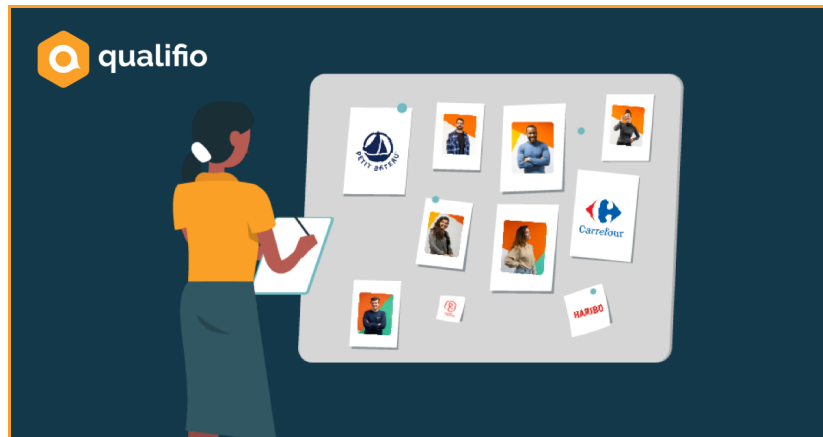




Press release



2021: a record year for Qualifio

January 2022 - [Qualifio](#), the leading European interactive marketing, loyalty and data collection SaaS, finished 2021 on a high by launching a new platform, reaching record campaign numbers, welcoming a wave of new colleagues and signing 25 new customers in the second half of the year.

The second half of 2021 was a busy and exciting period for Qualifio with the release of a second platform: [Qualifio Loyalty](#), they also welcomed 13 new recruits, started working with 25 new brands and saw record numbers across their platform.

In a day and age where customer relationships are no longer based solely around purchase opportunities, Qualifio Loyalty allows brands to build exciting loyalty programs that reward all the touchpoints a customer has with them. This new interaction-based loyalty platform is fully integrated with Qualifio's interactive marketing and data collection platform, [Qualifio Engage](#).

Record numbers

The numbers from 2021 coming from the Qualifio Engage platform show that brands are increasingly aware and proactive about the looming end of third-party cookies and putting their first- and zero-party data collection strategies in place. These numbers also confirm the importance of using interactive marketing when collecting data from an online audience.



So despite 2021 being another tricky year due to the ongoing Covid-crisis, the overall numbers in the Qualifio Engage platform exploded last year, with increases across the board beating all the records from previous years. Stand out numbers from the year were the close to 24 million participations to campaigns in December, a month that showcases the [interactive advent calendar format](#), and nearly 5 million participants in the same month, beating December 2020 by 44%.

A new wave of recruits with more to come

These impressive numbers are a clear signal of Qualifio's growth and expansion ambitions and have had an impact on the recruitment of new team members. Whilst in 2020, 18 new colleagues were hired at Qualifio, that number was largely overtaken in 2021, with a total of 26 new hires. And this trend is set to continue, as the number of new recruits is expected to be even higher in 2022.

Quentin Paquot, CEO of Qualifio: *"The biggest challenge we have today is recruitment. Finding the right talents with a mindset that fits our company culture. It's therefore exciting to see that we are continuing to grow and creating new digital job opportunities in Belgium. We'll continue this growth even faster in 2022."*

The following new team members joined the company between July and December 2021: Anaïs Brison followed up her internship with a full time post as Web Designer on the [Studio](#) team; Clémence Robinet as an intern in HR; Gael Bigirimana in finance; Rodrigue Laurent, as Sales Manager for France; Audrey Penninckx joined the CSM team; Stephanie Antignac (intern), Gregory Creupelandt, Simon Thibert, Pierre Martin and Fabrice Actergal, as Software Developers on the R&D team, alongside Guillaume Deconinck who is back for a second Qualifio adventure; Sonia Franco Ezquerro, is the new Sales Development Representative in Qualifio's Madrid office; and last but not least Antoine Gilson, who also joined the Studio team as Web Designer.

According to Aurélien Berhin, Head of Human Resources, *"In 2022, the company will be maintaining its growth plans, and these will involve growth not only on a personal development and skills level, but also in terms of recruitment. We have some great challenges ahead that we will face by keeping in line with our values. We believe that by empowering our teams, we will all be able to rely on each other. We know that our employees are our best ambassadors, and they will always be at the heart of our business."*



There are currently [a number of positions open](#) at Qualifio, in the Marketing & Sales department, in the Studio and R&D. And Qualifio is also always on the lookout for interns who benefit from a hands-on and varied professional experience in one of Qualifio's offices.

New brands onboard

The first half of 2021 saw 34 new brands being onboarded at Qualifio, from all over Europe (and some further afield) and from a wide range of sectors, these companies were joined by a further 25 by the end of the year.

These new customers include the French cosmetics brand, Cinq Mondes; FMCG brand, Haribo; the Dutch football federation, KNVB; the Dutch brewery, Swinkels Family Brewers; the Spanish media company, CCMA (Television Catalunya); the French kids fashion brand, Petit Bateau; the French football club, RC Strasbourg Alsace; the Spanish branch of supermarket Carrefour; French holiday villages group, Groupe Pierre & Vacances - Center Parcs; and Spanish contextual advertising specialist, [Seedtag](#). Existing customers CPW and L'Oréal also added several of their brands to their Qualifio contracts.

According to CMO Antonio Molina Cubero: *"With a growing concern for their privacy amongst consumers nowadays, moving to technologies and data collection strategies that are in favour of transparency and privacy is no longer a nice to have but has become a necessity, and we are seeing this at Qualifio. More and more companies are contacting us to help them collect first- and zero- party data in a cookieless world. It is an interesting time for Qualifio and we face 2022 full of optimism."*

About Qualifio

[Qualifio](#) is the market-leading SaaS platform in Europe for audience insights, data collection, interactive marketing, and loyalty. With 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'Ieteren and Ahold Delhaize.

To find out more, visit <https://qualifio.com> or for more information, please contact **Felicity Still** on +32 492/68.85.76 or by email to felicity.still@qualifio.com.