SoPost

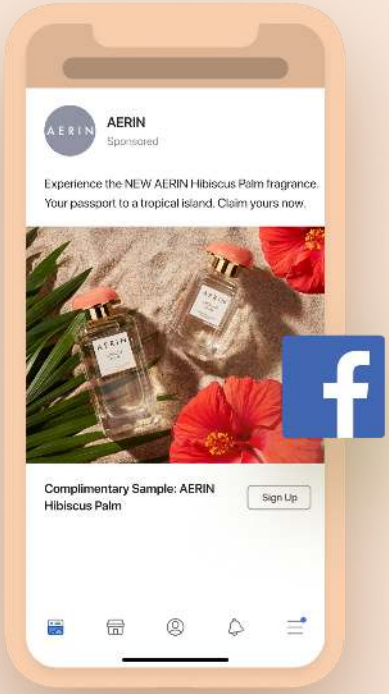
AERIN

Nearly 90% of AERIN samplers say they would recommend Hibiscus Palm



Objective

AERIN's objective was to raise awareness and generate social buzz for Hibiscus Palm, their new fragrance.



To generate further awareness and a social buzz, AERIN worked with their Instagram Influencers to promote samples during a press trip to Tulum, Mexico. SoPost provided unique URLs for each influencer, which tracked the number of samples requested across their followings.

Solution

To ensure only consumers in their target audience received a sample, AERIN activated their sampling campaign through SoPost's Facebook Lead Ad integration. Targeted consumers simply provided their shipping address in the lead form, and a sample was sent.



19,920 consumers received a sample

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