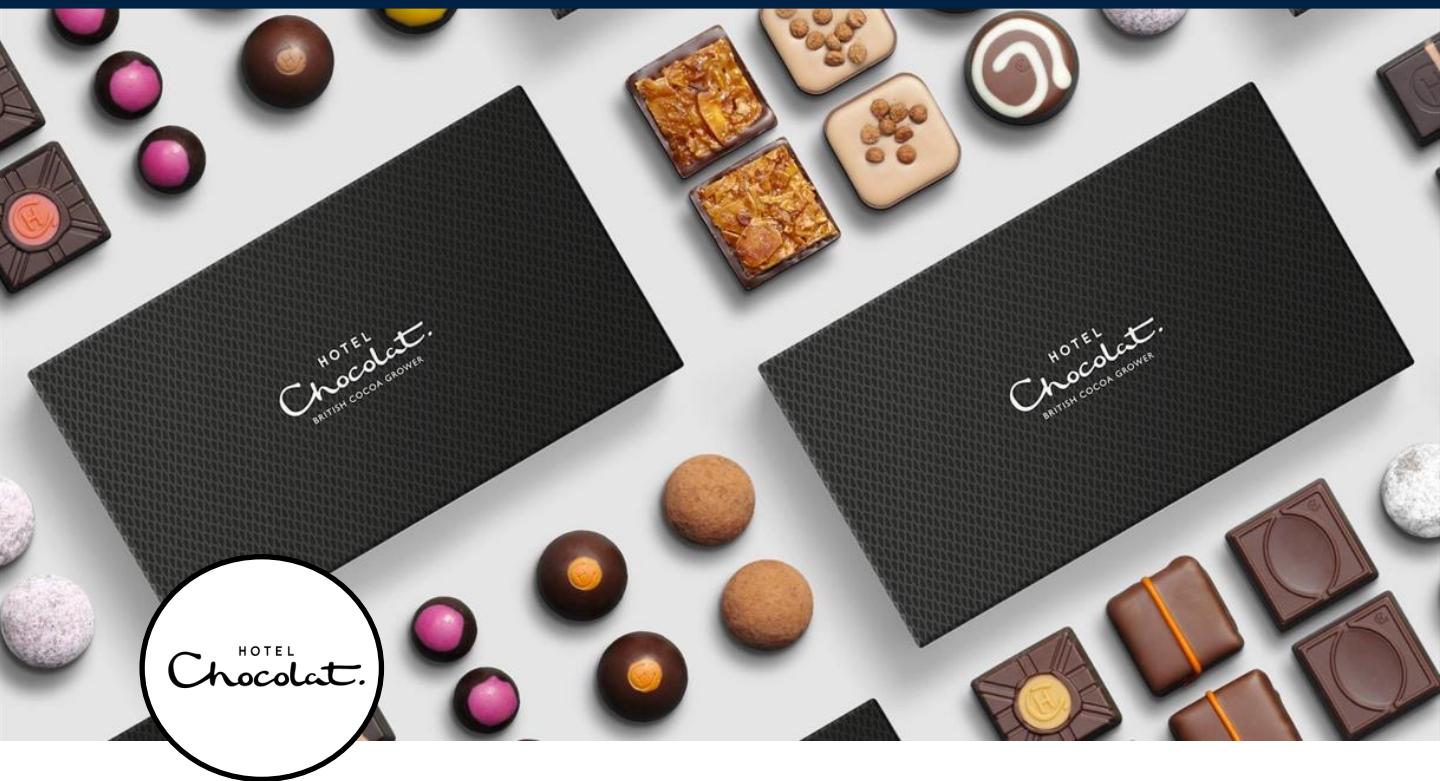




+165%

Conversion rate

Luxury Chocolatier boosts engagement with interactive experiences

Hotel Chocolat implements an interactive quiz with the Odicci Interactive Marketing Hub that captures and retains their audience's attention.

"We wanted an experience that would engage and excite our customers, with the aim of increasing drinking chocolate sales and boosting our email engagement."

The Odicci platform was easy to use and allowed us to create a beautiful experience that exceeded our expectations."

Senior CRM executive

Hotel Chocolat first opened its doors to the people of London with a mission to make chocolate exciting again. Today they have over 100 stores in the UK as well as a luxury eco-hotel in the Caribbean. Hotel Chocolat became a client of Odicci at the beginning of 2023 and continues to create multichannel experiences with us.

