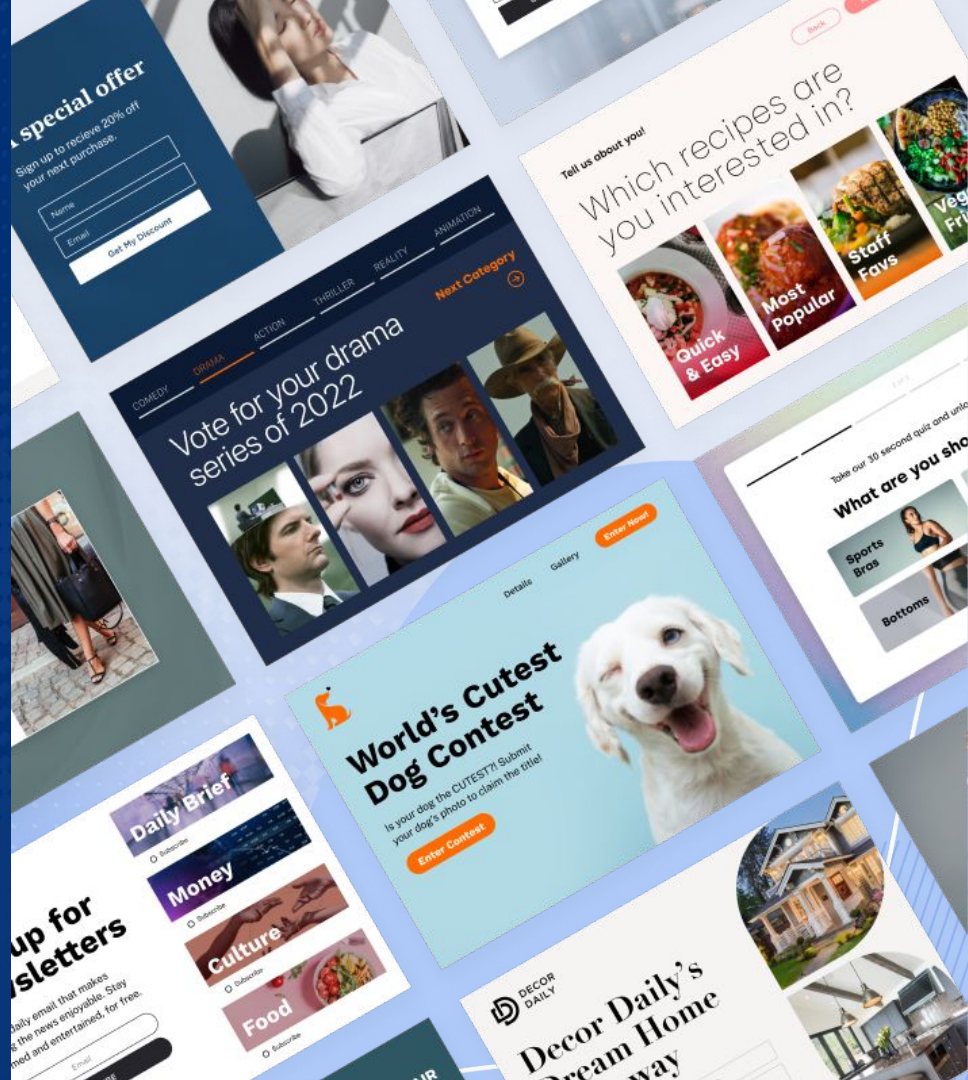


SAILTHRU

Sailthru Experiences:

Our Top Picks for Retail



Collect zero and first-party data at scale with interactive experiences

Our library of over 85 pre-built, interactive experiences empowers marketers to connect with consumers while collecting owned and actionable data. Whether a questionnaire, poll, quiz, or social story, marketers can clone, customize, and deploy campaigns with ease.

Our top five experiences for retail

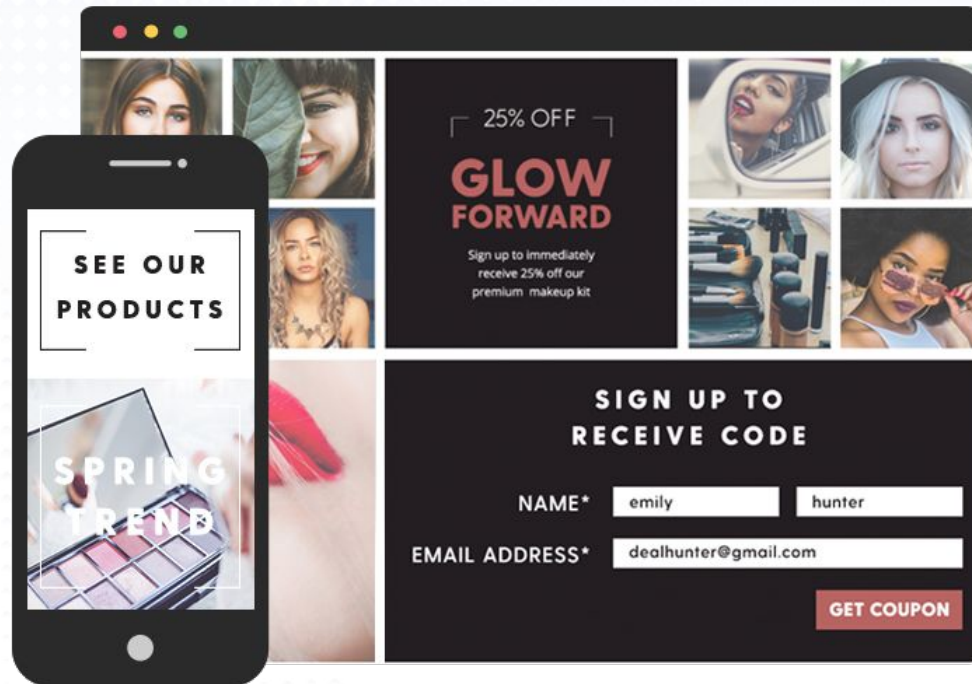
With so many experiences to choose from, we thought we'd make it easy for you by curating our top five for retail brands. These have been chosen for their effectiveness in achieving your key objectives, while requiring less effort to set-up.

