



Puressentiel is a laboratory which creates beauty, health, and aromatherapy products for every day use.

720K FANS
AS OF JUNE 2016
+160% fans on 5 countries since the beginning of the campaigns

video views
1.4 MILLION
CPV under 0,03€

CPE
-19%
vs average CPE in the industry

MakeMeReach (previously Growmobile) and Puressentiel **worked together on a strategy** to increase visibility and create a loyal and engaged community of brand ambassadors.

Goal

- Acquire qualified fans from several countries to promote Puressentiel and create the largest and most engaged social community in the industry.
- Get a satisfying new audience reach despite their already large community

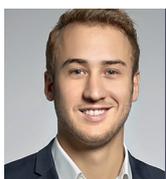
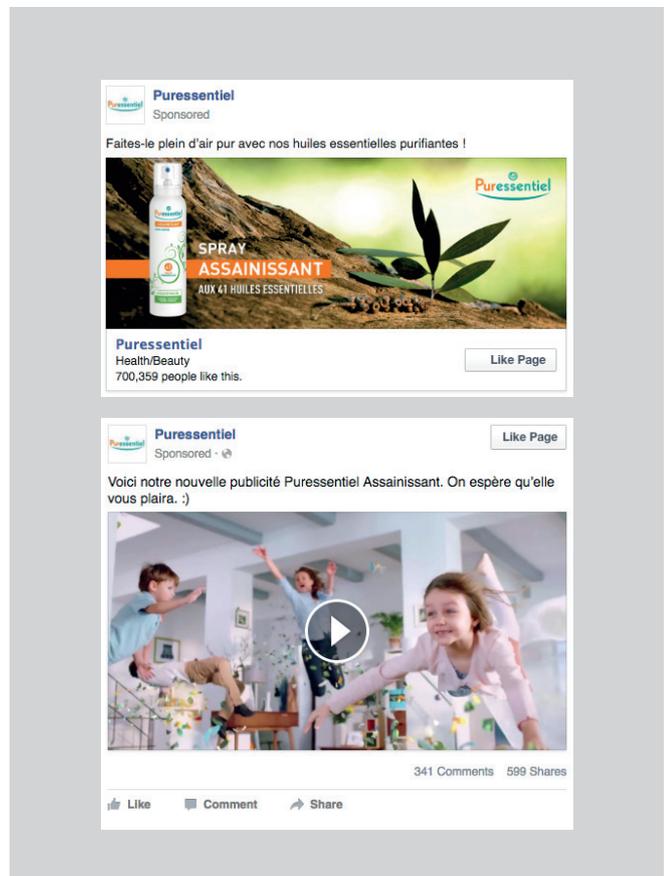
Campaign highlights

Puressentiel and MakeMeReach built a sophisticated targeting strategy to increase brand awareness and boost sales, including:

- A/B Testing:** Puressentiel and MakeMeReach tested all major targeting options provided by Facebook while avoiding audience overlaps. **Different types of creatives, wordings and calls to action were tested to find the best performing combinaisons.**
- Reach & Frequency Video:** Puressentiel used Reach & Frequency video campaigns to reinforce their TV campaigns focused on their flagship product (a purifying spray).
- Website Custom Audience:** Puressentiel used Website Custom Audiences built from their website visitors to reach their audience/customers on Facebook and deliver them relevant ads.

Reach and frequency video

- Puressentiel used Reach & Frequency video campaigns based on their flagship product (purifying spray) to enhance the impact on their TV campaign that was launch simultaneously



Rocco Pacchioni, Head of International Marketing, Puressentiel

"MakeMeReach's ad experts helped us achieve our objectives through relevant strategies and daily campaign optimization to keep CPAs as low as possible. We built a strong partnership with MakeMeReach and we fully trust them to help us grow even further, especially on the conversion side."