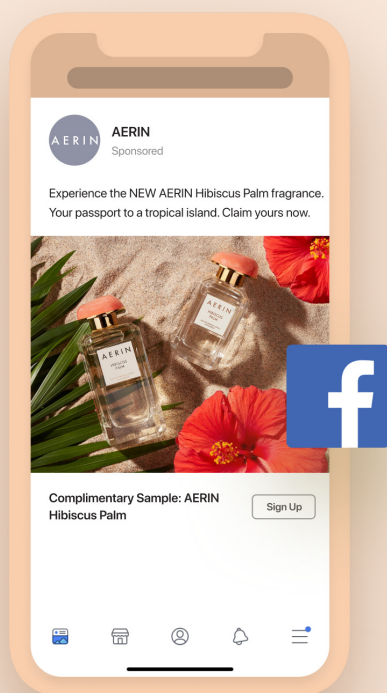


*AERIN*

## Nearly 90% of AERIN samplers say they would recommend Hibiscus Palm

### Objective

AERIN's objective was to raise awareness and generate social buzz for Hibiscus Palm, their new fragrance.



To generate further awareness and a social buzz, AERIN worked with their Instagram Influencers to promote samples during a press trip to Tulum, Mexico. SoPost provided unique URLs for each influencer, which tracked the number of samples requested across their followings.



### Solution

To ensure only consumers in their target audience received a sample, AERIN activated their sampling campaign through SoPost's Facebook Lead Ad integration. Targeted consumers simply provided their shipping address in the lead form, and a sample was sent.



| **19,920** consumers received a sample

## Results

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

**64%**

consumers opted-in  
to further marketing

**1,001**

five-star reviews  
earned

**Gorgeous scent**

Can't wait to purchase full  
size! Truly gorgeous scent!

**Excellent**

The smell is amazing! I shared it  
with some friends, we all loved it.

**69%**

of consumers said they  
were likely to buy within  
the next six months

**88%**

of consumers would  
recommend Hibiscus  
Palm to a friend

**AERIN**

**Sarah, did you enjoy  
your sample?**



**Hibiscus Palm  
AERIN**



Yes



No

[I haven't tried my sample yet...](#)