Challenge

Hotel Chocolat was seeking a solution to capture and retain the attention of their audience, gather valuable insights and drive brand loyalty as a result. The solution should be able to support multichannel marketing experiences as these could occur through channels, such as social media, email marketing, interactive websites, in app or in-store. To enable scalability and flexibility, ensure data accuracy and consistency and improve efficiency the solution should also seamlessly connect and communicate with other existing solutions.

80%

Completion rate

“We wanted an experience that would engage and excite our target market...”

Solution

The Odicci Interactive Marketing Hub is helping Hotel Chocolat to achieve its goals and respond to the challenge.... By incorporating surprise and delight experiences from the Odicci Interactive Marketing Hub into their customer journey, Hotel Chocolat is captivating its audience in a very effective way.

Interactive Marketing Hub

Boost Customer Engagement

QUIZZES



GAMES



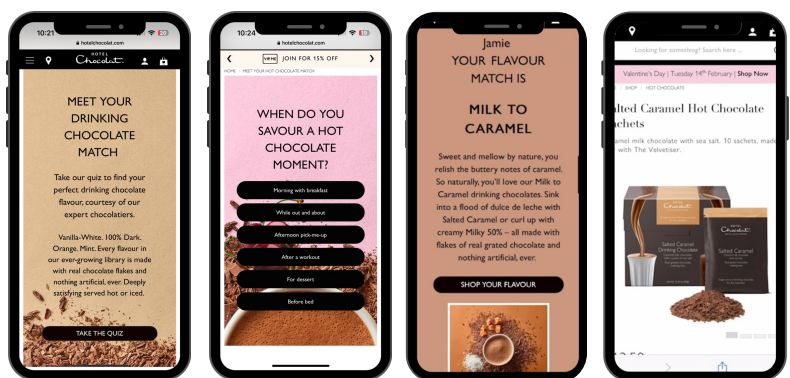
REWARDS



ADVOCACY



From the Interactive Marketing Hub, Hotel Chocolat decided to first use a quiz to raise awareness about Hotel Chocolat’s drinking chocolate products whilst also building on the brand’s relationship with their audience. The quiz, named ‘Meet Your Hot Chocolate Match’, has been launched across email, web and in-store channels and integrated with all existing solutions across these channels.



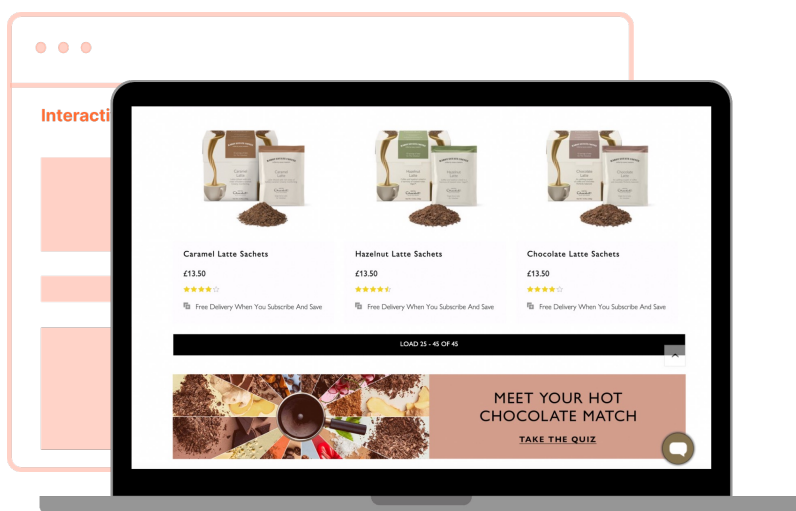
Across every touchpoint, Hotel Chocolat thanks to this quiz witnessed a significant surge in engagement with a 53% completion rate on average.

95%

Click-through rate

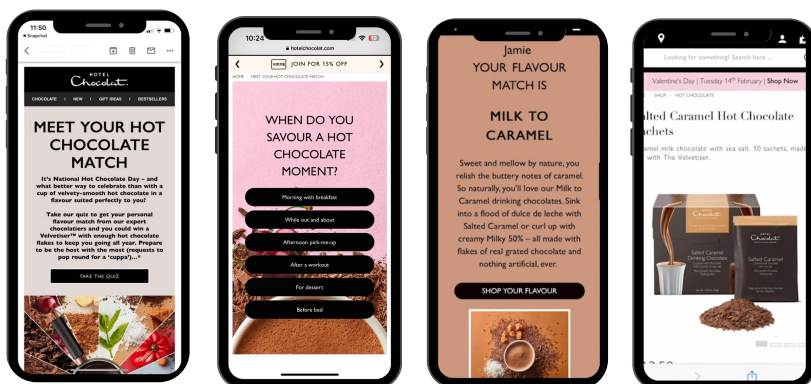
Website

Our quiz is integrated within the Salesforce Commerce Cloud website and woven into Hotel Chocolat's customer journey via their online store. By engaging visitors with interactive elements such as the "Meet Your Hot Chocolate Match" quiz, Hotel Chocolat create a more dynamic and interactive user interface. The 'always-on' quiz intrigues and engages their website users, ensuring that customers stay on the site longer. Additionally, the zero and first-party data Hotel Chocolat collects from this quiz can be used to tailor their future user experiences, deliver targeted marketing messages, and ultimately increase conversion rates.



