Case Study:

A global beauty company leverages FirstHive to drive ROI for its consumer engagement goals

Customer Challenges

The client is a global leader in the beauty segment with products spanning cosmetic, skin, fragrance, and hair brands. Their professional series of hair products were sold primarily through salon partners where they spent a good budget on training the stylists on their offerings, and were running a consumer sampling program to drive sales. However, all these spends were expensed out and there was no trial to consumption data that was flowing back, due to which the brand was not able to showcase a clear ROI on the spends.

The client operated in a high touch market where driving trial and customer education formed a critical part of driving sales. Traditionally being a low engagement sector wherein the choice of product is greatly influenced by the recommendations of the stylists, the brand was intent on ensuring that they capture the stylists and consumers top of mind recall, to help them drive sales of their brand.

The core premise for this program was to help build brand recall among this group, while using data to help model incremental sales and get a clear visibility on consumption trends.

Solution

We co opted the data from the brand's key salon partners and achieved a real-time integration with the salon Point of Sale (PoS) systems.

The salon partners were given a FirstHive login for all the data being generated from their salons, which they could segment and utilize for forward campaigns, as well as providing requisite visibility to individual salon managers.

While the brand was given an aggregated slice of this information in the form of product and service consumption against specific product SKUs. This data was assimilated with the data generated from the sampling app provided to the stylists where the FirstHive uniquification algorithms would map the shoppers in both the sets, to achieve visibility on sampling to consumption patterns, and orchestrate customer journeys accordingly.

The initiative successfully enabled the brand to understand the consumption patterns from trial to purchase, and the data was used to model effective individual customer journeys with the brand, to drive sales and engagement.

For more details: 📞 **+14083683424** | ✉ **marketing@firsthive.com** | Follow us on: