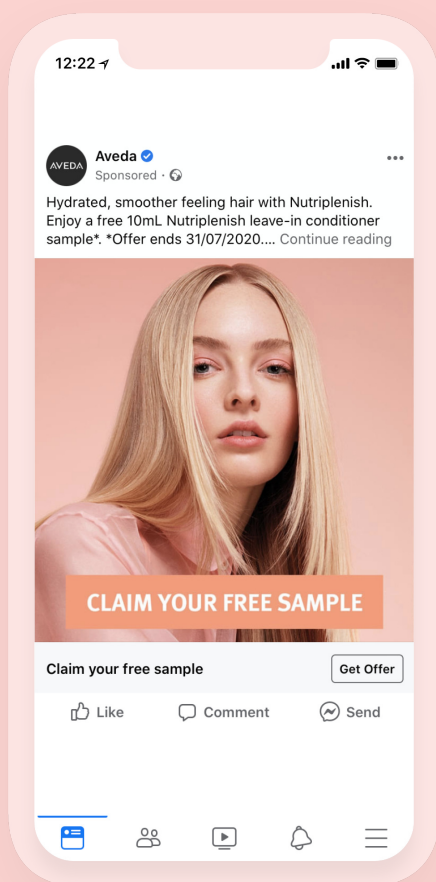


Aveda Case Study

Aveda saw nearly 5% of sample recipients click to purchase full size product.

Objective

Aveda was looking to broaden awareness of a newer hair care line, while also generating reviews for the range's hero product: nutriplenish leave-in-conditioner.



Solution

In order to reach their target audience on social media, Aveda activated a sampling campaign using SoPost's Facebook and Instagram Lead Ad integration.

Once Aveda activated the ads, SoPost managed the sampling journey from engagement to fulfillment, while also ensuring feedback and response rates remained high.

| 6,972

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.

57%

of consumers
opted-in to further
marketing

580

five-star reviews
earned

4.6%

of consumers clicked
through the post-trial
email to purchase

**4.61**

average rating

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



AVEDA
leave-in conditioner



Yes



No

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

68%

of consumers were
likely to buy within the
next six months

94%

of consumers would
recommend the
product to a friend

62%

of consumers said
they had already
recommended the
product

13%

of consumers said they
had already gone on to
purchase the product



sales@sopost.com