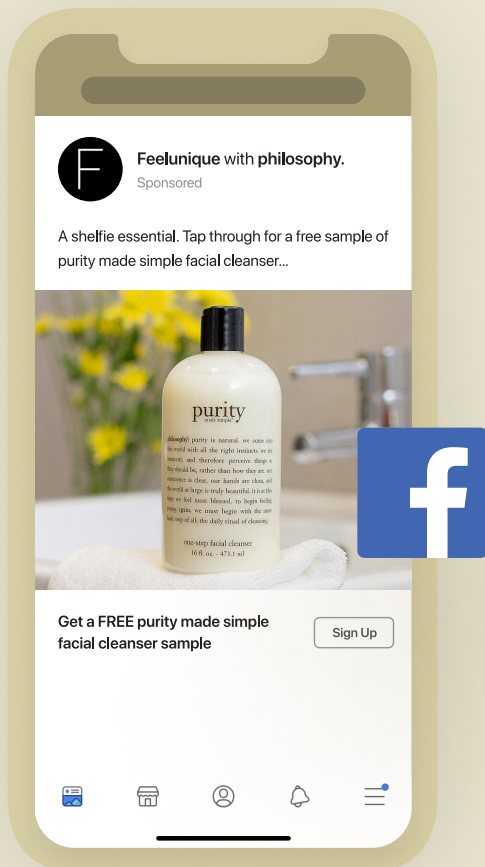
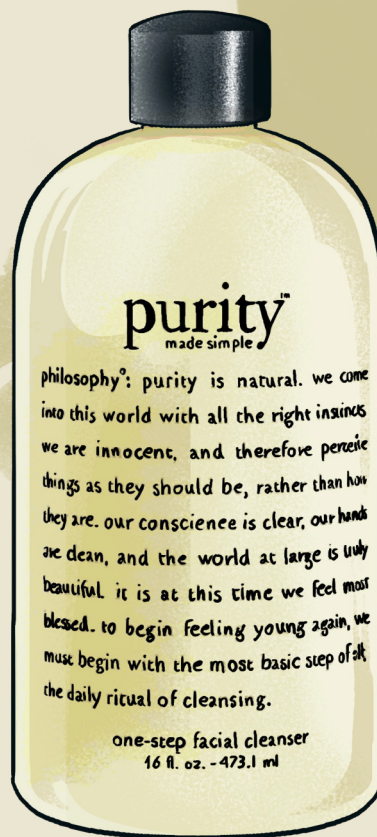


*philosophy*

## 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

## Results

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

### 54%

consumers  
opted-in to further  
marketing

### 1,029

five-star reviews  
earned

### 1,774

reviews were  
uploaded directly to  
feelunique.com



#### Creamy luxury...

My sample went much further than I thought it would. The cleanser was deliciously creamy, silky and kind to my skin. Plus a little goes a long, long way!

philosophy

Sarah, did you enjoy  
your sample?



Purity Made Simple Cleanser  
Philosophy



Yes



No

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

## 69%

of consumers were  
extremely likely to buy  
within the next six months

## 89%

of consumers would  
recommend purity  
cleanser to a friend

## 3.2x

return on investment  
tracked through  
feelunique.com



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