SoPost

Erborian Case Study

Erborian's online sampling campaign delivers results in France



Objective

Already well established in the French market, Erborian was seeking to drive product trial and sales via a digital sampling campaign for one of their hero products.



Solution

Erborian came to SoPost to activate a social sampling campaign to promote their BB Crème. Due to SoPost's direct Facebook Lead Ad integration they were able to quickly and effectively launch their sampling effort, with SoPost handling the entire consumer journey from engagement to fulfillment and follow up.

Beyond product trial and sales, Erborian was also focused on collecting marketing opt-ins and reviews in France in order to optimize their product pages. Using SoPost's platform they were able to collect written reviews that could be used across all their product pages.

5,735

targeted consumers received a sample

sales@**sopost.com**

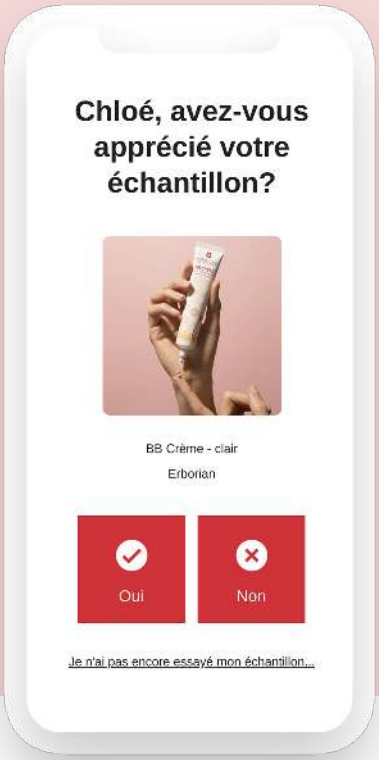
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Results

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

67%
consumers opted-in to further marketing

61%
of respondents left a 5 star rating



★★★★½

4.23
average rating

8%
of consumers clicked through to the product page via SoPost's drive to purchase email

65%
of consumers were likely to buy within the next six months

94%
of consumers would recommend BB Crème to a friend

13%
of consumers had already gone on to purchase the BB Crème



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