

# How Bioderma got almost 5,000 new subscribers to its newsletter with interactive content in less than a year



Founded in 1977



**Bioderma** is a French dermatological laboratory specialised in dermo-cosmetics products



For a year, **Bioderma** has created several interactive marketing campaigns, published on its website, its Facebook page or on dedicated mini-sites

## Marketing goals

1

### EDUCATE

consumers about its dermo-cosmetics products

2

### INCREASE

the number of subscribers to its newsletter

3

### BUILD

brand awareness

## In one year

+4 600

new subscribers to Bioderma newsletter

+3 600

distributed samples



*"The Qualifo platform allows us to engage our communities, create interactive content for our consumers and collect data through various campaigns. The types of campaigns offered are very varied. They allow us to renew ourselves and propose original experiences to our consumers, easily with a super user-friendly tool."*

- Julie Brosson, Digital Manager @ NAOS, division BIODERMA

## How? With personality tests & quizzes

To meet its marketing objectives, Bioderma has launched several **sampling actions** via personality tests or quizzes. The goal is always the same: **offer a playful moment** to participants with an interactive content, **promote its new products** and **collect data and opt-ins** through free samples **order forms**.

**"Discover your ideal skin care routine"** is the last personality test launched by Bioderma. The concept?

Web users had the opportunity to make their own diagnosis and **discover their ideal skin care routine** by answering different questions. Bioderma added **branching conditions** to questions to send participants down different paths based on their answers.

Once the test was completed, participants found out the product and treatment most suited to their skin type, together with advices and instructions for use. But there is more: participants could receive a **sample** of the appropriate product, by filling out a form with their contact details. An **opt-in for their newsletter** was also included at the bottom of the form.

The campaign was published and promoted on **Bioderma's eshop** in French and Dutch.

+1 500

distributed samples

+10 000

pages views