Email

The embedded CTA in the Ometria email campaign directs Hotel Chocolat subscribers to the Hot Chocolate quiz. Hotel Chocolat's target market receives an email showcasing the quiz, which then takes them through the experience for product recommendations. Engaged subscribers are more likely to become loyal customers. By consistently providing valuable content, Hotel Chocolat can build trust, encourage repeat purchases and keep their brand in front of their target market. As a result, Hotel Chocolat witnesses a remarkable surge in traffic performance, translating into a 102% conversion rate increase and a 95% click-through rate.

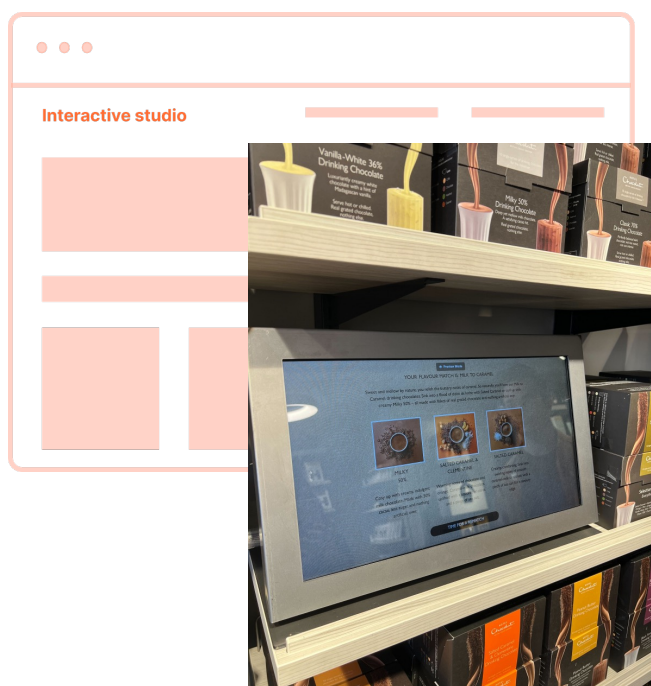


30k

participants

In-Store

Collaborating with Display Plan, the quiz is integrated as part of the customer journey in Hotel Chocolat stores. As customers enter the brand's stores, they are greeted with captivating interactive screens where they can complete the 'Find Your Hot Chocolate Match' quiz and decide which drinking chocolate they want to buy. Interactive experiences in-store provide customers with a more engaging and memorable shopping experience. By incorporating elements such as touchscreen displays, Hotel Chocolat creates a unique and immersive environment which leaves a lasting impression on their customers. This in-store interactive experience contributes to increased customer engagement, loyalty, and helps Hotel Chocolat collecting valuable first- and zero-party data.

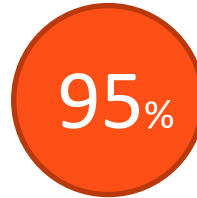


Results

The 'Find Your Hot Chocolate Match' quiz was a huge success for Hotel Chocolat. The quiz achieved 50k participants and a 53% completion rate overall, successfully engaging, capturing and retaining the attention of their target audience across multiple channels. The volume of clicks for drinking chocolate surpassed that of other products on their website - more than doubling in comparison. Their email campaign had a click-through rate of 95% and an increased conversion rate of 102%, successfully engaging their customer's attention and drawing more traffic to the website. Furthermore, the in-store experience captivated their customers attention and led to them spending more time in the Hotel Chocolat stores.



Participants



Click Through Rate
Increase



Completion
rate

By utilising the Interactive Marketing Hub, Hotel Chocolat was able to create a memorable impact that set them apart from their competition and drove forward engagement. Hotel Chocolat was able to gather valuable zero-party data and form a deeper connection with their target market.

Using the Odicci Interactive Marketing Hub to boost engagement and convert more site traffic has proven to be very effective for Hotel Chocolat. All successful marketing begins with good data, because data drives personalisation, and personalisation drives conversion.

Find out more

Contact us for a demonstration of
Odicci's Interactive Marketing Hub.

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