

ESTÉE LAUDER

Estée Lauder achieve a 74% likely to purchase rating for a new product launch

OBJECTIVE

Estée Lauder wanted to drive awareness of their new Luxury Fragrance Collection.

Collecting quality reviews and gaining valuable opt-ins were key objectives to making this multi-product launch a success, so the brand partnered with SoPost to make it happen.



ESTÉE LAUDER COMPANIES

Estée Lauder France

LA COLLECTION DE PARFUMS DE LUXE

Une soignée sélection de 8 fragrances iconiques créées par 8 maîtres parfumeurs de renommée mondiale.

La collection couvre une large gamme de familles olfactives, du floral frais au boisé épicé. Chacun peut s'y reconnaître et trouver son parfum signature.

Échantillon de réclamation



SOLUTION

Utilizing SoPost's Instagram and Facebook integrations, consumers completed a quiz before requesting a sample.

The quiz asked questions about their scent and emotional preferences before matching them to the best-suited fragrance from the collection.

This bespoke and interactive approach allowed SoPost to pair nearly 10,000 consumers with their perfect fragrance.

In the weeks following trial, recipients were contacted via email to provide feedback and were sent a link to purchase the full-size product.

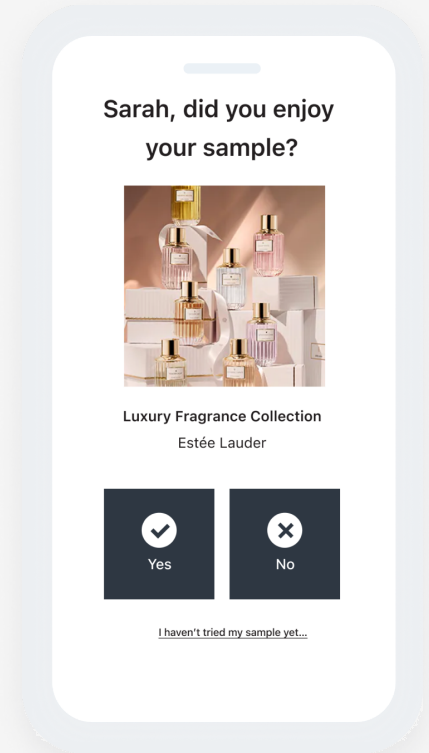
The feedback request asked recipients to leave a review and complete a survey with questions about purchase intent and areas specific to the brand, all to help Estée Lauder gather further insight into their customer base.

RESULTS

The campaign garnered a wealth of marketing opt-ins, an average review score of 4.3 stars and a 74% likely-to-purchase rating. Detailed consumer feedback and demographics also armed Estée Lauder with valuable insights to empower the rest of the product launch.

6%
click-through to purchase rate from post-trial email

65%
of respondents gave the product a five-star rating



67%

of consumers opted-in to receive further marketing from Estée Lauder

56%

of people had already recommended the product to a friend

74%

of consumers have purchased or were likely to purchase in the next six months

“ A great fragrance!

Fresh, fruity & feminine. It's subtle but lasts the whole day, everything I like in a perfume!

”

★★★★★ **4.3** average rating

