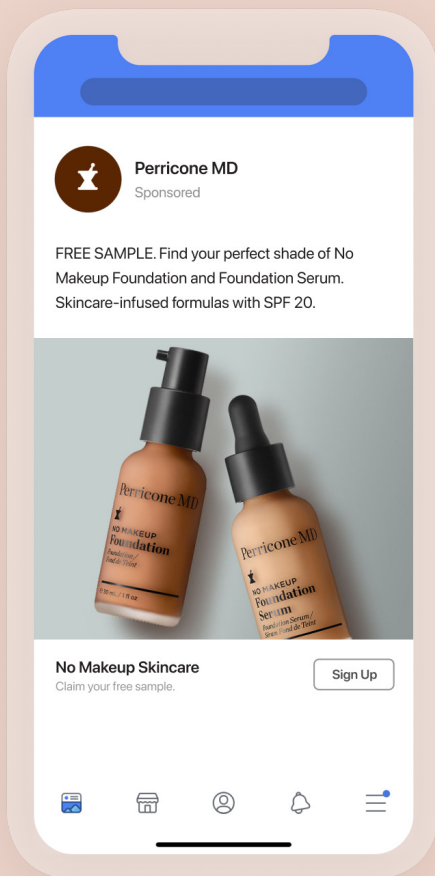


## Perricone MD Case Study

# Thousands of new faces get to know Perricone MD via targeted sampling

### Objective

Perricone MD is a holistic, three-tier skincare and wellness system. The company had distributed samples in the past but had never tried targeted online sampling before they collaborated with SoPost. Their campaign goal was to drive trial, build awareness, and generate new qualified leads for two of their products: No Makeup Foundation and No Makeup Foundation Serum.



### Solution

Perricone MD's sampling campaign included lead ads on Facebook and Instagram that ultimately distributed 10,000 product sample bundles, with more than 80% of recipients being new to the brand. The bundles included a No Makeup Foundation and Foundation Serum beautiseal sampler with a full selection of shades so the consumer could try several and purchase with confidence. The recipients were also invited to provide feedback on the products and opt-in to further marketing. Custom survey questions allowed the brand to gain targeted insights about consumer motivations to purchase. The package also included a 50% off coupon code to purchase the featured products at perriconemd.com.

SoPost technology powered the entire consumer experience from fulfillment to feedback to follow-up for this campaign.

| **10,000**

sample requests were approved in three days

## Results

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

**84%**

of consumers hadn't tried any Perricone MD products before ordering a sample

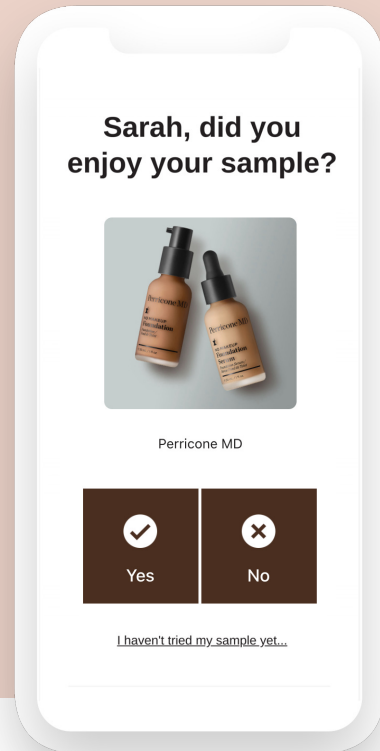
**56%**

of consumers opted-in to receive marketing from Perricone MD



**4.17**

average rating



**967**

consumers left feedback and provided reviews

**67%**

of consumers were likely to buy within the next six months

**53%**

of respondents gave the products five-star ratings

**89%**

of consumers said they either had already or plan to recommend the product to a friend

