

# SEPHORA

Sephora turned to Facebook to increase brand awareness and strengthen their position as a leader in the natural and organic makeup category.

## Objectives

Increase brand awareness, acquire fans and drive sales.

## Solution

Virtual Gift Engagement ad—the ad unit featured the “Sephora Pretty Planet Shopper,” a free branded reusable shopping tote for users to give to their friends along with a message. Those who sent the virtual gift were awarded a promotional code they could redeem, with any Sephora.com purchase, for a real, limited edition tote bag.

## Results

- Orders and referral traffic to Sephora.com from Facebook more than doubled during the campaign flight on Facebook
- Acquired 10,274 new fans during the campaign
- 3,333,807 ad unit impressions & 14,685,764 organic home page impressions

*“Facebook Virtual Gifts has given Sephora an opportunity to not only interact with our clients, but also allow them to interact with each other in a fun, engaging way while increasing our page awareness. We want to give clients a fun way to share their love of beauty with each other through gifting.”*

*—Bridget Dolan, VP, Marketing & Business Development*