

# *Douglas meets SoPost*

Smart Sampling as a new **data-driven marketing solution** within the retail media environment



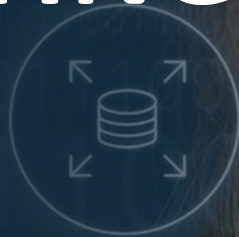
Keynote | Jessica Koch  
VP New Business & Retail Media  
Managing Director Beauty Media Solutions GmbH



Keynote | Magali Kirsch  
Head of Brand Partnerships DACH  
SoPost

01

# DOUGLAS MARKETING SOLUTIONS

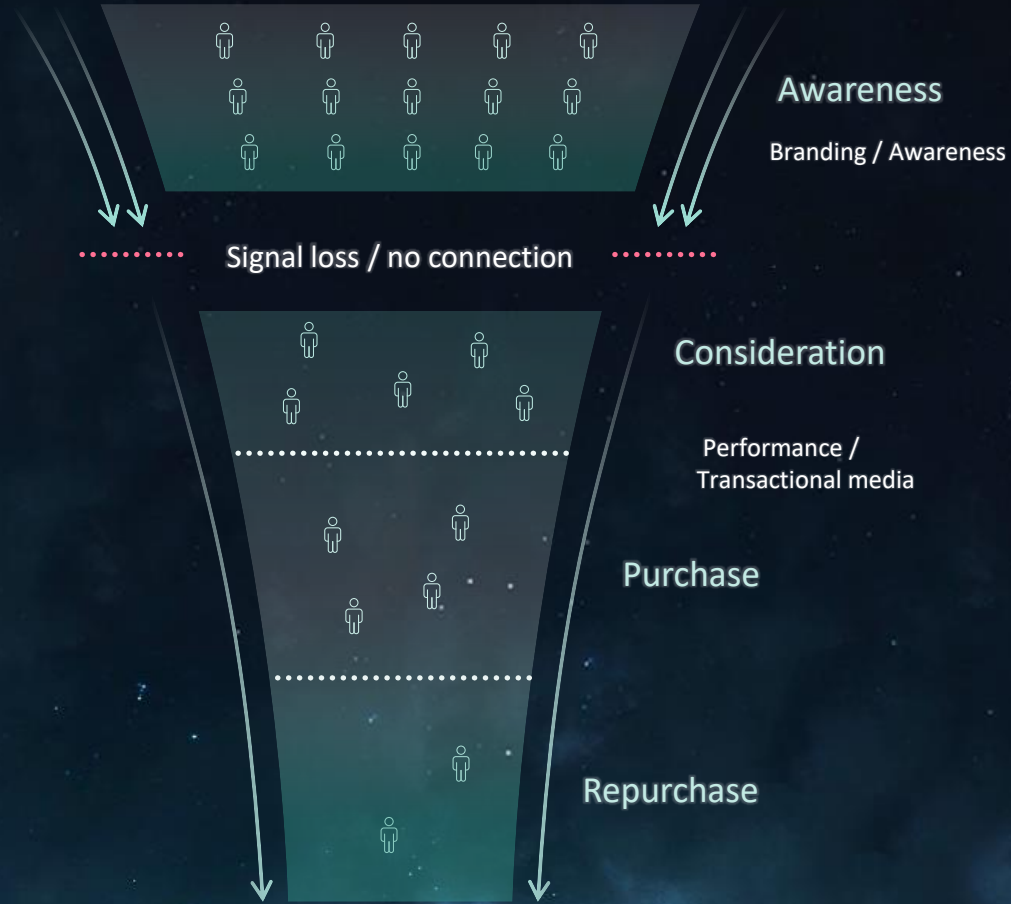


A photograph of the Golden Gate Bridge in San Francisco, viewed from a low angle looking across the water towards the bridge's towers. The sky is blue with light clouds, and the water is a deep blue. The bridge's suspension cables and towers are prominent features.

Retail media can bridge  
the gap between upper  
and lower funnel  
and „close the loop“

# RETAIL MEDIA TAPS INTO THE SWEET SPOT OF CLOSED LOOP ADVERTISING

## CLASSIC APPROACH



## FRICTIONLESS RETAIL MEDIA

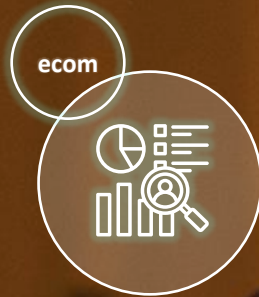


# RETAIL DATA IS THE MISSING PUZZLE PIECE FOR DECISION MAKING THAT DRIVES GROWTH

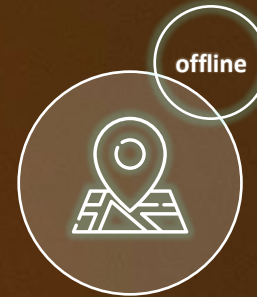


# RETAIL MEDIA IS USER-CENTRIC AS THE CONSUMER TAKES OVER THE WHEEL - USER SIGNALS RULE

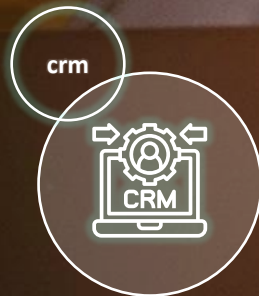
Behavioural data  
User browsing  
Category & brand room visits  
basket



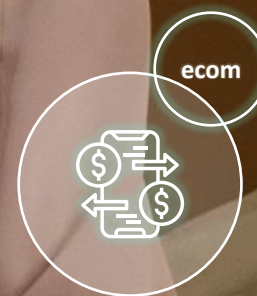
Offline data  
Favorite stores  
Geo localization



CRM data  
Socio demographic  
Brand affinity scores  
personas



Transactional data  
Purchases  
Category affinity  
AoV





The **world of advertising** is changing.

