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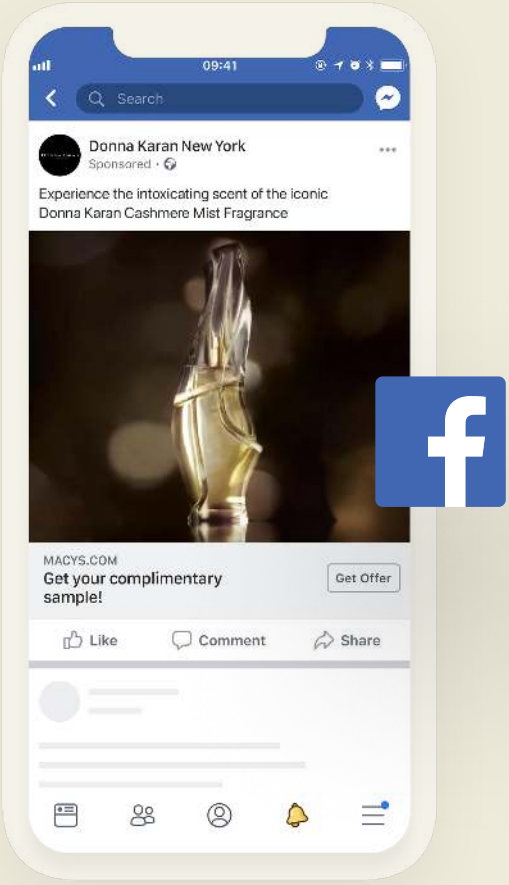
Donna Karan

Donna Karan drives trial and opt-ins for a new fragrance



Objective

Donna Karan came to SoPost with the goal of driving trial of their Cashmere Mist fragrance with a social sampling campaign.



Solution

Donna Karan created a Lead Ad on Facebook, inviting consumers in the target audience to request a Cashmere Mist sample. All consumers had to do was provide their shipping address in the form, and SoPost took care of the rest.

While having control over the ad creative, targeting and spend, the brand was able to utilize SoPost's Facebook Lead Ad integration for its data, fulfillment and analytical capabilities.

6,000

targeted consumers received a sample

sales@**sopost.com**

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Results

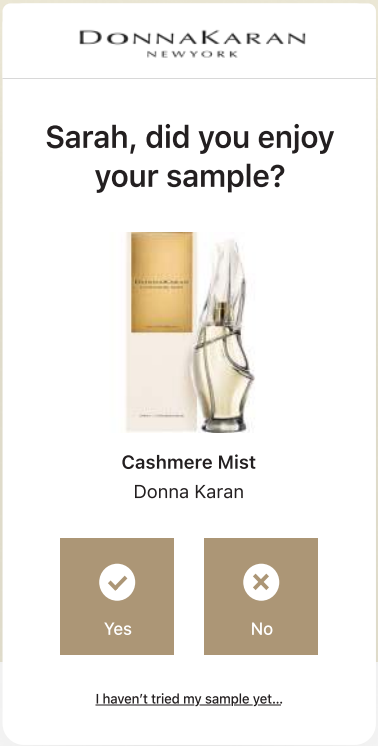
Consumers who received a sample were contacted via email after their moment of trial to provide feedback and reviews.

64%
of consumers opted-in to further marketing

481
five-star reviews earned

★★★★½

4.45
average rating



71%
of consumers were likely to buy within the next six months

92%
of consumers would recommend Cashmere Mist to a friend

"Sampling initiatives continue to be fundamental to the success of our fragrance business. In partnering with SoPost for a social media sampling campaign during the holidays, we were able to drive consumer trial at best-in-class efficiencies in the lead up to our key selling period, and measure campaign impact via qualitative consumer feedback.

The user experience across the sample claim journey and consumer feedback journey are best-in-class, ensuring engagement rates are high, ultimately allowing us to gain ample insights via their sophisticated data capture capabilities. We look forward to leveraging these insights to refine our campaign tactics for future SoPost campaigns!"

Elise Sweeting
Consumer Engagement Manager
Donna Karan Fragrance



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