

Early Birds

Activate Peppol and score double!

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.



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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The screenshot displays the DocclePro app interface. At the top, the Doccle logo and language options (NL | FR) are visible, along with a notification of 70.113 active users. The main banner features a parrot wearing a safari hat and vest, with the text "Win een reis naar... Kenia" and "en geniet levenslang van 10% korting op DocclePro". A button prompts users to "Activeer Peppol vliegenvlug". Below the banner, a row of prize buckets is shown: "de Maldiven" (30% off DocclePro), "Japan" (20% off DocclePro), "Vlieg naar Kenia" (10% off DocclePro, with a progress bar showing 7688 chances), and "Bestemming X" (20000 chances). A "Peppol vergoeding 1/126" button is on the right. The bottom section, titled "Activeer Peppol en scoor dubbel!", details the benefits: a lifetime 10% discount on DocclePro and a chance to win a trip to Kenya. It includes a list of conditions and a "Scoop nu dubbel" button.

NL | FR 70.113 actieve gebruikers

Win een reis naar...
Kenia
en geniet levenslang van 10% korting op DocclePro
Activeer Peppol vliegenvlug

de Maldiven
30% op DocclePro

Japan
20% op DocclePro

Vlieg naar Kenia
10% op DocclePro
nog 7688 kansen

Bestemming X
20000 kansen

Peppol vergoeding 1/126

Activeer Peppol en scoor dubbel!

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

Vanaf 1 januari 2025 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. Dat'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.

Scoop nu dubbel

Vlieg naar Kenia
-10% levenslang op DocclePro
onbeperkt e-factureren voor maar ~~€4~~ €3,60

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





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)**

Why the case deserves an AMMA

- ✓ **Performance logic was embedded in the concept.**
- ✓ **Urgency mechanics actively changed behavior and rewarded early action.**
- ✓ **Strengthened 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.**



A brown chicken with a red comb and wattle is surfing on a white surfboard. The chicken is wearing black sunglasses and has its right wing raised. It is riding a large, curling blue wave. In the background, there is a tropical beach with palm trees and a small hut under a blue sky with white clouds.

Thank you!