

Early Birds

Activate Peppol and score double!

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The case movie



https://vimeo.com/1180822671/067a7d23cb?share=copy&fl=sv&fe=ci

The challenge

By January 1st 2026, all Belgian businesses are required to use Peppol for e-invoicing.

Small businesses only send 10–30 invoices per year
→ little urgency to switch before the deadline.

Competitors offered free subscriptions for a year
→ crowded, noisy market.

Goal: Activate 20,000 independents via DocclePro
→ get them to choose our paid subscription over free offers.

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Campaign idea

"The early bird gets the worm"
→ the faster you act = the bigger the reward.

Our double incentive was financial and emotional → guaranteed lifetime discount + chance to win a vacation.

Limited-slot prize buckets (Maldives, Japan, Kenya, Mexico) used scarcity to drive urgency.

Playful AI-generated visuals of birds traveling the world → obligation becomes aspiration.

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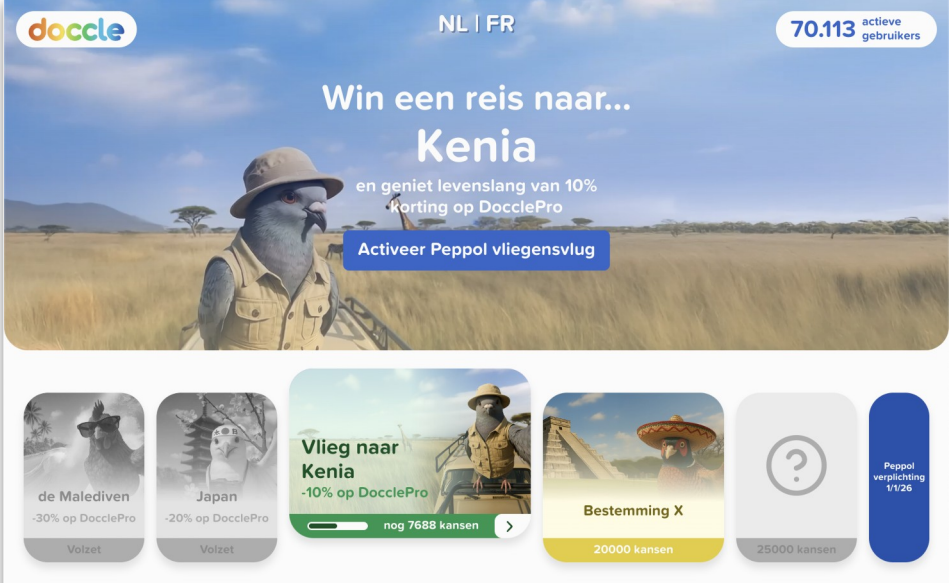



Activeer Peppol en scoor dubbel!

Levenslang 10% korting op DocclePro & een kans op een reis naar Kenia.

Vanaf 1 januari 2026 zijn bedrijven in België verplicht hun facturen elektronisch te versturen via Peppol.
Registreer je in slechts enkele muisklikken via DocclePro, want dan:

- kan je meteen facturen ontvangen en versturen via Peppol in Doccle.
- krijgt sowieso levenslang 10% korting. Da's maar € 3,6/maand (excl. btw).
- maakt kans op een droomreis naar Kenia t.w.v. € 6.000 met Beyond Borders.
- maakt kans op 1 van de 4 reischeques t.w.v. € 500.

Scoor nu dubbel

The execution

We fully integrated paid and owned channels across the funnel and launched the set up in two waves
→ Wave 1 for early adopters, Wave 2 for procrastinators.

Paid media

- Synchronized Radio (DPG) + digital so the same destination that was heard on radio, seen in social feed.
- To get broad reach and relevant traffic, we combined Display, social and search.

