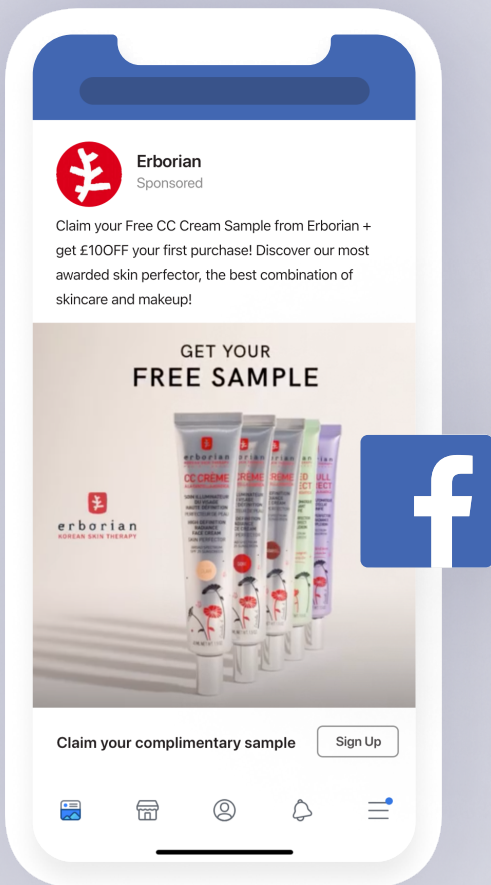


Erborian Case Study

Erborian gains new customers by driving trial and awareness for their iconic products

Objective

Erborian launched a UK sampling campaign with SoPost, with the goal of driving trial and awareness of their CC Cream and BB Cream products. The ultimate objective was to generate sales for the two product ranges.



Solution

Using SoPost's Facebook Lead Ad sampling solution, Erborian targeted consumers with full control over who could request a sample. This was important in ensuring that only new consumers were being engaged. The brand controlled the ad's creative, targeting and spend whilst utilising SoPost's platform, data, fulfilment and analytical capabilities.

Through this programme, Erborian were able to analyse the claim rate of each CC cream shade to refine future sampling campaign quantities, media spends and targeting audiences.

6,000
targeted consumers
claimed a sample

Results

Consumers who received a sample were contacted via email after their moment of trial to provide feedback on the brand and the product they sampled.

43%

of consumers opted-in to further marketing

412

consumers gave the product a five-star rating

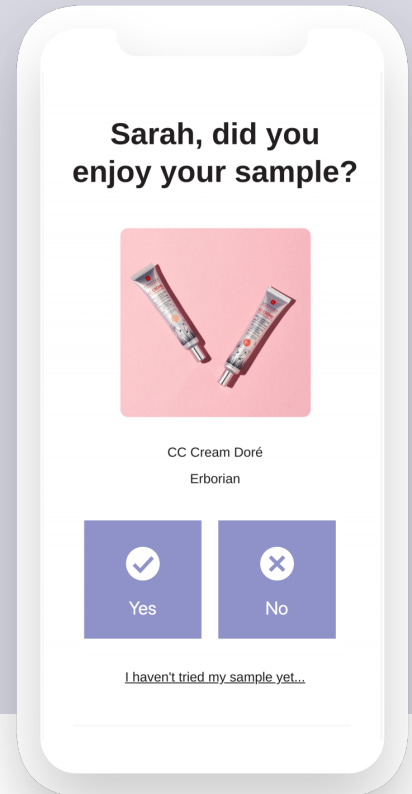
569

consumers left feedback



4.16

average rating



89%

of consumers had not tried a product from Erborian before receiving their sample

55%

of consumers are likely to buy within the next six months

9.7%

of consumers have already purchased the full size product after receiving a sample

88%

of consumers have already recommended or will recommend the product to a friend