Coupon Code

Reward customer interaction and data collection by presenting coupon codes that can be redeemed in store or online.

Objectives:

- Support E-Commerce
- Drive Emotional Loyalty
- Collect Purchase Intentions
- Grow First/Zero Party Database



Giveaway

Dangle the prize carrot and highlight the incentive for participation. Set up an entry form to collect appropriate details from entrants, and then use our handy Winner Selection tool to round off the process.

Objectives:

- Grow First/Zero Party Database
- Customer Engagement
- Progressive Data Capture
- Build Customer Profiles
- Re-Engage Customers
- Collect Purchase Intentions



Product Picker

Use the Product Picker to understand what is important to your consumers and then recommend the perfect item for them. Our Product Picker enables fans to answer a number of tailored questions around how they shop, what they like, and their potential budget.

Objectives:

- Support E-Commerce
- Build Customer Profiles
- Drive Emotional Loyalty
- Generate Shareable Content
- Grow First/Zero Party Database
- Collect Purchase Intentions

PRODUCT QUIZ
Find your perfect family sunscreen

\$5.59
Sun Care Bronzing Sunscreen SPF-6
★★★★★ 1710

\$9.25
Copper Beach SPF-30 Waterproof
★★★★★ 2879

\$6.59
SunS... All-in...
★★★★★

What kind of product is right for your skin type?
Answer questions about your needs and get a personalised recommendation about the perfect product with its description, image and CTA to purchase it.

Q3. Enter your quiz question here. You can have as many answers as you wish but carefully consider whether this will unfairly advantage or disadvantage one category over another.

- Option 1 (Palm)
- Option 2 (Yacht)
- Option 3 (Harbour)
- Option 4 (Harbour)
- Option 5 (Harbour)

Previous Next

Feedback Form

A simple Feedback Form that allows individuals to give their honest thoughts and opinions. Choose open content fields and/or ask specific questions according to your needs.

Objectives:

- Grow First/Zero Party Database
- Customer Engagement
- Drive Emotional Loyalty
- Build Customer Profiles

we need your input!

feedback form

A landing page containing a simple form for individuals to give their honest thoughts and opinions.

Ask fans for their comments on a product or service. Survey your audience on a specific topic or event. Use the Feedback form to set up a range of free text fields, multiple choice questions, and a ratings module, to gather all the responses you need.

In this example, a user answers some questions along with entering the feedback itself.

First Name Last Name

Please enter your name.

Email Address* me@email.com

Please enter your email address.

Age Group:

- Under 21
- 21-34
- 35-49
- 50-65
- Over 65
- I'd rather not say.

Please select a subject:

Products

- Product A
- Product B
- Product C

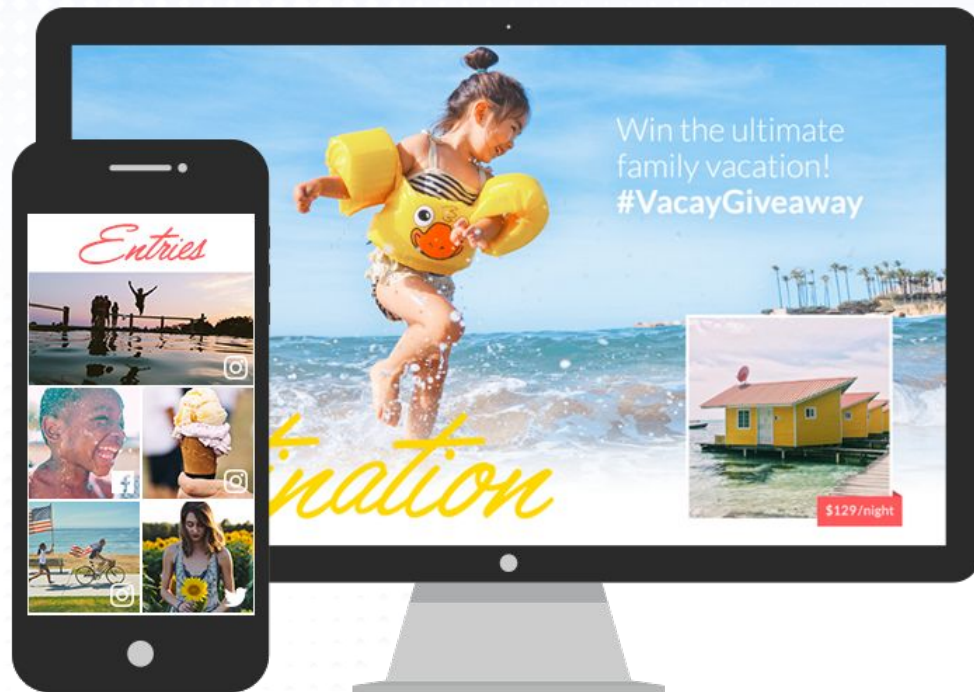
Feedback*

Hashtag Giveaway

Looking to increase engagement across social channels? Offer prizes for posting using a competition-specific hashtag on Twitter and Instagram.

Objectives:

- Collect Authentic Content
- Enhance Editorial Content
- Increase Awareness
- Build Brand Advocacy



SAILTHRU

Explore the entire library of experiences, visit The Lookbook

Interested in learning more?

Find out how Sailthru Experiences can help you collect zero- and first-party data, and future-proof your brand?

Talk to us today