Owned media:

- Meta, LinkedIn, email targeting existing clients & webinar participants



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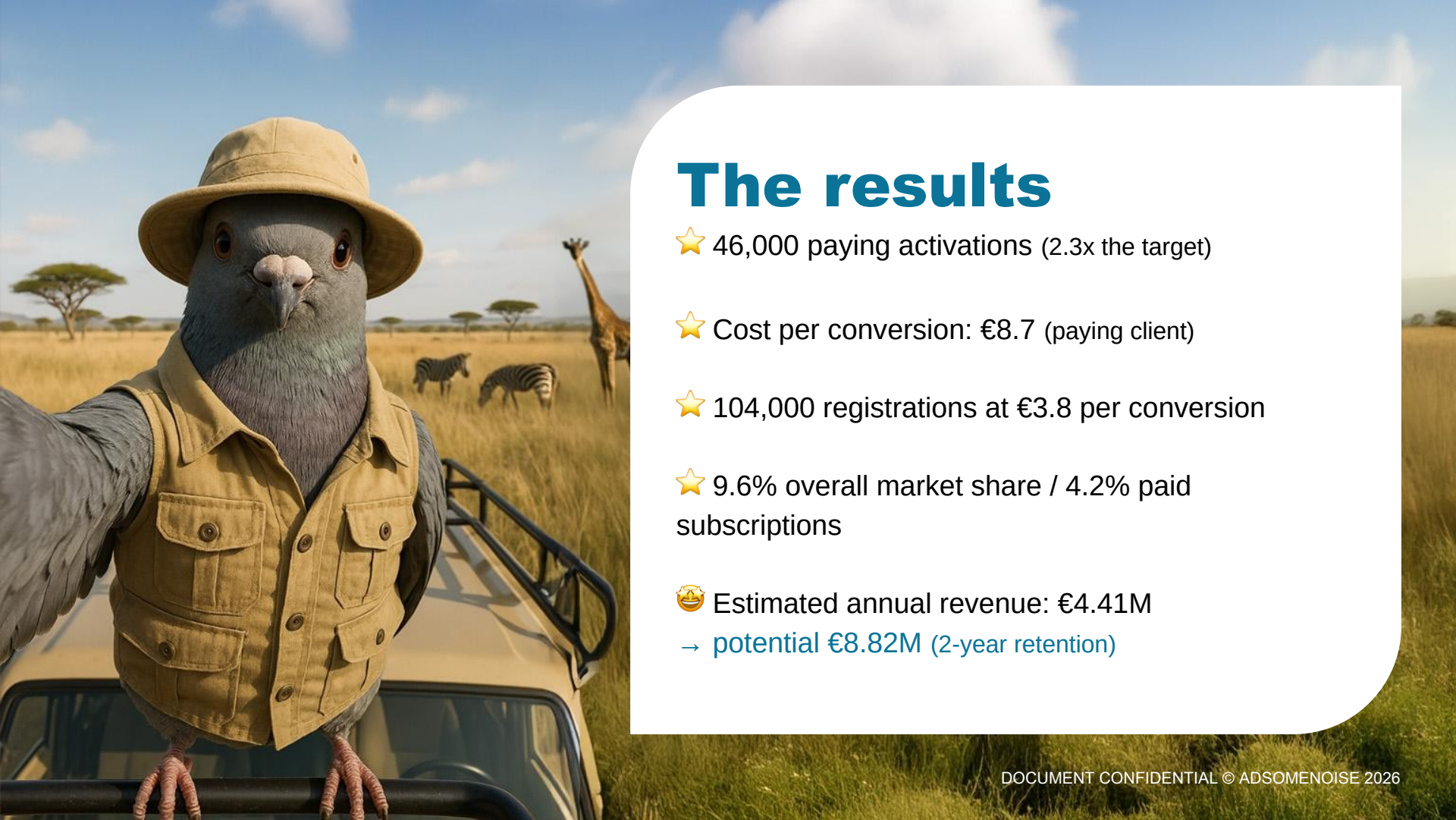

The results

- ⭐ 46,000 paying activations (2.3x the target)
- ⭐ Cost per conversion: €8.7 (paying client)
- ⭐ 104,000 registrations at €3.8 per conversion
- ⭐ 9.6% overall market share / 4.2% paid subscriptions
- 🤩 Estimated annual revenue: €4.41M
  → potential €8.82M (2-year retention)

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Why the case deserves an AMMA

