Mijn collectie

JOUW

Wannagive Days

Open van 3 t/m 24 december iedere
dag een nieuwe kaart, verzamel alle 22
kaarten en maak kans op exclusieve deals

KLIK OM UIT TE PAKKEN

Case: Wehkamp Wannagive Days

December 2024

wehkamp

Case assignment

Wehkamp has run the Wannagive days in the app and now it's your task to analyze the data, show the results and explain why it was a success or not. Furthermore, as we want to repeat this kind of promotion again, you have to come up with some suggestions for improvements.

In the end, the final result will be a ten slide presentation to the board of wehkamp, so think about your audience and how you want to present your findings and results. On the next slide are a number of questions that you would want to answer, but it's up to you how you want to present your answers

GOOD LUCK!

"Psst… We have something nice!
Hi Irma, we have something nice for you. Soon the biggest surprise of the year will start and you are the first to hear. As of the 3rd of December, the Wannagive Days will start, exclusively in our app. Prepare yourself for 22 days full of great deals, exciting wins, discounts and more. Will you Join? Mark the date in your Agenda and profit from all the nice things that will come your way. Love Wehkamp."

What are...
The Wannagive Days

From the 3th till the 24th of December, customers can collect the 'Wannagive Days' cards in our app. Think of essential items such as a Christmas tree, a nice party outfit and even that classic ugly Christmas sweater. As if that is not enough, you also get extra benefits such as participating in Win Campaigns and Decembertips.

Every day a small surprise!

"Between the 3rd and the 24th of December, open a new card every day, collect all the carts and have an opportunity for exclusive deals"

Why...
The Wannagive Days

Making our (loyal) customers feel valued

★ Our most loyal customers represent a large part of our active customer base and account for an even bigger share of our customer sales.

★ To test with a way towards personalized communication for these customers to increase their loyalty and CLV

