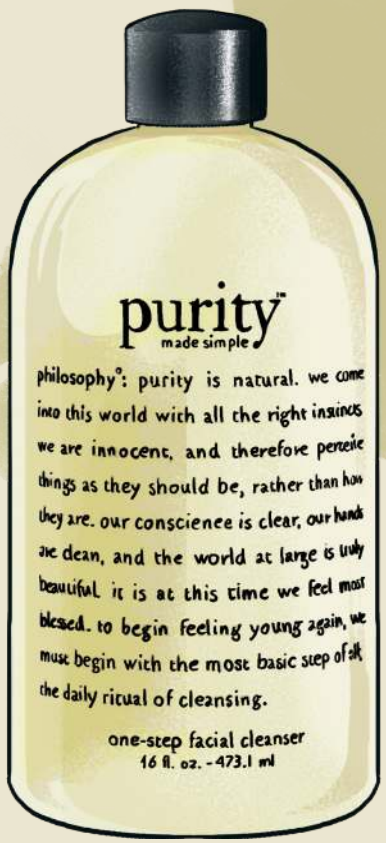
SoPost

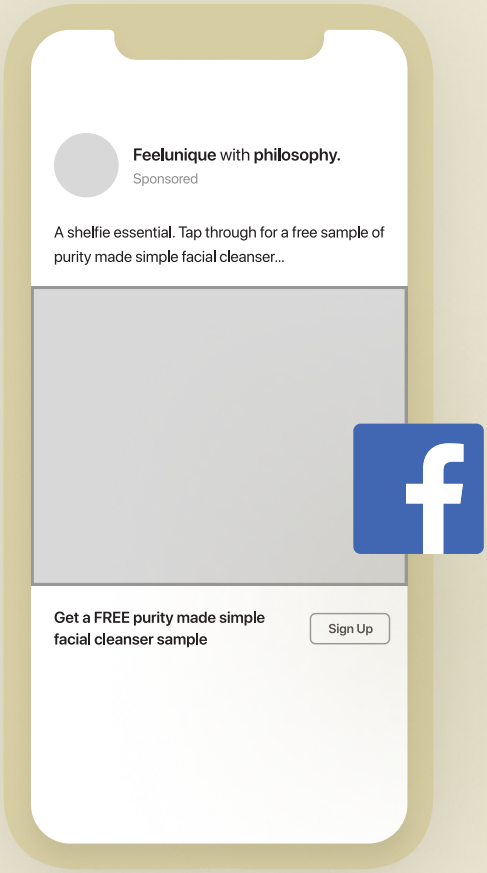
philosophy

philosophy gains 3.2x ROI from social sampling campaign



Objective

philosophy wanted to reach consumers who might be interested in their purity cleanser and drive post-trial sales through online beauty retailer Feelunique.



Solution

philosophy gave consumers the opportunity to claim a purity cleanser via SoPost's integration with Facebook Lead Ads and a custom ad unit placed on feelunique.com.

The brand controlled the ad's creative, targeting and spend while utilizing SoPost's platform, data, fulfillment and analytical capabilities.

23,725
targeted consumers received a sample

sales@**sopost.com**