



BEAUTY TESTER

## HOW TO: INCREASE SALES WITH BEAUTY TESTERS

### THE LANCÔME RÉNERGIE H.C.F. TRIPLE SERUM

From a marketing point of view, products that a brand launches on the market always need a little help to get started. Particularly in the beauty segment, many customers trust tried-and-tested products and only rarely get involved with new products. If, in addition, there are hardly any testimonials on the product from end consumers, the purchase decision is all the more difficult for many.

At the beginning of 2022, the luxury beauty brand Lancôme launched the "Rénergie H.C.F. Triple Serum" - an innovative serum with many valuable properties for different skin types. In this blog post you will learn how we at DOUGLAS Marketing Solutions successfully marketed the launch of the product, got it the necessary customer reviews and accordingly got it off to a good start on the market. Enjoy reading!

### THE IMPLEMENTATION OF THE CASE STUDY WITH LANCÔME

Our case study with the French luxury brand Lancôme focused on the new highlight product - the Rénergie H.C.F. Triple Serum. The product was to be promoted at DOUGLAS in spring 2022, just in time for its market launch, so that we could achieve successful sales, corresponding turnover and the generation of loyal regular customers right from the start.

With a reasonable budget, we developed a strategy that included different types of advertising, such as different ads that increase awareness. The star of our strategy, however, was our Beauty Tester Campaign, which was not only to push awareness, but also to provide the necessary reviews of the product via Instagram and in the DOUGLAS online shop.

### BEAUTY TESTER CAMPAIGN

The Beauty Tester Campaign was carried out from January to February 2022. With the help of the data from our CRM programme, we were able to identify the perfect customers for the Lancôme Rénergie H.C.F. Triple Serum in advance:

- They are female,
- 45 to 60 years old and
- prefer luxurious beauty brands such as Estée Lauder, La Mer, Clinique, Drunk Elephant and, of course, Lancôme, or
- less expensive skincare experts like The Ordinary.



These customers received a newsletter with all the key facts about the new Lancôme product highlight and the testing. We also designed the landing page with attractive visuals and detailed information on the serum, such as details on ingredients, application instructions and benefits, and kept the application for testing simple. From the applications of all interested parties, 200 female customers, who were on average 52 years old, were selected on the basis of certain parameters. They received an information mail as well as the attractively packed box with an original size of Lancôme Rénergie H.C.F. Triple Serum.

#### **AUDIENCE ADS**

In addition, the Rénergie H.C.F. Triple Serum was to be actively promoted to DOUGLAS customers through advertisements. Here too, the data from the CRM programme was used to determine the scope of the ads displayed. We use our showcase ads, split teasers and catalogue ads in the period from 21.03.2022 to 03.04.2022 to bring the product closer to the right customers and remind them of Lancôme's new product highlight.

#### **THE RESULTS OF THE CASE STUDY WITH LANCÔME**

Before we played our Ad Package, we conducted the Beauty Testing with Lancôme Rénergie H.F.C. Triple Serum. The 200 customers who were selected to test the product diligently posted their experiences on social media like Instagram. In total, we counted 32 posts on Instagram, which received 1,298 likes and 67 comments all-in-all. The resulting word-of-mouth effect generated an excellent social buzz for the serum, the DOUGLAS online shop and the Lancôme brand in general.

In addition to the social media activity, 177 of the 200 customers decided to write a review of the product and give it a rating. This makes up 88.50 % of the testers. The product rating was particularly good with an average of 4.66 stars. But the recommendation rate, i.e. the probability that

customers would recommend Rénergie H.C.F Triple Serum to others, was also excellent at 93.79 %.

The use of audience ads in conjunction with beauty testing also showed convincing results. Thus, 538,375 impressions were generated and the conversion rate also increased by 11 %. In addition, the market share developed positively and increased by 25 %.

#### **THE KEY FACTS IN A NUTSHELL**

In the following, we have summarised the most important key data and results of the beauty test with Lancôme for their Rénergie H.F.C. Triple Serum:

- Winners: 200
- Instagram posts: 32
- Instagram Likes: 1,298
- Instagram Comments: 67
- Survey Click Rate: 93.79
- Reviews: 177
- Review Conversion: 88.50 %
- Recommendation Rate: 93.79
- Average Star Rating: 4.66

#### **BEAUTY TESTER CAMPAIGN - A MARKETING STRATEGY THAT DELIVERS BENEFITS FOR ETERNITY**

A marketing strategy that includes a Beauty Tester Campaign is by no means a strategy for the moment. Rather, it serves as a long-term way to get potential new customers excited about the product. If a beauty test achieves a high or very high review conversion, the product's content page will be permanently enhanced. In our case study with Lancôme, the review conversion was a whopping 88.50 % - 177 customers decided to share their experiences with the Rénergie H.F.C. Triple Serum.



But why are personal testimonials so important? It's simple: customers trust the people who are being interviewed a little more than they trust the promises made by the companies about their products. If customer XY reads that customer YZ was already satisfied with a product, she is more likely to buy it. If the content page is also attractively designed and filled with the most important information, such as ingredients, instructions for use and other product details, this complements the attractiveness of the product for the potential customer.

In addition, the four most beautiful highlight posts from Instagram were added to the PDP+ as an additional module. This way, user-generated content could be created on the place to be, the product detail page, for a long-term positive halo effect on conversions.

#### **THE CASE STUDY WITH LANCÔME: OUR CONCLUSION**

All-in-all, our marketing activity can be considered very successful. With an adjusted investment, we were able to drive a strategy that raised awareness for Lancôme's Rénergie H.F.C. Triple Serum very high right at launch. Furthermore, we were able to gain many valuable reviews from our testers through the Beauty Tester Campaign, which fill the product detail page and enrich it permanently.

All in all, a Beauty Tester Campaign is particularly helpful in the luxury segment of the beauty industry to quickly generate the necessary reviews and star ratings for new products. In addition, various advertising solutions, such as our new Showcase Ads, can increase awareness.