★ This gives our APP an exclusive USP

Test customer engagement and loyalty, and create a daily routine for the user

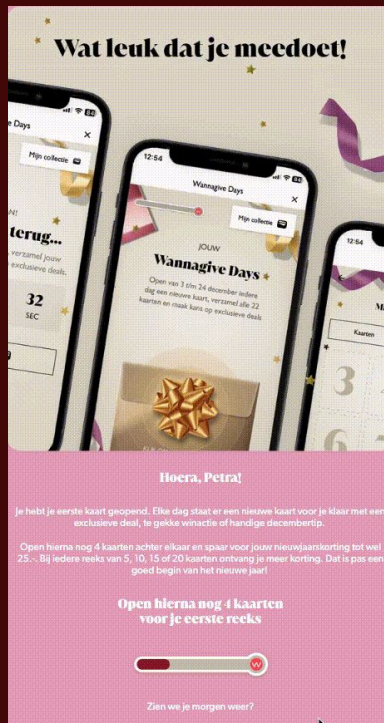# How did we make our customers join? (App, Mail, Push, Insta)
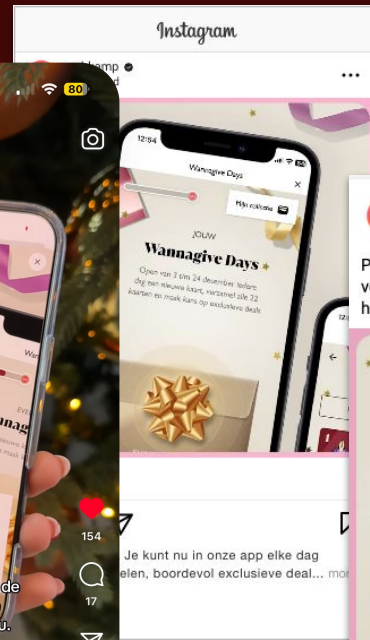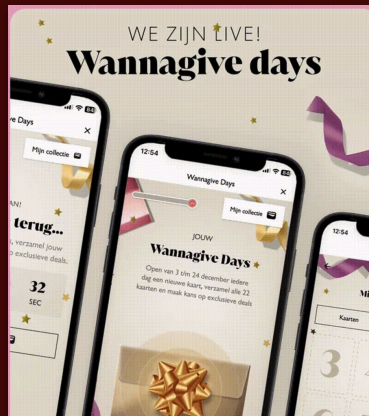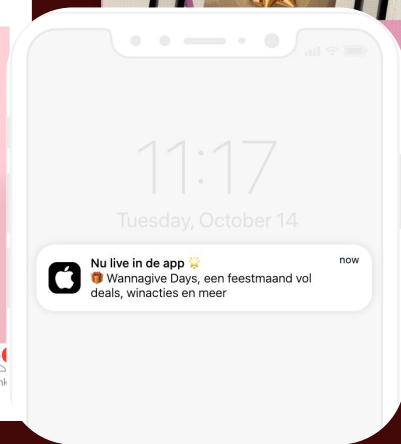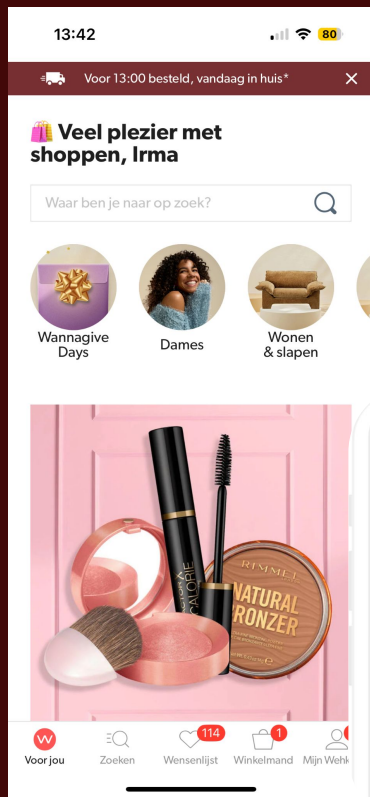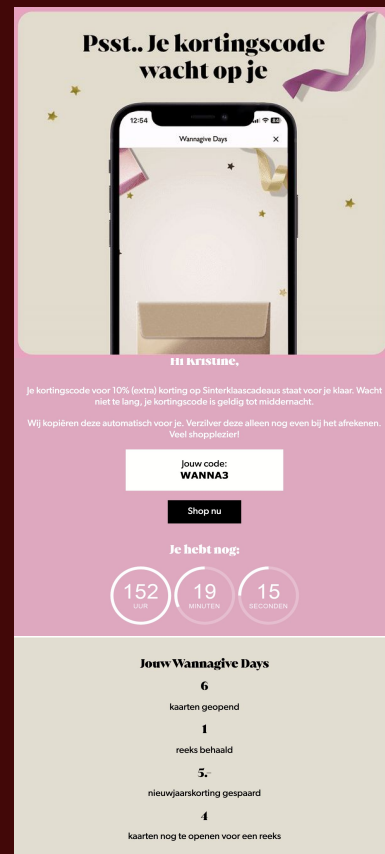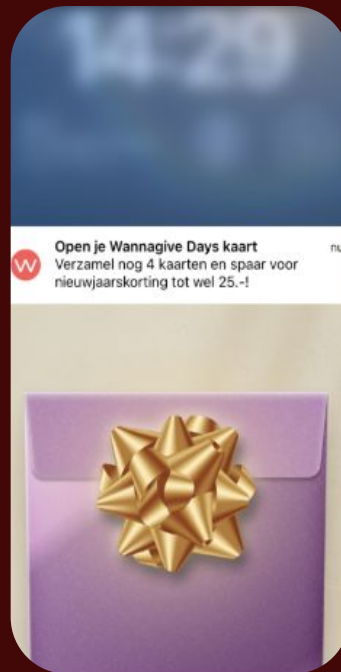
How do we keep them engaged?

