



# Press Release



## Hot topic for 2022: data collection strategies set to be the talk of the town

**February 2022 - In 2022, brands are set to continue surfing on the current digital market trend of implementing data collection strategies to harness their first-and zero-party data needs. This hot topic is likely to be on everyone’s mind this year as the end of third-party cookies looms, and has been brewing in the past few months on [Qualifio’s data collection platform](#), with an impressive overall increase in numbers.**

In early 2020, Google shook up the digital ecosystem by scheduling the death of third-party cookies. And now, just over 2 years since their initial announcement, and just under 2 years before the change comes into effect, much has been written and said about the topic, and as D-Day approaches much more remains to be said. But the overarching opinion is currently that this change should be considered as an opportunity, as the beginning of a new era, rather than seeing it as a disaster.

Combined with the recent pandemic and the consequences it has had on our lives and on companies who have had to adapt to drastically and suddenly changing consumer habits, the death of cookies has had an irreversible effect on many companies and precipitated them embarking on their digitalisation journey, and in a lot of cases earlier and faster than planned.



When looking back at the numbers generated in 2021 by their data collection platform, Qualifio Engage, the team at Qualifio, the leading European SaaS for interactive marketing, loyalty and data collection, notes that both these milestones in the digital landscape are continuing to have a significant impact on how brands are preparing for the cookieless future.

Brands who are harnessing their [first- and zero-party data](#) collection strategies are looking like the winners so far. They are able to put the focus on the privacy of their consumers, and are collecting the data they actually need themselves, and can thus deliver personalised brand experiences for their audience. First- and zero-party data collection strategies are no longer nice to have, they're an imperative. And interactive marketing and audience engagement are looking like one of the best ways of implementing them.

Qualifio saw record numbers across the board in 2021 on their platform:

- The total number of overall participations in Qualifio Engage campaigns rose by 26% from 2020, with over 170 million participations in 2021, showcasing the fact that consumers are increasingly engaging with interactive campaigns and willing to share their personal data consequently. December 2021 was a record month with just under 24 million campaign participations, largely thanks to the highly popular and engaging [Advent calendar format](#).
- The total number of participants in Qualifio Engage campaigns was 55.6% higher in 2021 than in 2020, with another record month in December, with over 4.7 million participants.
- The total number of new participants was 44.5% higher in 2021 than in 2020, peaking at over 2.6 million in December, meaning that brands are growing their knowledge of their audience and the size of their databases significantly thanks to interactive marketing campaigns.
- The total number of active campaigns increased by 14.6% from 2020 to over 175,000 in 2021.

Moving into 2022, Qualifio expects this trend of brands using interactive marketing to feed their first- and zero-party data strategies to continue and to grow, as consumers are increasingly privacy-aware and demanding of their relationships with brands. As one B2B journalist puts it: "*[...] in order to build trust, appreciation and loyalty, brands must move away from 'spamming' and use more proactive communication to add value.*"

## About Qualifio

[Qualifio](#) is the market-leading SaaS platform in Europe for audience insights, data collection and interactive marketing, and loyalty. Qualifio Engage users can easily create and publish their interactive content (quizzes, games, surveys, polls and over 50 other innovative formats) on all their channels. With Qualifio Loyalty, brands can set up



exciting loyalty programs that reward their audience for all types of interactions they have with the brand. The Qualifio platforms enable 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: Nestlé, L'Oréal, Unilever, Decathlon, MediaMarkt, Carrefour, PSG, Purina, Dixons Carphone, Daily Mail Group, DPG Media Services, D'leteren and Ahold Delhaize.

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

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