BEST PRACTICES
Cross Channel Marketing plus Dukky

Successful cross channel marketing drives responders from two or more marketing outlets through a single portal or web based system to capture customer data and insight. Today's most successful marketing results are coming from campaigns with multiple entry points to maximize reach potential and consumer engagement.

One Marketing Strategy…
Multiple Entry Points

Dukky serves as the portal to capture, engage, and leverage each responding customers in a cross channel marketing campaign.

- Lead Generation
- Enriching your customer database
- Customer Insight
- Influence Tracking
- Tracking & Analytics

✓ Interactive user experience

✓ Social media integration

✓ Word of mouth power

✓ Lead generation

✓ Offline & Online Life

✓ Real-time reporting & analytics dashboard

✓ Higher campaign response

✓ Lower cost per acquisition

How it works

Cross channel marketing plus Dukky allows mediums to compliment each other to increase awareness and exposure in a campaign. The addition of Dukky in a cross channel strategy also empowers each responder, whether from print, digital, or social, to generate additional response by sharing the other with their friends across social networks. Dukky's Analytics dashboard then tracks the customer behavior and influence.
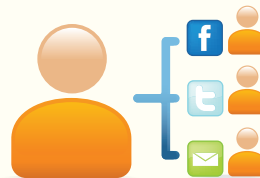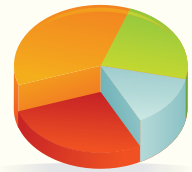
1. Consumer sees promotion.

2. Then activates promotion online.

3. Then shares with friends and family.

4. All data is reported in real-time.

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1,021,979 customers responded to the campaign and 225,550 entered their data for a chance at winning. Of those who responded 74,409 customers were brand new customers added to Newegg's customer database.

Stine HOME & YARD

Stine's campaign generated more than 28,000 visitors from all promotion channels, with almost half of all traffic (nearly 14,000) entering through links shared on social media networks.