STREAKS

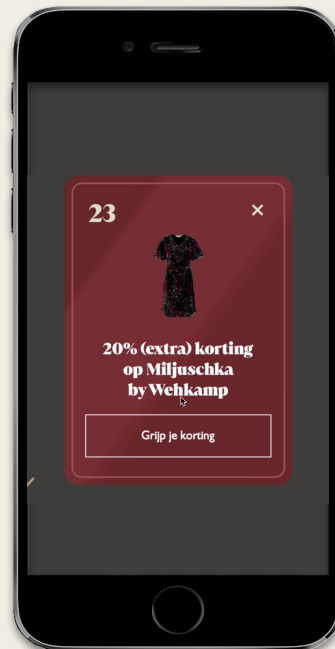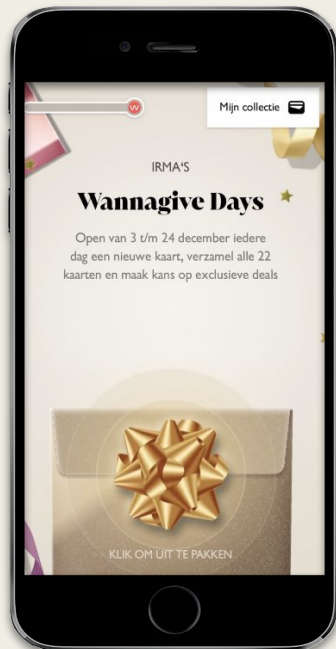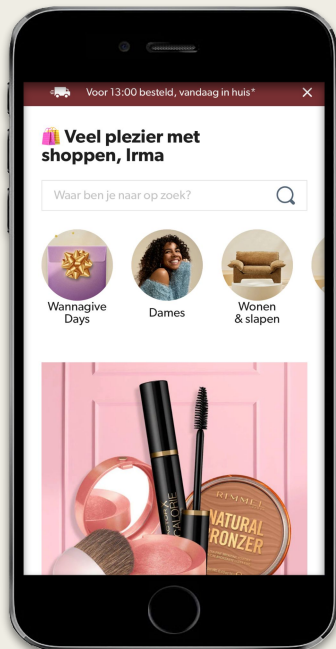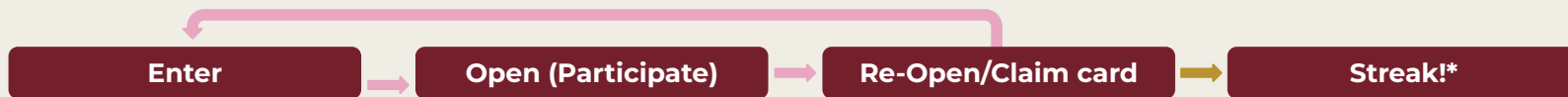*"Hurrah! You've reached a streak of opening 5 cards in a row!"*

"You've opened your first card. Open four more and start your savings up to 25 euro's in the new year when you open 20 or more cards in a row. Your savings will increase with every 5 cards"

CRM

A mail with your discount code and what you've done and achieved so far.

Wannagive Days Funnel

Enter → Open (Participate) → Re-Open/Claim card → Streak!*

Enter

Voor 13:00 besteld, vandaag in huis*

🛍️ **Veel plezier met shoppen, Irma**

Waar ben je naar op zoek?

Wannagive Days | Dames | Wonen & slapen

Open (Participate)

Mijn collectie

IRMA'S

Wannagive Days

Open van 3 t/m 24 december iedere dag een nieuwe kaart, verzamel alle 22 kaarten en maak kans op exclusieve deals

KLIK OM UIT TE PAKKEN

Re-Open/Claim card

23

20% (extra) korting op Miljuschka by Wehkamp

Grijp je korting

Streak!*

Mijn collectie

SHURA'S

Wannagive Days

Open van 3 t/m 24 december iedere dag een nieuwe kaart, verzamel alle 22 kaarten en maak kans op exclusieve deals

REEKS BEREIKT

5 dagen

Je hebt een nieuwe reeks bereikt!

Reeks bekijken

* A streak was reached when customers opened and/or claimed a card 5 days in a row.

Collectables and coupon overview

Day	Collectable	
Tue 3-12	10% (extra) discount on Sinterklaas gifts	**Coupon**
Wed 4-12	10% (extra) discount on Rituals	**Coupon**
Thu 5-12	WIN! Beauty Adventskalender	**WIN**
Fri 6-12	15% (extra) discount on christmas trees and decoration	**Coupon**
Sat 7-12	Decorate your house for Christmas	**Tip**
Sun 8-12	5.- off on everything	**Coupon**
Mon 9-12	10% (extra) discount on NOUS Living	**Coupon**
Tue 10-12	WIN! HK Living dining set	**WIN**
Wed 11-12	10% (extra) discount on christmas sweaters	**Coupon**
Thu 12-12	Christmas presents for the whole family	**Tip**
Fri 13-12	WIN! 50.- shopping money	**WIN**
Sat 14-12	10% (extra) discount on Cook & Dine	**Coupon**
Sun 15-12	WIN! Rituals set	**WIN**
Mon 16-12	15% (extra) discount on jewelry	**Coupon**
Tue 17-12	Christmas outfits for the whole family	**Tip**
Wed 18-12	5.- discount on everything	**Coupon**
Thu 19-12	20% (extra) discount on Miljuschka by Wehkamp	**Coupon**
Fri 20-12	WIN! 400.- shopping money	**WIN**
Sat 21-12	10% (extra) discount on fragnances	**Coupon**
Sun 22-12	Christmas table inspiration	**Tip**
Mon 23-12	10% (extra) discount on party outfits and gifts	**Coupon**
Tue 24-12	15% discount on family games	**Coupon**

