

# Collaborative Marketing

## What can it do?

**1**

**Activate consumers**

Global pool of **1.8m** registered community members in **19** countries.

(Source: trnd.com, community statistics, 2016.)

**2**

**Energise social media**

Nearly **10,000** social media posts for Hansgrohe thanks to consumer collaboration powered by trnd.

**10x more online buzz**

(Source: Complexium Social Media Monitoring Company, November 2013.)

**3**

**Strengthen ROI**

In 36% of trnd Collaborative Marketing campaigns the ROI was £4. In 27% of campaigns it was as high as £7.90.

**£3.09 average ROI of trnd campaigns**

(Source of ROI: ESCP Europe and trnd research: Marketing Mix Modeling for eight product lines and 11 trnd campaigns, 2012.)

**4**

**Gain customers**

10,212 new customers for Zalando's e-commerce platform after just one trnd campaign.

(Source: trnd campaign, campaign runtime September - October 2014, Italy.)

**5**

**Market leadership**

The chocolate brand 'The Change Chocolate' achieved market leader status of the Fairtrade segment.

(Source: trnd campaign, campaign runtime June - July 2012, Germany.)

**6**

**Generate real-life insights**

1,000 consumers helped Kühne develop better products in a trnd co-creation campaign.

(Source: trnd campaign, campaign runtime August - September 2012, Germany.)

**7**

**Drive footfall to stores**

32,541 more customers visited Tchibo stores thanks to consumer activation by trnd.

**+6% more sales for Tchibo**

(Source: trnd campaign, campaign runtime April - July 2012, Hungary.)

**8**

**Increase sales**

Brillante risotto increased its sales by **28%** after just one trnd campaign.

**28% sales uplift for Brillante**

(Source: IRI, test and control markets in 80 stores, Q2 of 2013, Spain.)

**9**

**Enhance CRM revenue**

**+€1m** total turnover for Gruner + Jahr in the first five months of using trndsphere™

**Software-as-a-Service trndsphere™**

(Source: overall turnover with trndsphere™, Gruner + Jahr, first five months.)

**10**

**Power purchase**

Thanks to a trnd campaign, visits to Yves Rocher stores increased by **13%** in just two months.

**+19% sales uplift**

(Source: trnd campaign, campaign runtime June - August 2013, Germany.)