# DOUGLAS MARKETING SOLUTIONS IS A FULL FUNNEL & FULL SERVICE EU DIGITAL MEDIA AGENCY AND PUBLISHER OF PREMIUM INVENTORY



BRAND  
CONSULTING



FULL SERVICE  
CAMPAIGN MANAGEMENT



360° BRAND  
ACTIVATION WITH  
SMART AD SOLUTIONS

S



SPECIFIC

M



MEASURABLE

A



ACTIONABLE

R



RESULT DRIVEN

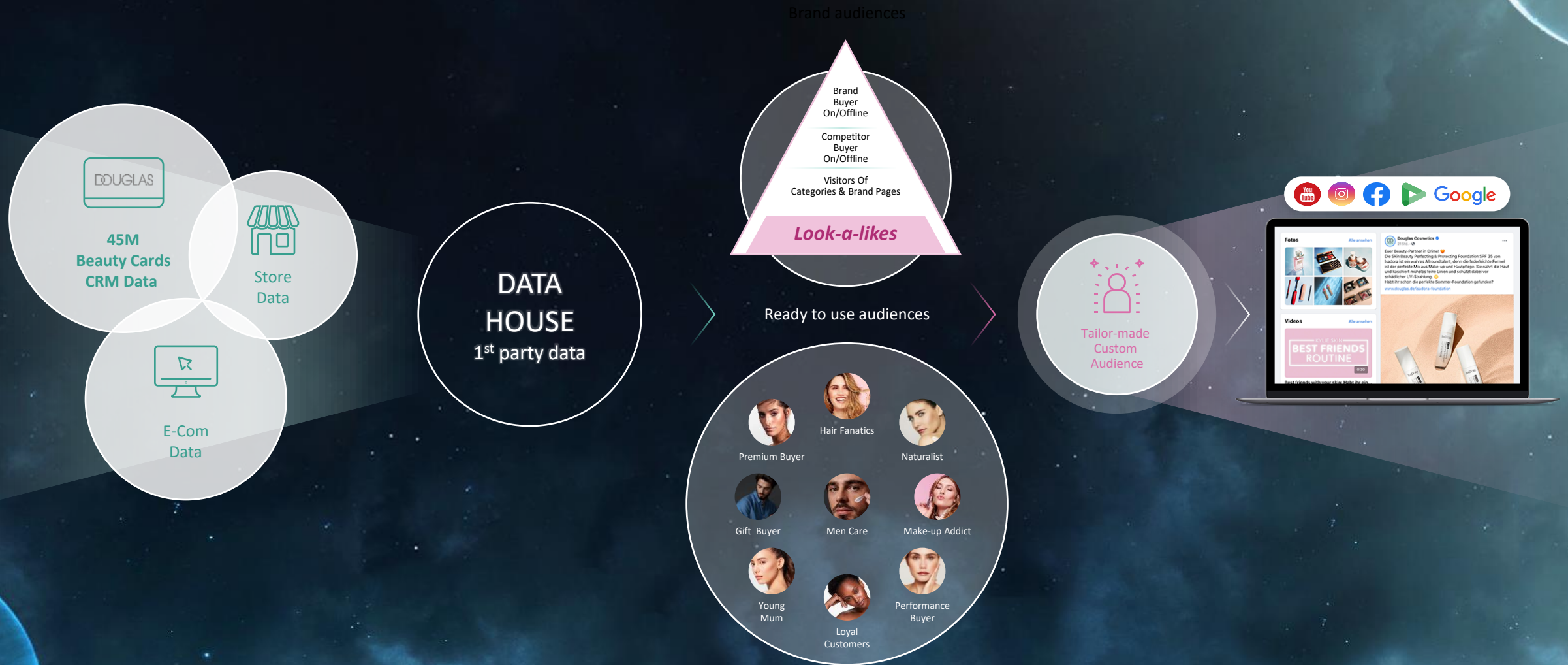
T

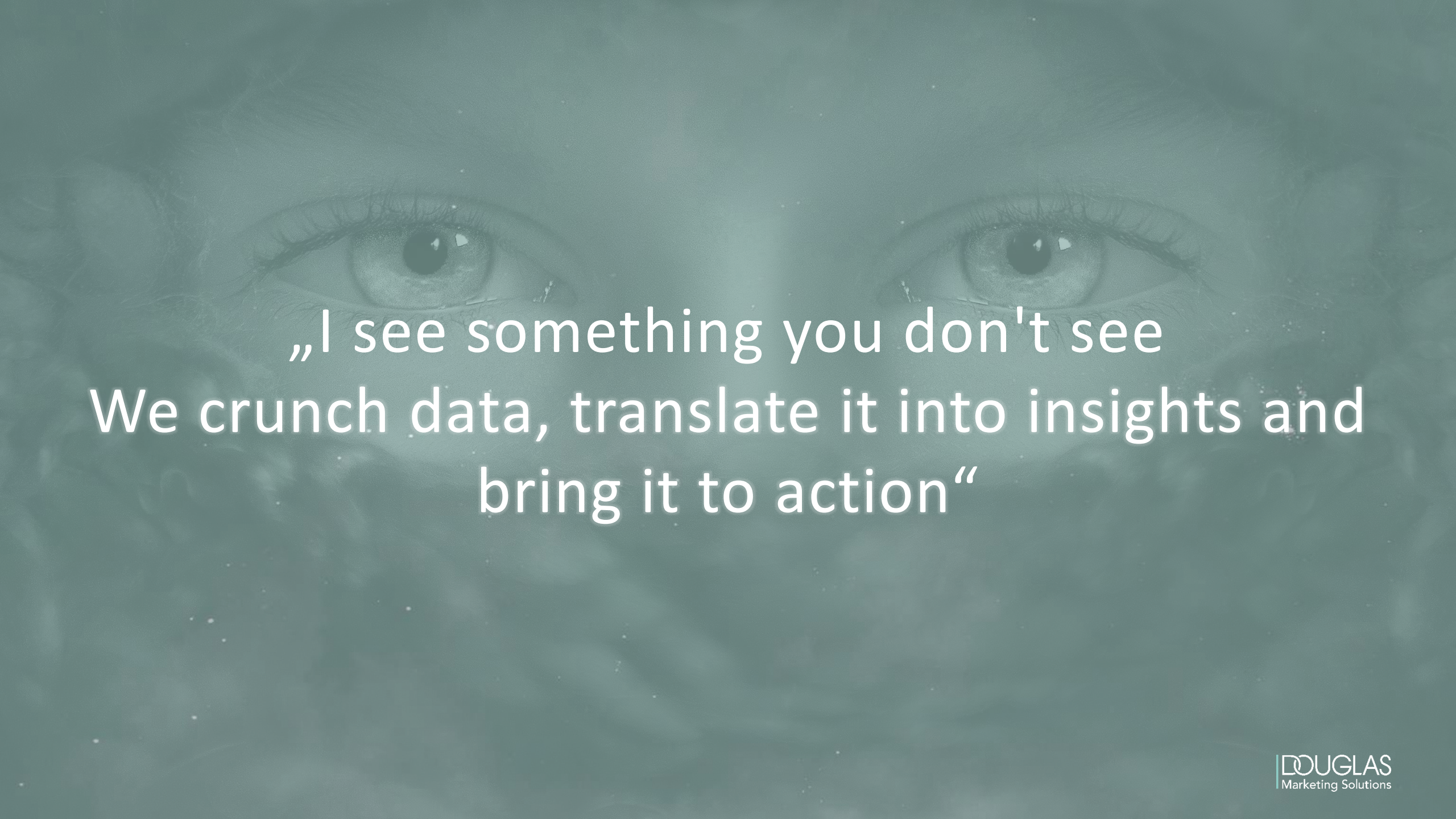


TARGETED



# PICK AND CHOOSE FROM OUR PREMIUM AUDIENCES OUR 1ST PARTY DATA ENSURES PRECISION





„I see something you don't see  
We crunch data, translate it into insights and  
bring it to action“

# MEDIA AIMS TO ADDRESS THE RIGHT TARGET GROUP. BUT WHAT DOES THIS ACTUALLY LOOK LIKE?



## SAME SAME BUT DIFFERENT

What *Brands* **think** their buyers look like...

What *Douglas* **knows** about the buyers...

Between 26-35 years old

Ø 46 years old

> 50% online only share

Ø 38% online only share

~ 60 € ave. basket value

Ø 40,18 € ave. basket value

~ 1x ave. frequency

Ø 2,4x ave. frequency

Top purchased brands

Top purchased brands

„Example brand“

„Example Brand“

The Ordinary

Biotherm

Rituals

Sensai

MAC

Hèrmes

Benefit

Abercrombie & Fitch

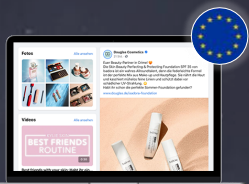
# OUR AD PORTFOLIO ALLOWS TO ACCOMPANY THE THE TARGET GROUP ALONG THE CUSTOMER JOURNEY

AWARENESS

CONSIDERATION

PURCHASE

RE-PURCHASE



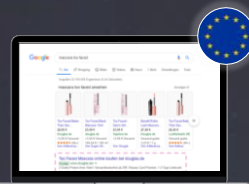
AUDIENCE NETWORK



AUDIENCE ADS



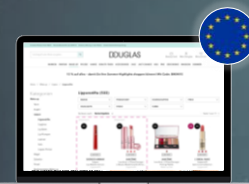
SMART SAMPLING



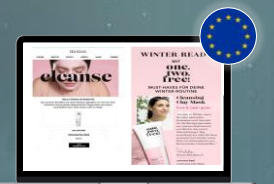
SEARCH MARKETING



BEAUTY TESTER



SPONSORED PRODUCTS ADS



CRM SOLUTIONS



Billing Model

CPM

CPM

CPL  
(cost per sample)

CPC

Fixed

CPC

CPEU  
(cost per engaged user)

QUALIFIED TRAFFIC

CR UPLIFT

ENGAGEMENT INDEX

ROAS

REVIEW RATE

ROAS

CR UPLIFT

Key-KPI

02

**SOPOST - OUR SAMPLING  
PARTNER**



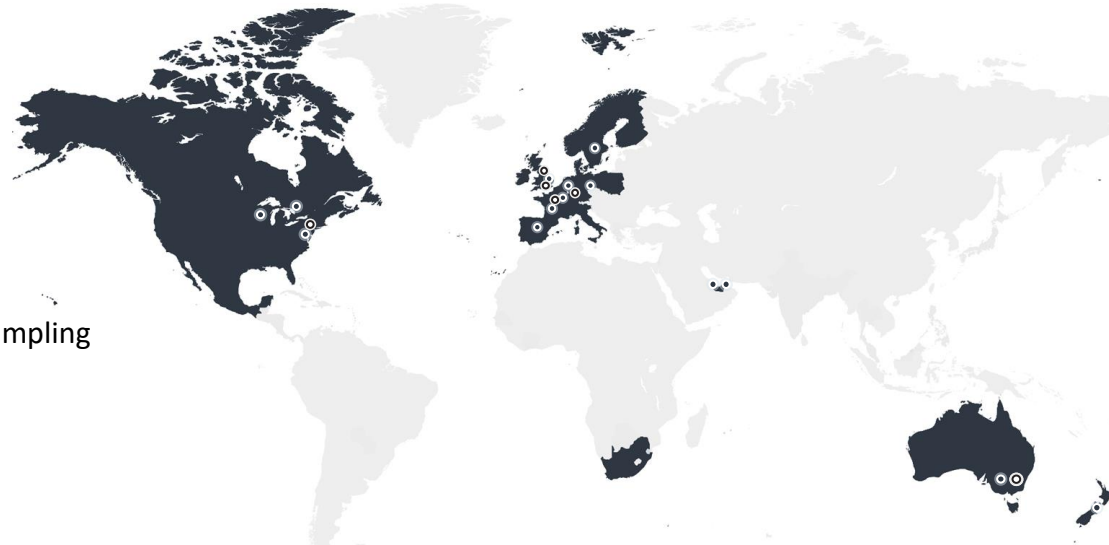
# SOPOST:

## THE FUTURE OF PRODUCT SAMPLING

UNLOCKING THE TRUE VALUE OF SAMPLING

**10** *Years of Experience*

Global team of 80+ digital sampling experts



*We succeed by focusing on:*



RELEVANT SAMPLING



DATA



INSIGHTS



The **FUTURE** of product sampling

Meet SoPost

Why sample

Sampling applied

Activation channels

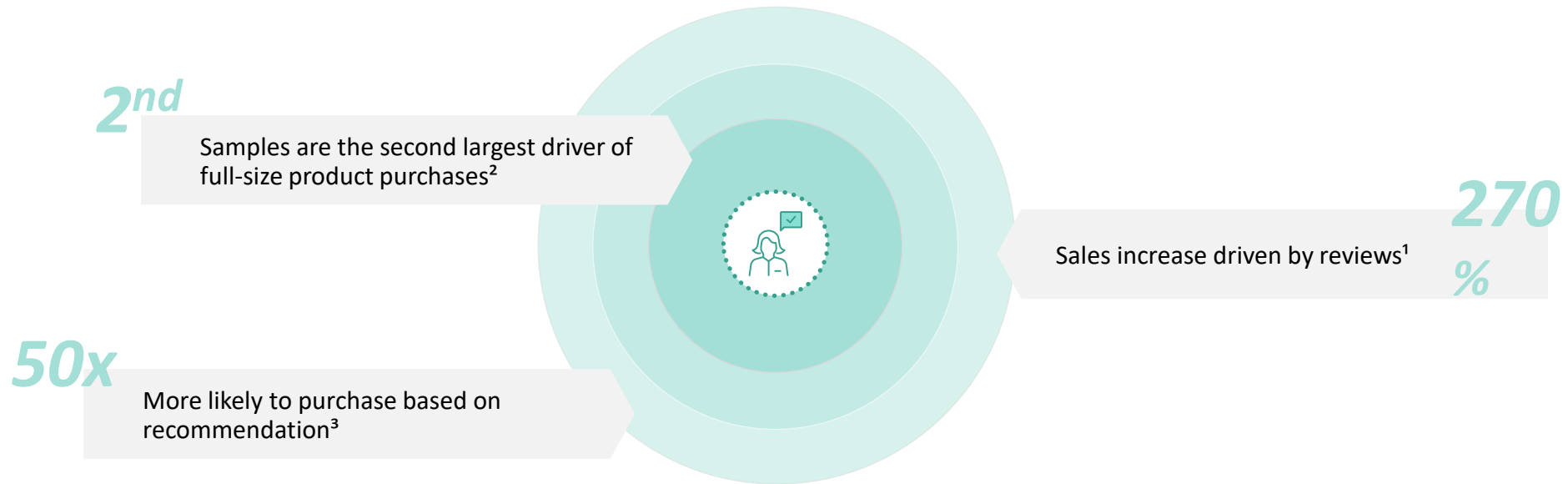
Activations in action



# SOPOST:

## THE WIDER IMPACT OF SAMPLING

DRIVING YOUR OVERALL MARKETING STRATEGY



**SoPost**

The  
**FUTURE**  
of product sampling

Meet SoPost

Why sample

Sampling applied

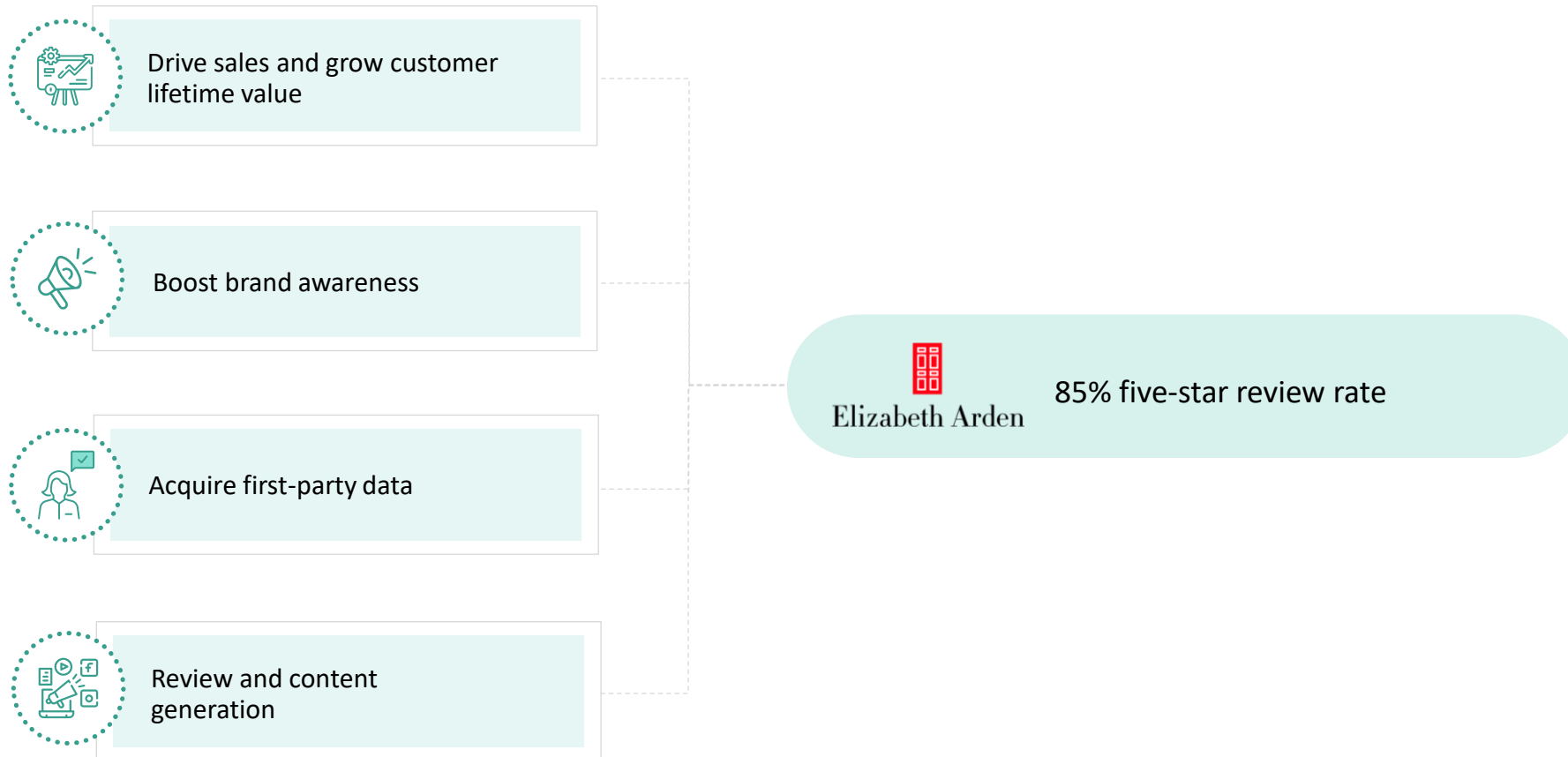
Activation channels

Activations in action

# SOPOST:

## WHY BRANDS USE PRODUCT SAMPLING

### MEETING YOUR MARKETING GOALS



**SoPost**

The **FUTURE** of product sampling

Meet SoPost

Why sample

Sampling applied

Activation channels

Activations in action

**SoPost**



# SOPOST:

## ACTIVATION CHANNELS

WE'RE EVERYWHERE YOUR AUDIENCE IS

### SOCIAL MEDIA



### SOPOST COMMUNITIES



### PUBLISHERS



### ADTECH



### RETAIL MEDIA



### TV & AUDIO



### DATING



### GAMING



# SoPost

The  
**FUTURE**  
of product sampling

Meet SoPost

Why sample

Sampling applied

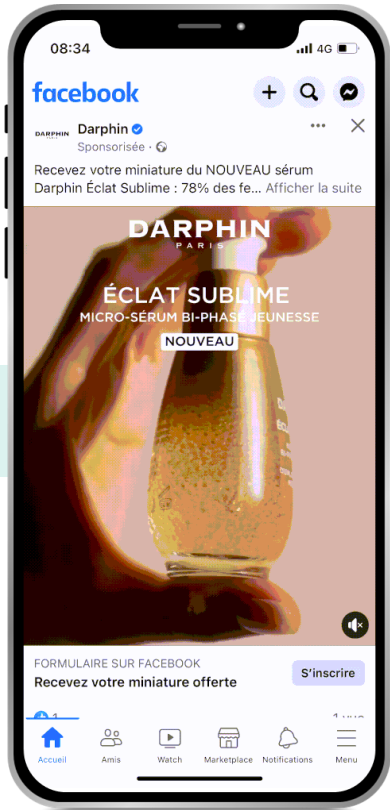
Activation channels

Activations in action

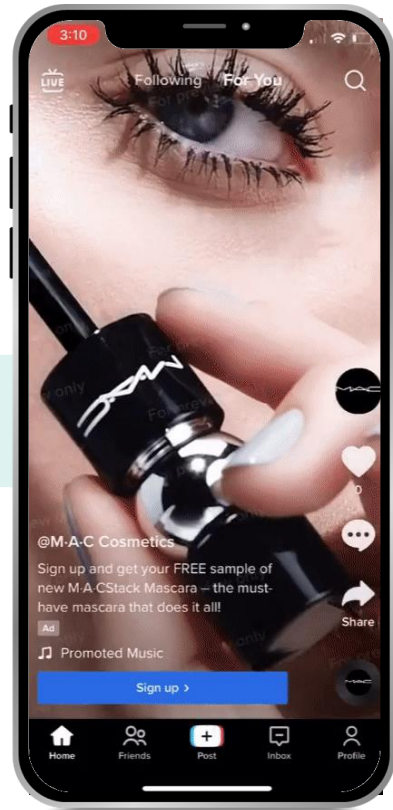
# SoPost

# SOPOST: ACTIVATION CHANNELS

WE CAN INTEGRATE EVERYWHERE ONLINE



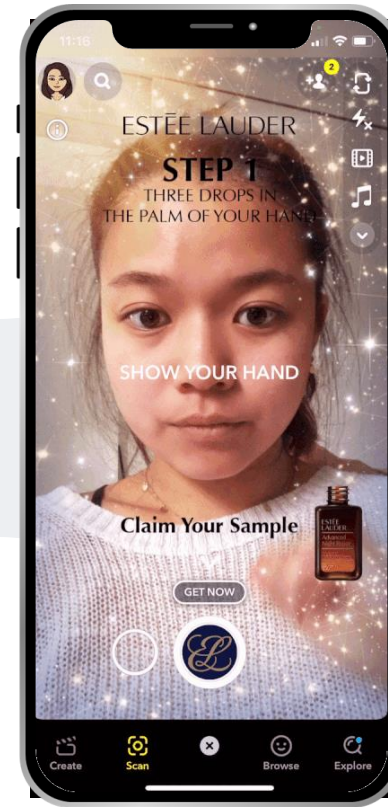
FACEBOOK



TIKTOK



INSTAGRAM



SNAPCHAT

**SoPost**

The  
**FUTURE**  
of product sampling

Meet SoPost

Why sample

Sampling applied

Activation channels

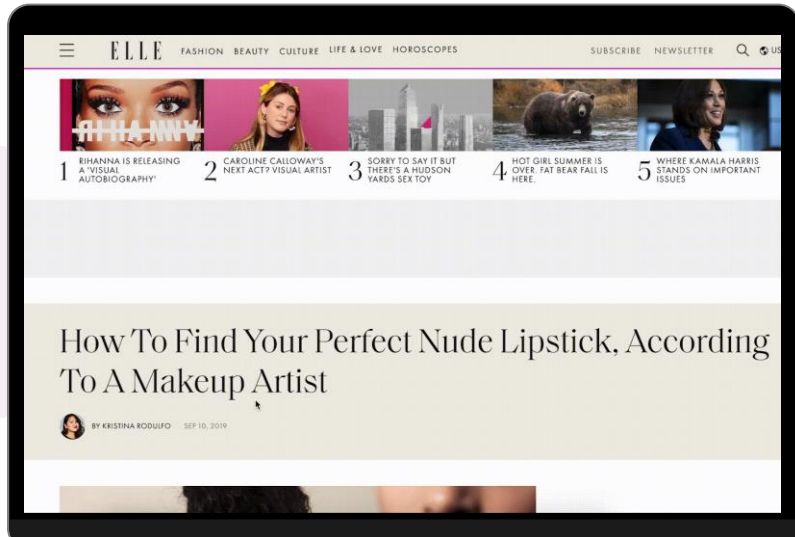
Activations in action

**SoPost**

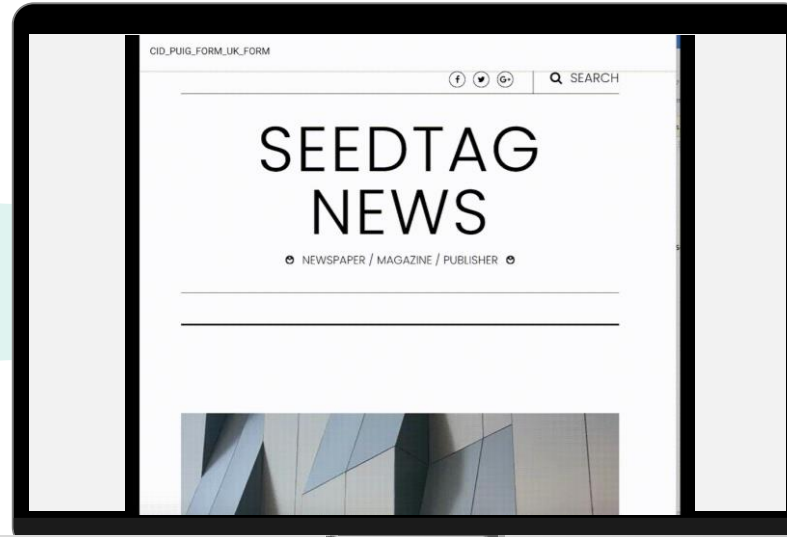
# SOPOST:

## ACTIVATION CHANNELS

WE'RE EVERYWHERE YOUR AUDIENCE IS



PUBLISHER



ADTECH

# SoPost

The  
**FUTURE**  
of product sampling

Meet SoPost

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Activation channels

Activations in action

# SoPost

04

03

# A SUCCESS STORY WITH CAUDALIE

# DOUGLAS SMART SAMPLING

## ALL-IN-ONE SERVICE FROM A TO Z

01

### Activation



Data-based Match-making  
on diverse channels



02

### Test Experience



Individually branded sampling  
boxes or cards

03

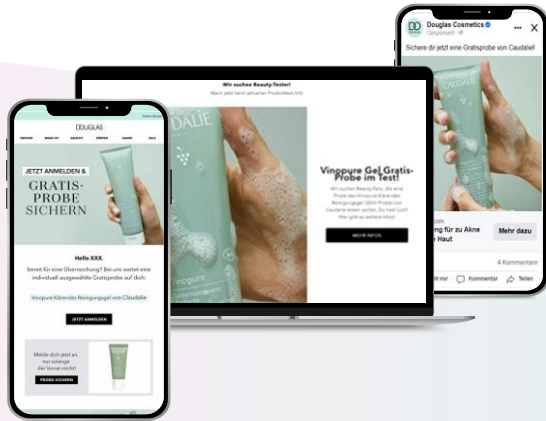
### Re-engagement



Retarget to boost  
reviews, feedback & conversion

# COVERING THE WHOLE CUSTOMER JOURNEY FROM AWARENESS TO CRM PUSH

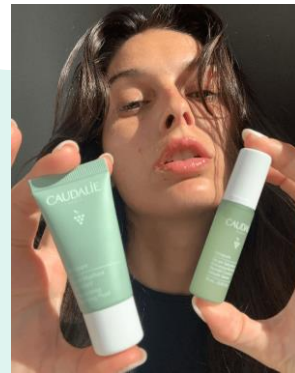
## AWARENESS



## MULTI-CHANNEL CAMPAIGN

Target new customers onsite and offsite  
and boost awareness around your  
product

## CONSIDERATION



## TEST AND TRY AT HOME

Unique digital sampling experience  
made easy to bring product top of mind

## CONVERSION



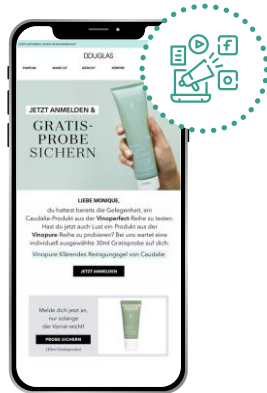
## REENGAGE WITH SAMPLERS

Boost reviews and turn  
samplers into buyers

# DOUGLAS SMART SAMPLING

## USER JOURNEY DEEP DIVE

### CAUDALIE – VINOPURE CLEANSING GEL



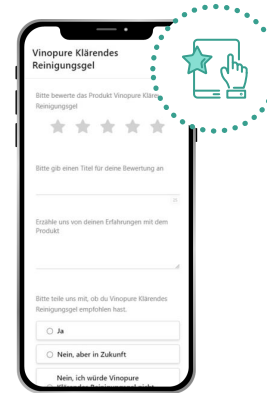
**ACTIVATE**  
via diverse channels



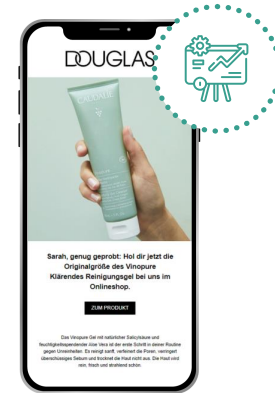
**CLAIMING**  
with AI filtering to  
select top-notch  
testers



**INSPIRE**  
via beautiful branded  
packaging



**PUSH FOR  
FEEDBACK**  
And collect insights



**PUSH TO SHOP** via  
drive to purchase mail

# FIRST THINGS FIRST: ACTIVATION OF THE RIGHT TESTERS

## CRM NEWSLETTER TARGETS MOST RELEVANT CUSTOMERS

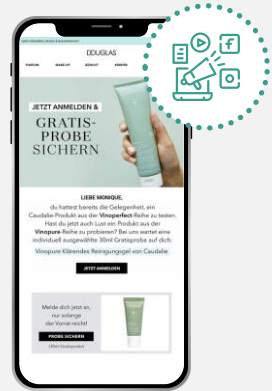
49% of consumers who  
received the newsletter **opened it**

**Target Group** includes

- Gender: Female & Unisex
- Age: 16-45
- Skin Care affinity
- Premium buyers
- Brand competitors



1 CRM  
Newsletter



ACTIVATE  
via diverse channels

CRM Newsletter

Social Media

DBT Community

Multi-Teaser on  
DOU Homepage

Douglas Live



# FIRST THINGS FIRST: ACTIVATION OF THE RIGHT TESTERS

OFFSITE ACQUISITION VIA SOCIAL MEDIA



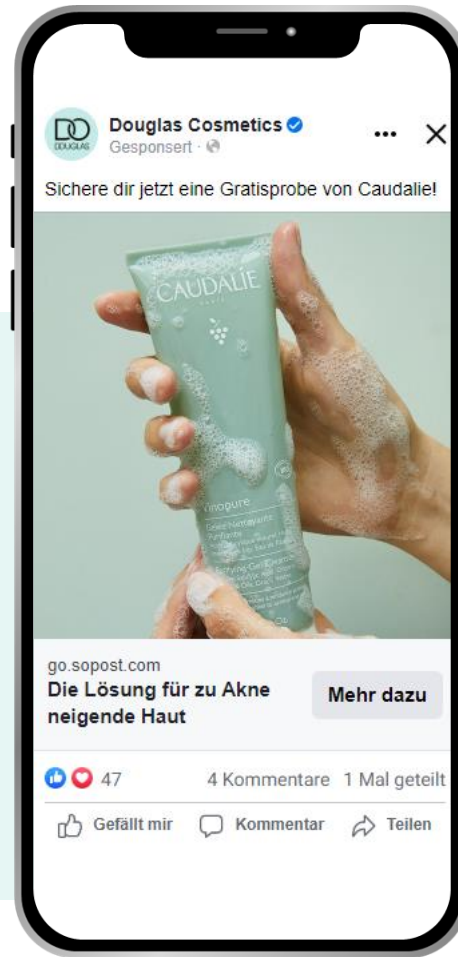
367k impressions



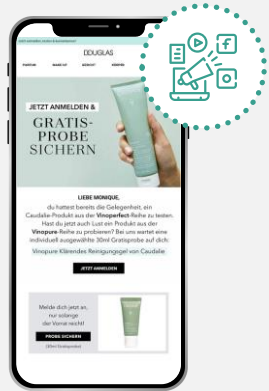
3,39€ cost per lead



**Face Care Lovers**  
ready-to-use Douglas audience  
used as main target



2 *Social  
Media*



**ACTIVATE**  
via diverse channels

CRM Newsletter

Social Media

DBT Community

Multi-Teaser on  
DOU Homepage

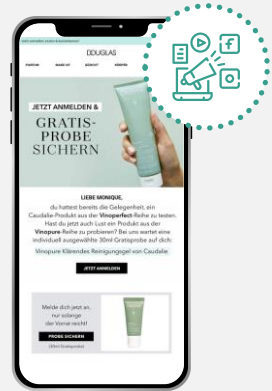
Douglas Live

# FIRST THINGS FIRST: ACTIVATION OF THE RIGHT TESTERS

OUR COMMUNITY INCLUDES SUPER INVOLVED CUSTOMERS

 OUR COMMUNITY =  
A HIGH-LEVEL W-O-M BOOSTER

3 *DBT*  
*Community*



ACTIVATE  
via diverse channels

CRM Newsletter

Social Media

DBT Community

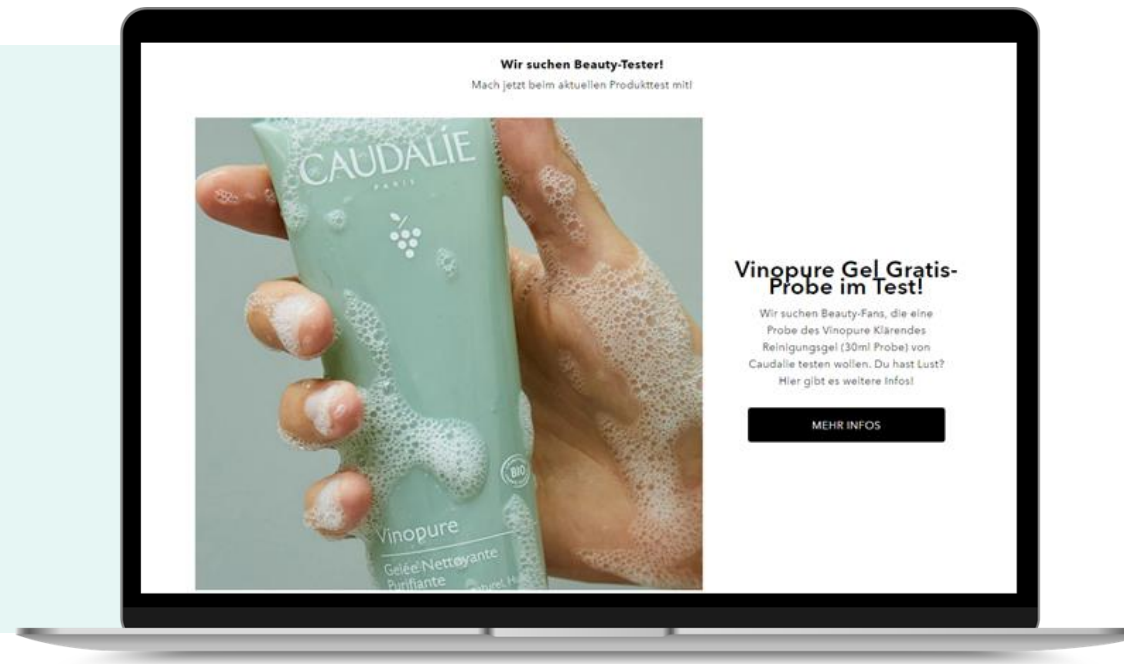
Multi-Teaser on  
DOU Homepage

Douglas Live



## MUST KNOW ABOUT THE DBT COMMUNITY

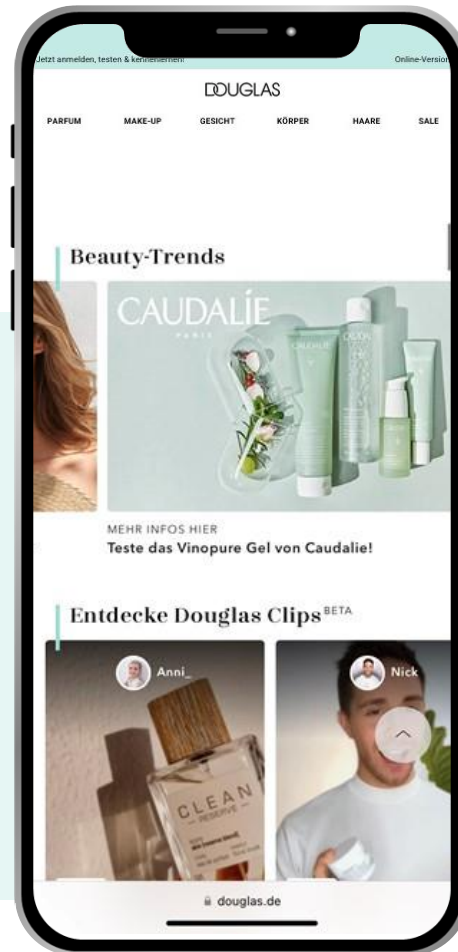
Our Douglas Beauty Tester has its own website now, where our most loyal customers get to test the current hottest beauty hits!



