SoPost

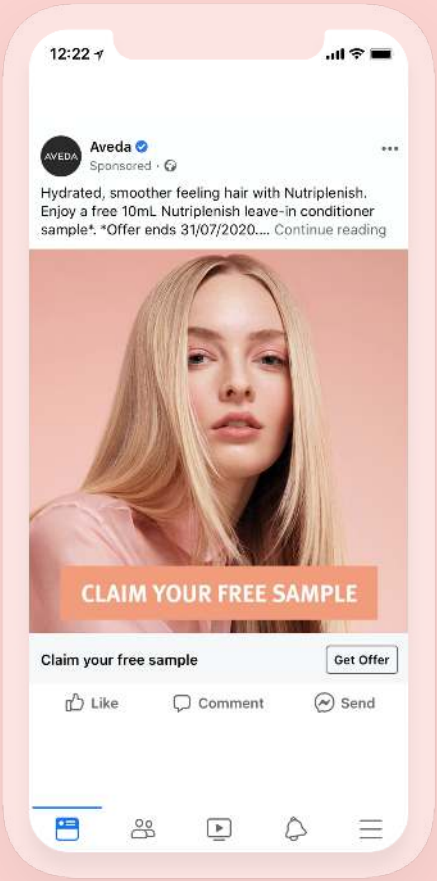
Aveda Case Study

Aveda saw nearly 5% of sample recipients click to purchase full size product.



Objective

Aveda was looking to broaden awareness of a newer hair care line, while also generating reviews for the range's hero product: nutriplenish leave-in-conditioner.



Solution

In order to reach their target audience on social media, Aveda activated a sampling campaign using SoPost's Facebook and Instagram Lead Ad integration.

Once Aveda activated the ads, SoPost managed the sampling journey from engagement to fulfillment, while also ensuring feedback and response rates remained high.

6,972

targeted consumers received a sample

sales@**sopost.com**

SoPost

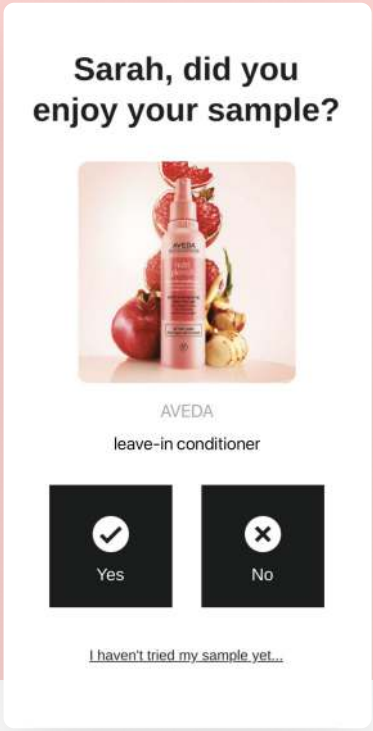
Results

Consumers who received a sample were contacted via email after their moment of trial to provide feedback and reviews.

57%
of consumers opted-in to further marketing

580
five-star reviews earned

4.6%
of consumers clicked through the post-trial email to purchase



★★★★½

4.61
average rating

68%
of consumers were likely to buy within the next six months

94%
of consumers would recommend the product to a friend

62%
of consumers said they had already recommended the product

13%
of consumers said they had already gone on to purchase the product



sales@sopost.com