Choice of coupon at the end, depending on the length of the streak

Streak of 5) €5,-

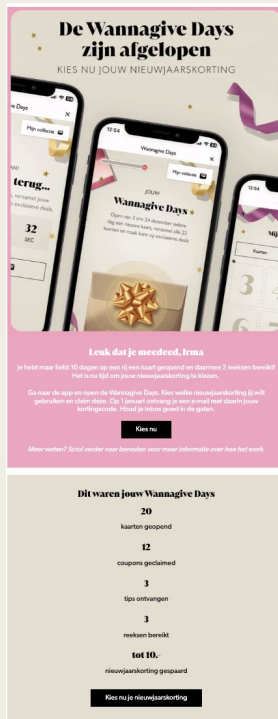**Streak of 10) €10,-** when spending €30,- or more

Streak of 15) €15,- when spending €60,- or more

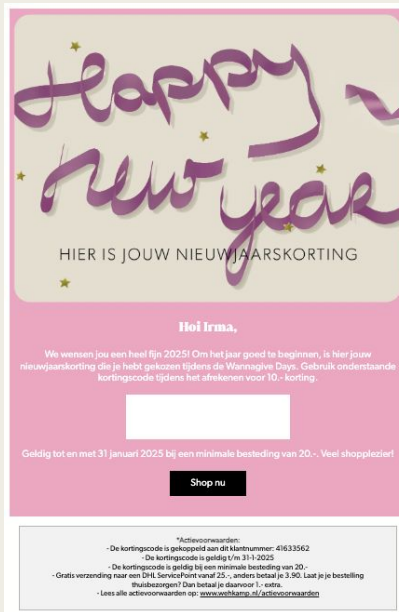**Streak of 20) €20,-** when spending €80,- or more

Streak of 22) €25,- when spending €100,- or more
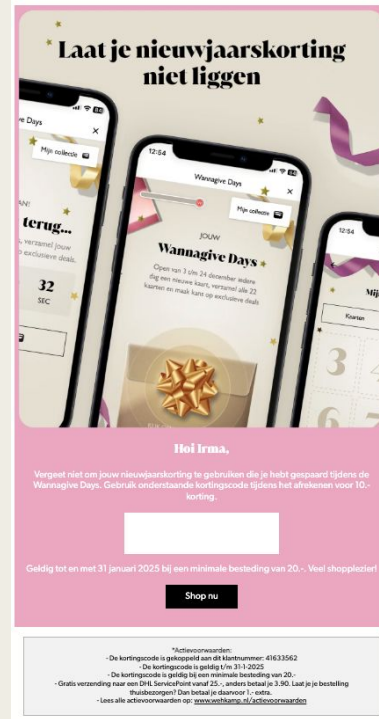
CRM communication flow after participation

26/12/2024
Choose discount

01/01/2025
New years discount

20/01/2025
New years discount reminder

Data description

One excel document with five different tabs:
- **INFO:** some background on coupons and possible interaction with the daily cards.
- **Wannagive_logging:** info on all events and interactions related to the cards from an external logging system. The external system is on UTC timezone.
  Events tracked:
  - Enter: entry into the wannagive days part of the app
  - Onboarding completed: finishing the tutorial
  - Participate: Opening a card for the first time
  - Collectable_interaction: opened (2nd or later time opening a card), claimed (clicking on the link in the card) and selected (selecting a streak coupon)
- **Coupons_logging:** All coupon data for the wannagive days from an external logging system. The external system is on UTC timezone.
- **Orders**: All order data for customers participating in the wannagive days and related coupon info. From our own internal system.
- **Customer_info:** Some background data on a customer and the categories they bought in, for the 365 days preceding the wannagive days. *BE AWARE; this is a description of the customers as it was known before the Wannagive Days on the 2nd of December.*

Questions

For all questions, make it clear which variables you use for your computation.

1. In total, how many unique participants were there for the Wannagive days?
2. What was the open rate and how many opens were there per day?
3. Can you explain the largest drop in opens?
4. When you look at unique claims and the claim rate, what does stand out for you? Which kind of cards do perform best?
5. Which days have the most effect on the number of ordering customers and why?
6. How many customers achieved the ultimate streak of 22 cards opened? Show a distribution of cards opened and streaks.
7. Can you find differences in customer segments with regards to their open rate, claim rate and average streak length?
8. How is the chosen coupon distribution (for their coupon choice at the end) for the customers that reach the ultimate streak?
9. Do the Wannagive days have an influence on order frequency and demand per customer. Show your calculations?
10. Given the data you have, are the Wannagive days a success? Is there data missing you would have liked to use to answer the success question for the Wannagive days?
11. Describe some strange things you see in the data and if and how you corrected for them.
12. What are your suggestions for a next version of the Wannagive days? What would you change or add?