

# E-CRM X GLOBAL MEDIA CONNECT

7<sup>TH</sup> SEPT 2022



# AGENDA

- 01 Reporting Template
- 02 Target Audience Testing
- 03 Display Creative Recommendation
- 04 FBLA Success Case
- 05 eCRM Toolbox

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# THANK YOU FOR THE SUCCESSFUL IMPLEMENTATION!

Ask Team Clean - Full Overview 2022			
Campaign Name	HENKEL NET	Total Registrations	CPL HENKELNET
			#DIV/0!
			#DIV/0!
			#DIV/0!
			#DIV/0!
			#DIV/0!
			#DIV/0!
			#DIV/0!
			#DIV/0!
			#DIV/0!
			#DIV/0!
<b>TOTAL</b>		- € 0	#DIV/0!
<b>Key Insights:</b>			
Total 2022 Budget:			
CPL Forecast:			
CPL Actual:			

Ask Team Clean - Monthly Overview 2022			
Month	HENKEL NET	Total Registrations	CPL HENKELNET
January			#DIV/0!
February			#DIV/0!
March			#DIV/0!
April			#DIV/0!
May			#DIV/0!
June			#DIV/0!
July			#DIV/0!
August			#DIV/0!
September			#DIV/0!
October			#DIV/0!
November			#DIV/0!
December			#DIV/0!
<b>TOTAL</b>		- € 0	#DIV/0!



Test & Learn Cases				
No.	Hypothesis	Test Set-up	Findings	Supporting Material
1				
2				



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# 2022 TEST & LEARN

## UPLOAD AND ACTIVATION OF HASHED EMAIL ADDRESSES



### GOAL

#### **Optimize CPL of e-CRM leads acquisition campaigns**

Platform: META

KPI: CPL < €2.8

### APPROACH

#### **Use first-party data**

- to make a Custom Audience excluding actual CRM registered users
- to build out Lookalike Audience (LAL)

### STEPS

1. Legal approval to use 1st PD
2. Digital Mkt upload the Customer List to Media Agency MBM
3. FB hashes the customer list data and confirms that the custom audience is ready to use
4. Run A/B tests to know if we get better results with/without Lookalikes Audiences

# 2022 TEST & LEARN

No. 1



Hypothesis	Test Set-up	Findings	Supporting Material
<p>"A/B test, to test if we get better results with/without including LAL of CRM audiences (we setup an ad group 1 incl. LAL2%*; and an ad group 2 without including it). <b>MBM optimized budget considering ad groups performance</b>"</p>	<p>SocialAO_Bref Edición Especial #TiempoParaMi (100% FB/IG)</p>	<p>Better results with sociodemo audiences than with LAL of CRM audiences</p>	

Sociodemo vs. LAL	NET NET	Leads	CPL NET NET	Reach	Impressions	Start	End
Sociodemo	856	374	2,29	358k	199k	20-may	2-jun
LAL	565	198	2,85	188k	107k	20-may	2-jun
<b>Total</b>	<b>1421</b>	<b>572</b>	<b>2,48</b>	<b>546k</b>	<b>267k</b>		

\* LAL2%: with 2% we maintain a significant volume to impact similar audiences of the CRM. The range allowed on the platform is from 1% to 10%, being 1% very similar to the CRM audience but very small volume, and being 10% a very large volume but less significant and less similar to the CRM audience



# 2022 TEST & LEARN

## No. 2



Hypothesis	Test Set-up	Findings	Supporting Material
<p>"A/B test, to test if we get better results with/without including LAL of CRM audiences (we setup an ad group 1 incl. LAL2%; and an ad group 2 without including it). We extended the LAL to 3%*, to give it a little more reach. Also, <b>setting same budget for both ad groups</b>"</p>	<p>SocialAO_VernelAromaterapia (100% FB/IG)</p>	<p>Similar results with sociodemo audiences than with LAL 3% of CRM audiences.</p>	

Sociodemo vs. LAL	NET NET	Leads	CPL NET NET	Reach	Impressions	Start	End
Sociodemo	740	905	0,82	187k	310k	7-jul	19-jul
LAL	740	841	0,88	137k	250k	7-jul	19-jul
<b>Total</b>	<b>1480</b>	<b>1746</b>	<b>0,85</b>	<b>294k</b>	<b>560k</b>		

\* LAL3%: with 3% we increase the reach vs. 2% to increase volume and impact more similar audiences of the CRM. The range allowed on the platform is from 1% to 10%, being 1% very similar to the CRM audience but very small volume, and being 10% a very large volume but less significant and less similar to the CRM audience



# 2022 TEST & LEARN

## LEARNINGS & TAKEAWAYS



- From an algorithm optimization perspective, it is **easier for FB to find leads in a sociodemo** audience than in LAL audience
- Although CPL of **LAL** audience is higher, **budget** of it **is more optimized** than sociodemo audience
- As **LAL** audience is **smaller and more qualitative**, CPL is higher
- **Generic products** such as Vernel and Bref **do not show huge differences in CPL** basis, but more niche or specifics products could lead to different conclusions (to be tested in the future)
- It is **recommended** to continue excluding actual CRM registered users, testing LAL vs. sociodemo audiences by playing with % delivery budget offered by MBM
- Every quarter, upload the latest Customer List from CRM database to **update the entire existing custom audience**