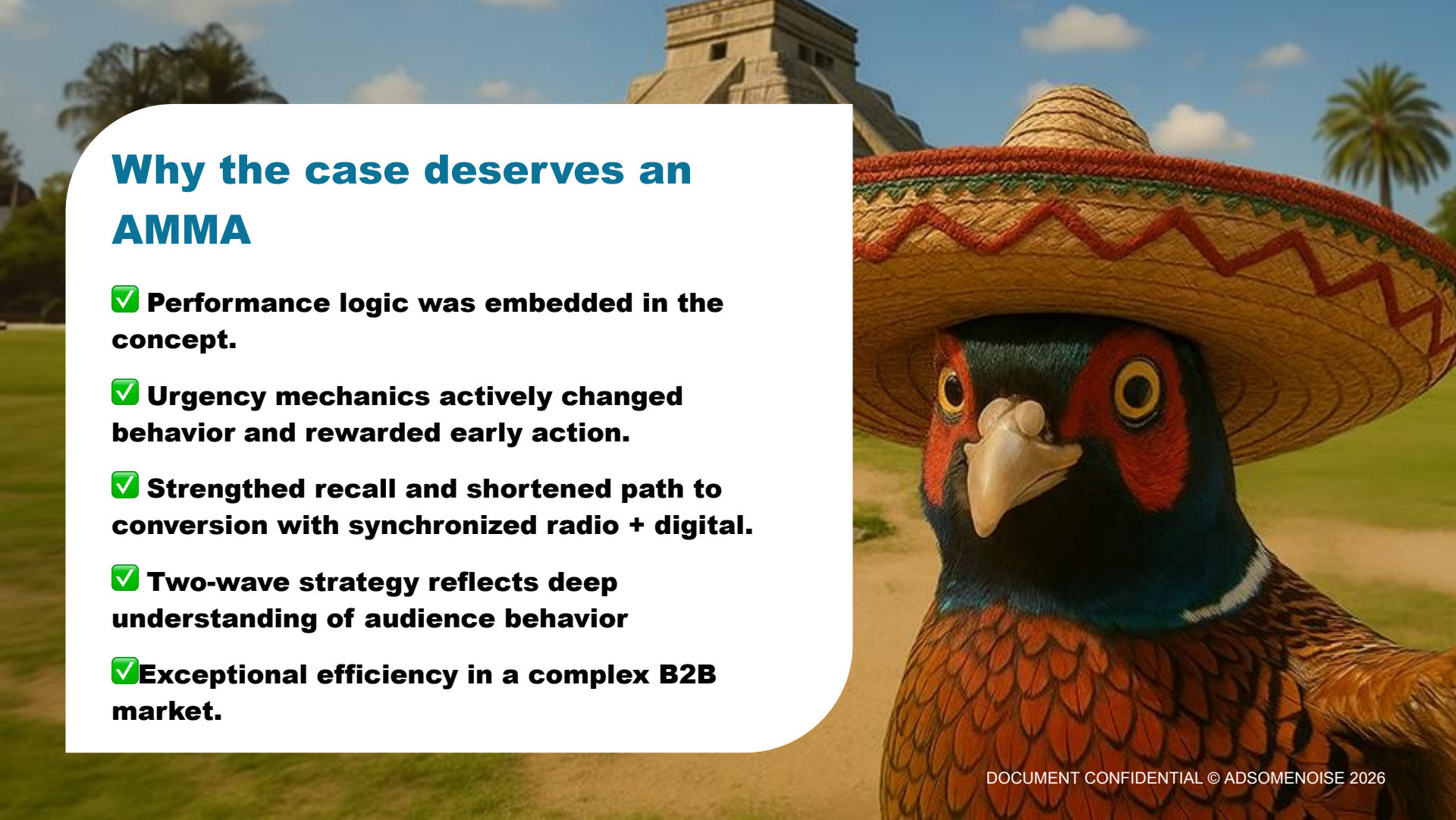
✅ **Performance logic was embedded in the concept.**

✅ **Urgency mechanics actively changed behavior and rewarded early action.**

✅ **Strengthed recall and shortened path to conversion with synchronized radio + digital.**

✅ **Two-wave strategy reflects deep understanding of audience behavior**

✅**Exceptional efficiency in a complex B2B market.**



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