

4x Faster Category Growth

How Convert Group helped Laboratoires Pierre Fabre utilise real-time retailer data to plan, monitor and optimise their marketing campaigns



Pierre Fabre

Challenge

Laboratoires Pierre Fabre, a leading French multinational pharmaceutical and cosmetics company.

They needed a way to evaluate the impact of the **banner campaigns** down to **SKU level** and allocate their marketing investments to the right products and activations.

In the fast-paced world of eCommerce, access to **real-time** metrics offers a competitive advantage when fine-tuning your marketing strategy.

Pierre Fabre wanted to proactively know their market share, order volume and category sales evolution to plan their activations based on data.

Solution

Pierre Fabre worked closely with **Convert Group** using **eRetail Audit Marketplace** to measure the impact of a banner campaign activation* with a major retailer within the Antiaging category relating to one of their brands, **Avène**.

With **access to real-time data** for that retailer, it became possible to get immediate results on their campaign and compare their performance with the competition.

For example, using eRetail Audit Marketplace, Pierre Fabre had a complete overview of their **exposure** and **conversion rate** but also **the overall return of the campaign**.

In addition, they could easily measure their market share against the competition to understand the magnitude of campaign success of their brand within the category.

*activation period comparison: 4/11/2021 - 3/12/2021 vs previous 30 days

Results

With accurate, real-time retailer data Pierre Fabre could understand **how the campaign results compared with the category** by having access to both the **category** and **brand** evolution of sales, but also **how this affected competitors** as **Avène grew 4x faster** within its category and gained market share from competing brands.

Moreover, it was now possible to measure **the SKU with the highest contribution** in sales value growth over the set campaign duration allowing Pierre Fabre to measure SKU performance in campaigns with multiple products.

For example, **AVENE - DERMABSOLU CREME DE JOUR FONDAMENTALE 40M** which was one of the products featured in their activation campaign, had the **biggest sales value contribution**.

To expand the campaign evaluation beyond key retailer data and understand how the campaign contributed to the market on a wider scale, the brand also used **eRetail Audit Panel** data and found out that Avène grew at a **faster pace than the Cluster 1**** and the **total market** and managed to slightly increase its market share by +0,2pp and +0,1pp respectively.

**Cluster 1 includes the biggest retailers in Greek ePharmacy market with more than 200K of monthly visits



95K Pageviews



117% brand sales evolution compared to 33% retailer category sales evolution



Cluster 1: brand sales evolution 43,4% compared to 34,7% category sales evolution



Total Market: brand sales evolution 38,9% compared to 31,3% category sales evolution



108% Avène order growth compared to 33% category order growth



+2pp category market share



+671% ROAS

"Using eRetail Audit Marketplace helped us understand our marketing impact and how we grew 4x faster in our category. We gained insights that we can use to optimise our marketing strategy and offer better experiences to our audience."

Markouni Antonia
Commercial
Development Director