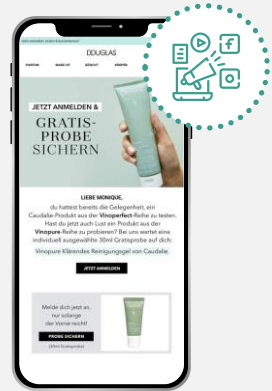
# FIRST THINGS FIRST: ACTIVATION OF THE RIGHT TESTERS

CREATE REACH AND AWARENESS IN A PRIME SLOT

1 week  
awareness flight at  
prime placement:  
Douglas Homepage



## 4 Multi Teaser on Douglas Homepage



ACTIVATE  
via diverse channels

CRM Newsletter

Social Media

DBT Community

Multi-Teaser on  
DOU Homepage

Douglas Live

# FIRST THINGS FIRST: ACTIVATION OF THE RIGHT TESTERS

CREATE A DOUGLAS LIVE STREAM AND PROMOTE YOUR  
SAMPLE IN REAL-TIME

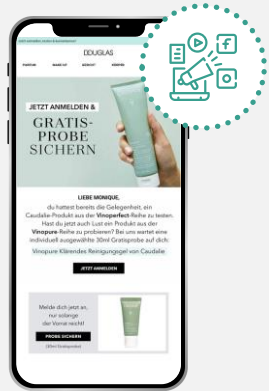
**1 hour** full of **beauty tips** and product  
line introduction with one of our experienced  
**Douglas influencers**

**1.363** total unique live shopping **viewers**  
watched the stream

**119** chat messages  
hyped the product up



**5** Douglas  
Live



**ACTIVATE**  
via diverse channels

CRM Newsletter

Social Media

DBT Community

Multi-Teaser on  
DOU Homepage

Douglas Live

# NEXT: INSPIRE YOUR TESTERS WITH CUSTOMIZED AND UNIQUE PACKAGING



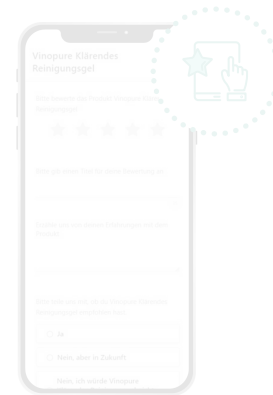
**ACTIVATE**  
via diverse channels



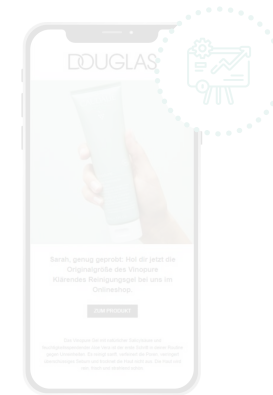
**CLAIMING**  
with AI filtering to  
select top-notch  
testers



**INSPIRE**  
via beautiful branded  
packaging



**PUSH FOR  
FEEDBACK**  
And collect insights

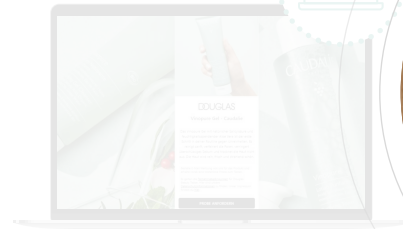


**PUSH TO SHOP** via  
drive to purchase mail

# NEXT: INSPIRE YOUR TESTERS WITH CUSTOMIZED AND UNIQUE PACKAGING



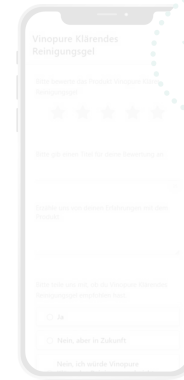
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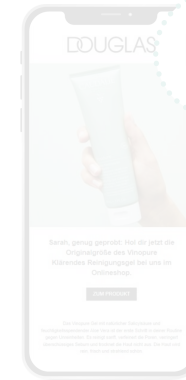
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# LAST BUT NOT LEAST: RE-ENGAGE WITH YOUR TESTERS GAIN NEW LOYAL CUSTOMER IN THE LONG-TERM



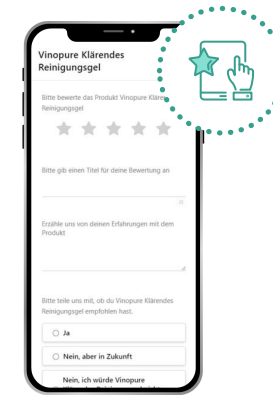
**ACTIVATE**  
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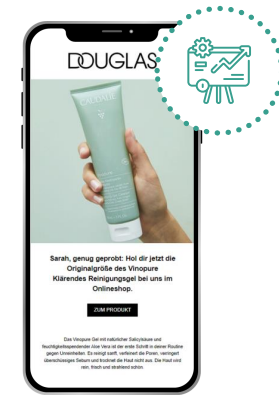
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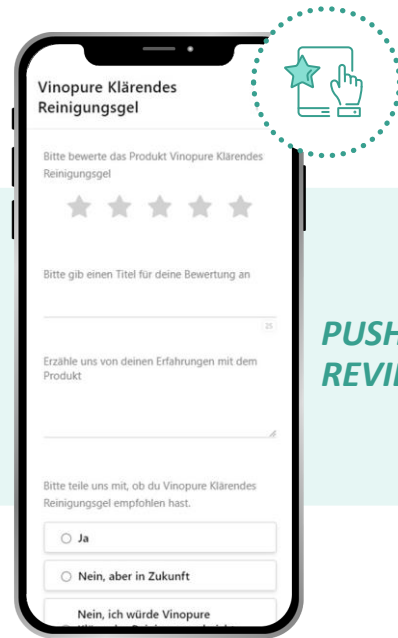


**PUSH TO SHOP** via  
drive to purchase mail

# LAST BUT NOT LEAST: RE-ENGAGE WITH YOUR TESTERS

## GAIN NEW LOYAL CUSTOMER IN THE LONG-TERM

*How to reengage?*



**PUSH TO REVIEW**

**Activate**

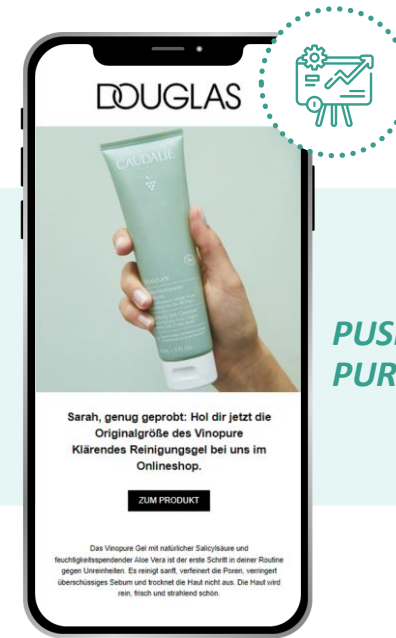
All testers to give a review & ask demographic or product related questions

4.7 / 5

**Star Rating**

762

**Reviews**



**PUSH TO PURCHASE**

**Retarget**

Testers to buy original size product

82%

**Purchase Intent**



# Connect with us on LinkedIn!



Jessica Koch

VP New Business & Retail Media  
Managing Director Beauty Media Solutions  
GmbH



Magali Kirsch

Head of Brand Partnerships DACH  
SoPost

