



Press release

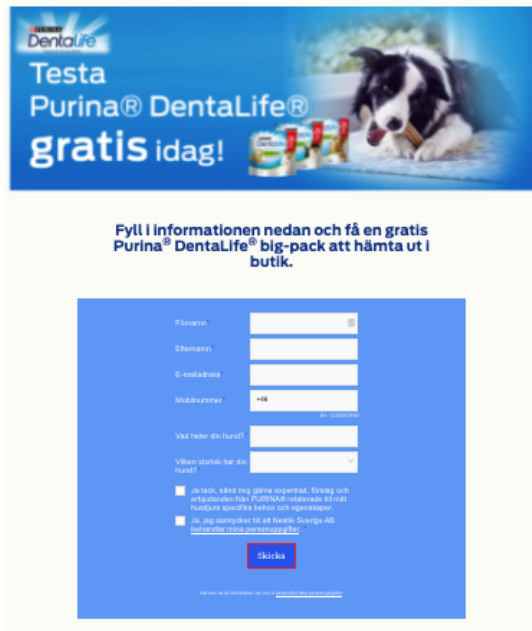


August 2021

How coupons and interactive marketing are the perfect pairing.

Leading Swedish coupon provider [ClearOn](#), and Belgian engagement and data collection platform [Qualifio](#) have teamed up to provide Swedish brands with the possibility to add coupons to their interactive marketing campaigns, as they strive to drive sales, both online and in-store.

ClearOn aims to increase in-store sales and to add more value for brands at the point-of-sale, with coupons. Qualifio's [SaaS platform](#) allows companies to create interactive content and collect consumer data, and is a qualitative and actionable source of zero and first-party data. In the current online environment, where third party cookies are on the way out and consumers are increasingly aware of how their data is collected and protected, Qualifio offers their customers innovative and easy-to-use



tools to collect their users' zero and [first party data](#).

According to Olivier Simonis, co-CEO and founder of Qualifio, *"ClearOn is the best possible partner Qualifio could find in Sweden. Our technologies and services are highly complementary, and ClearOn has a unique position and great expertise working with top FMCG brands in Sweden."*

In today's fast evolving online world, brands are finding it increasingly hard to master the wide range of complexities linked to the technology landscape, and are in-housing

their MarTech and AdTech needs. Their biggest challenge is then to integrate disparate systems together to provide a seamless and smooth experience for their users.

Qualifio's interactive campaign platform offers users easy integration with the CRM and marketing automation tools they're already using, allowing them to maximise opt-ins and improve profile enrichment.

By teaming up, Qualifio and ClearOn will be offering Swedish brands the possibility to add coupons to their interactive marketing campaigns. In the past few years, the combination of interactive campaigns and coupons has proven to be a powerful tool for brands and retailers, as they boost redemption rates and drive sales, [both in-store and online](#).

Johnny Löndberg, Sales Director at ClearOn adds that *"The collaboration with Qualifio complements and strengthens ClearOn's product portfolio and enables even more innovative, sales-driven and engaging campaigns for our customers. We are very happy and enthusiastic about the collaboration with Qualifio and believe that our services combined with each other can contribute to increased commitment, strengthen the relationship with shoppers and contribute to increased knowledge regarding shopper & consumer insight."*

The partnership between Qualifio and ClearOn will mean that ClearOn becomes an official reseller of the Qualifio platform in Sweden, with exclusivity for the FMCG market



to start with. They will be able to offer access to the wide range of services from Qualifio in their packages, and will provide Swedish brands with a local contact. Qualifio already has partnerships with major Swedish media companies in place, and will be encouraging them to make the most of the collaboration with ClearOn. Purina have recently launched a Qualifio campaign linked to a coupon for a free product in-store, for their [DentaLife promotion](#). According to Karin Andersson, Nordic Digital Insights & Communication Manager at Purina, *"Qualifio is already an easy tool for us to use in order to create compliant and user-friendly campaigns for our Purina brands. The cooperation between Qualifio and ClearOn enables us to execute even more value-bringing and friction-free campaigns for our Swedish consumers, which will also give us a clear path of insights from our campaigns online to actual sales in stores."*



Current trending topics for marketers include GDPR, how this affects their systems and customers, and the fast-approaching cookieless world, and the partnership between Qualifio and ClearOn will enable brands to address both of them. By including coupons in their interactive online campaigns, they can improve their reach and brand retention, by encouraging engagement. Retailers and brands will also be able to bring more online prospects to physical stores, and foot traffic to digital channels.

"We look forward to launching the services on the market and with our established network of customers and the Qualifios team's knowledge and experience, we have already received very positive reactions from a couple of our customers at an early pre-launch stage and it is with enthusiasm and pride that together we now enter the market with full force" concludes Johnny Lönnberg, Sales Director at ClearOn.



About ClearOn

[ClearOn](#) promotes sales through smart campaigns, and is a major developer of payment services and retail cash register services. Our focus is to offer services that create more value at checkout, and that increase in-store sales. We do this in close collaboration with the retail trade, suppliers and banks online with 5000 shops in our innovative system.

ClearOn was founded in 1968 by DLF Sweden (Dagligvaruleverantörers Förbund), a trade association for retailers. The purpose was to facilitate coupon management for retailers. Today, ClearOn offers seamless clearing processes, and is the major developer of sales promotion campaigns and retail payment services. We develop and sell innovative cash register systems, and we are also a payment institute under the supervision of Finansinspektionen (Sweden's financial supervisory authority).

To find out more, visit <https://www.clearon.se/>

For more information, please contact Johnny Lönnberg on **+46 707344019** or by email to Johnny.Lonnberg@clearon.se.

About Qualifio

[Qualifio](#) is the market-leading SaaS platform in Europe for audience insights, data collection and interactive marketing. Qualifio users can easily create and publish their interactive content (quizzes, games, surveys, polls and over 50 other innovative formats) on all their channels. The platform enables B2C brands and media companies to engage with their online communities, and is used by over 400 companies in Europe. Qualifio has been ranked in Deloitte's Technology Fast50 for 3 consecutive years, and is considered as one of the fastest growing technology companies in Belgium.

Their customers include: Paris Saint Germain, LOSC, Purina, Dixons Carphone, DPG Media Services, D'leteren, Delhaize, Unilever, Nestlé and L'Oréal.

To find out more, visit <https://qualifio.com>

For more information, please contact **Felicity Still** on **+32 492/68.85.76** or by email to felicity.still@qualifio.com.