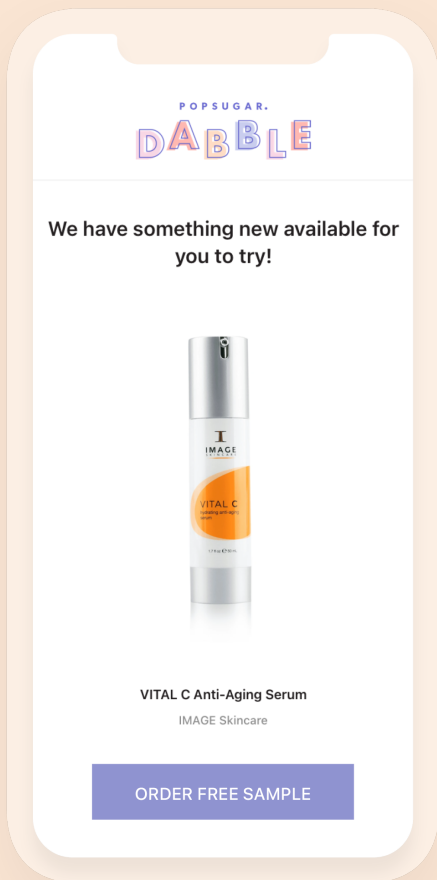


## IMAGE Skincare Case Study

# IMAGE Skincare pivots their strategy with online sampling

### Objective

IMAGE skincare came to SoPost amidst the pandemic, looking for a way to engage customers. As a product generally sold in spas their customers no longer had easy access to the brand. IMAGE Skincare was looking for a way to tap into their customers more directly, while also learning a bit more about their D2C audience.



### Solution

In order to make a shift during the pandemic IMAGE Skincare chose to target a very specific audience via SoPost's Dabble community for their online sampling campaign.

This allowed IMAGE Skincare to tap into a very engaged audience, segmented down to their ideal cohort: women aged 25-34, ensuring relevance for their product. As members of an active beauty community, it also meant that IMAGE Skincare would benefit from an audience that was eager to provide feedback to the brand.

Once activated via Dabble, IMAGE Skincare was able to quickly distribute their samples and in turn gather detailed insight on the serum as well as overall brand feedback.

| **1,000**

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.

**32%**

of consumers left feedback

**228**

five-star reviews earned

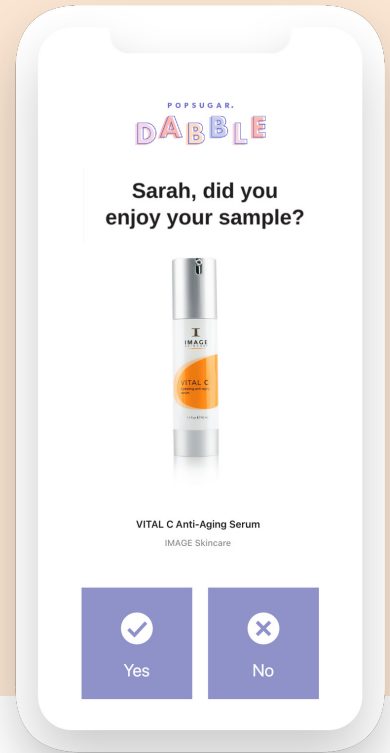
**87%**

of consumers had previously never heard of IMAGE Skincare



**4.43**

average rating



**57%**

of consumers were likely to buy within the next six months

**96%**

of consumers would recommend Vital C Anti-Aging Serum to a friend

**73%**

of consumers said they would switch to Vital C Anti-Aging Serum as their everyday serum

**9%**

of consumers said they had already purchased the product post-trial

