

10 years of Eurosparen - a milestone in loyalty world!



Ten years ago, Magneds developed the first online savings program for FrieslandCampina in the FMCG industry: www.eurosparen.nl. Nowadays a well-known concept and for many an example for a successful loyalty program.

The success of Eurosparen

The Eurosparen website and app receive thousands of codes every day. A valuable communication and sales channel. A monthly dose of new and surprising deals keeps it interesting to visit the savings shop more than once. Next to that it's a profitable situation for the partners, thanks to the high brand loyalty and consumer involvement.

Let's celebrate!

Eurosparen celebrates it's Birthday from 15 August up to and including 9 October. During these festive weeks there are various win promotions & super deals for all loyal savers. The 72 millionth code receives 2 tickets for the premiere of Anastasia. The richest saver, with the most balance, wins a surprise weekend for 2 people from Flywise. Next to that, everyone can participate in brand hunting; a new type of bingo, where you enter the codes of all different brands and you have a chance to win a duo arrangement for 2 people at Thermen Bussloo. And many other great prizes. The more codes you enter, the more chances you have of winning.

Don't miss out this party!