



## JYSK's International Expansion & Acquisition Growth – Supported by Leadfamily & Mapp

London, 28 May 2021 – The Danish retail chain [JYSK](#) chose [Leadfamily](#) and [Mapp](#) for its international expansion and acquisition growth strategy.

With more than 3,000 stores globally, across 51 different countries, and with different marketing strategy requirements, JYSK needed a solution that provided them with a “single source of truth.” They required a unified marketing database that worked on a global and local scale. JYSK wanted to not only boost their database numbers, but also enrich those profiles, providing a more granular view of their customers. Customer experience was important for JYSK, and they wanted to create a campaign to engage with their current customers, as well as potential future customers.

### **Prize Party: A Collaboration Between Leadfamily and Mapp**

To increase customer engagement, JYSK created a Slot Machine campaign with Leadfamily called *Prize Party*. Customers were invited to sign up using their email address, including opting in to receive JYSK's newsletter. Then they were asked to pull the slot machine handle to try and win a prize. The lucky customers to match three identical symbols won a gift card for their local JYSK store.

While Leadfamily is an expert at enabling brands to build engaging customer experiences and learn more about their target audiences, Mapp takes it to the next level by feeding all the data into the integrated API and then into the insight-based customer experience platform Mapp Cloud. Using Mapp Cloud, JYSK was able to communicate the winners' prizes via automated emails, making the whole process seamless.

### **15 Markets – 1 Campaign**

By creating the campaign in the Leadfamily platform, JYSK was able to roll it out across 15 markets without having to go through the hassle of creating 15 separate campaigns. The Leadfamily platform enabled them to reuse the campaign by simply duplicating it, translating into the local language, tweaking the creative as needed, and then adding a relevant and custom reward for each market.

Mapp then collaborated with Leadfamily and JYSK to build automated flows based on either double opt-in or single opt-in communications. This varied depending on the requirements within each specific market. The results of the partnership between Mapp and Leadfamily, on behalf of JYSK, speak for themselves:

- New newsletter sign-ups: 290,000+
- Time spent per slot machine visit: 00:46 seconds
- Total Prize Party games played: 640,000+
- Average email open rates: 45-65%
- Average email CTR: 40%
- Average Click to Open Rate: 80%



**Emilia Sławek, Digital Marketing Coordinator at JYSK** commented: “Working in collaboration with both Mapp and Leadfamily has not only massively improved the performance of our campaigns locally, but also on a global scale. Leadfamily has enabled us to easily create campaigns from scratch, as well as reuse games so that campaigns can be localized for relevant markets. By feeding all of this data into Mapp Engage, we have really been able to enrich our customer profiles, and get a much better steer on how best to really engage the right people at the right time. It’s provided us with an amazingly accessible way for JYSK to interact and engage with our audience on an ongoing basis.”

### **About JYSK**

JYSK is a Danish retail chain, selling household goods such as mattresses, furniture, and interior décor. JYSK is the largest Danish retailer operating internationally with over 3,000 stores in 51 countries around the world. While JYSK is a global business, the company is managed based on its Scandinavian roots. This is reflected in their company culture and the way they do business. JYSK is hyper focused on their customers and always aims to provide an excellent customer experience for those that shop with them.

### **About Mapp**

Marketers and data specialists should always be able to focus on their core business instead of spending their time taming the technology behind it. With the insight-based customer experience platform Mapp Cloud, marketing decision-makers have more time for the essentials and can place their brand messages in the best possible way. Through customer intelligence and marketing analytics, companies easily and effectively gain cross-channel customer insights from data, which in turn enable highly personalized marketing activities. Mapp's customers benefit from customized and self-optimizing cross-channel campaigns based on AI-powered predictive models. Automated messages can thus be sent in the ideal marketing channel, at the optimal time and with the right contact frequency. Thanks to powerful one-to-one personalization, maximum engagement as well as long-term customer retention are achieved.

Mapp operates offices in seven countries. Mapp's digital marketing platform helps over 3,000 businesses stand out from the crowd. Mapp's clients include Argos, Ella's Kitchen, Expert, Freesat, Lloyds Banking Group, MyToys, Pepsico, Quint and The Entertainer.

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