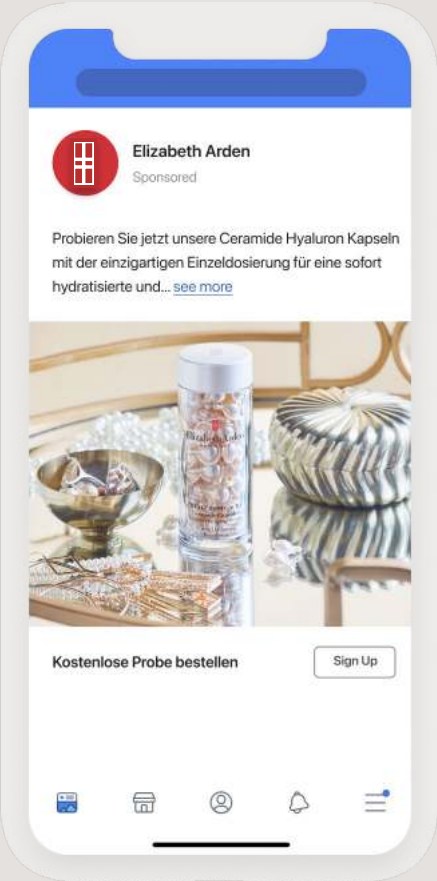
SoPost

Case study

Elizabeth Arden drives 10x more visitors to their e-store through digital sampling

Objective

Elizabeth Arden came to SoPost in order to sample the Hyaluronic Acid Ceramide Capsules Hydra- Plumping Serum to their German audience. The aim of the campaign was to boost trial and awareness of the product, as well as drive to purchase to their e-store.
As this was the first digital sampling campaign Elizabeth Arden was running in Germany, it was also important to collect opt-ins and product reviews.



Solution

Elizabeth Arden gave consumers the opportunity to claim a highly luxurious sample of their Hyaluronic Acid Ceramide Capsules Hydra-Plumping Serum via a Facebook Lead Ad. The brand controlled the ad's creative, targeting and spend whilst utilising SoPost's platform, data, fulfillment and analytical capabilities.

Consumers who received a sample were contacted via email to leave feedback. Consumers were asked to rate the product, if they would recommend the product to a friend, and if they would buy the product within the next six months. Additionally, Elizabeth Arden came up with two custom questions to ask consumers if they had already tried the product previously and if they would combine it with another product from the brand in their skincare routine.

1,952

targeted consumers received a sample

SoPost

Results

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

37%
of consumers opted-in to further marketing

85%
of all reviews were five-star

74%
of consumers have already recommended the product to a friend

★★★★½

4.76
average rating

64%
of consumers were likely to buy within the next six months

10%
of consumers visited the e-store through the click to purchase email

> Unique click-rate to our product page was 10 times higher than with online display campaigns, which shows the high engagement of consumers through online sampling

Harald Hefter
E-commerce Manager
Elizabeth Arden

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