# AGENDA

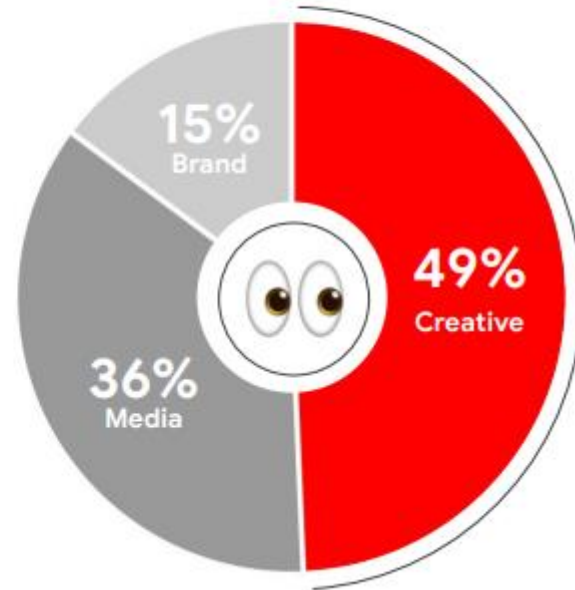
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# THE CREATIVE HAS A MAJOR IMPACT ON THE SUCCESS OF A DISPLAY CAMPAIGN ...

**“Creativity is the last unfair advantage we're legally allowed to take over our competitors”**

Bill Bernbach  
*Advertising guru*

Percent sales contribution  
Creative vs. media



# ... AND WE ONLY HAVE A VERY SHORT TIME FRAME TO CONVINC

**Make it count**

*"Display ads have less than 3 seconds to deliver in a cluttered online environment, so it's important to deliver a snapshot and to focus on the basics".*

**2.3s**  
Average ad dwell time

Source: Kantar Global Eye-tracking Norms, \*Based on respondents who looked at the ad. Photo by Jost Felise on Unsplash

Google

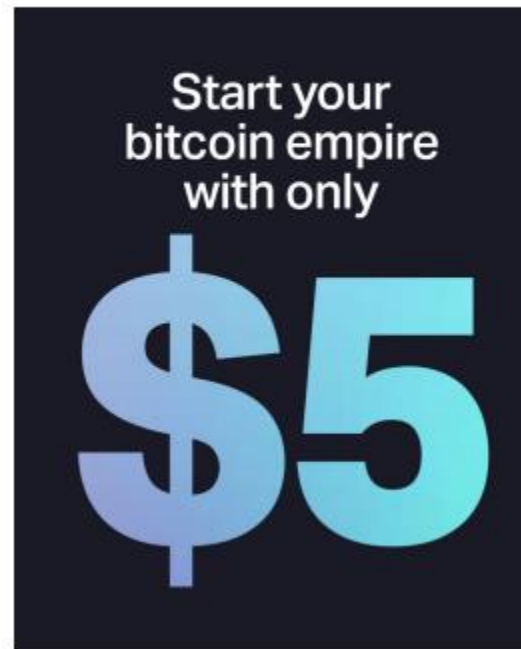
# SIMPLE VISUALS AND HIGH QUALITY IMAGES

1. Quality images, in focus, easily viewable (no text/logo overlays)
2. Single images
3. Full frame
4. No composite background
5. Minimal colour palette, striking colours
6. More showing than telling, to help understand the product/brand



# ONE MESSAGE ONLY

1. Communicate benefits with balance of text and visuals
2. Make it easy to process
3. Single message per frame
4. Use space to focus user on message
5. Message must be relevant for the audience



# TELL THE AUDIENCE WHAT TO DO NEXT

## More

- a clear call-to-action in a prominent location on all frames to drive response

### Top 5 CTAs for CTR

*In descending order:*

- Buy Now
- Add to Cart
- Check Out
- Purchase Now
- Shop Now

### Get Creative

*Consider utilising **Action Verbs** and appealing to an target audience in language they use:*

- Try our free trial
- Reserve your seat
- Download whitepaper
- Treat yourself



# DISPLAY ADS – CHECKLIST FOR CREATIVE EXCELLENCE

Topic	Best practice	Checklist
Messaging	<b>Keep it simple: viewers have an average of 2.3 sec view time</b>	<input type="checkbox"/>
Messaging	Introduce either: insight-led messaging, touching upon a pain point or social proof	<input type="checkbox"/>
Image	Choose colors that are easy to see and offer contrast & keep color palette reduced	<input type="checkbox"/>
Image	<b>Do more showing than telling</b> , by using simple visual demos.	<input type="checkbox"/>
Image	<b>Don't use text overlay!</b>	<input type="checkbox"/>
Image	Keep it simple: single images, quality imagery that is in focus, easily viewable	<input type="checkbox"/>
Image	Communicate in text on image: benefits, price points, product features, offers	<input type="checkbox"/>
Image 8	Ensure visibility for brand name or brand logo visible on every asset	<input type="checkbox"/>
Copy	Be concise and only communicate ONE message per frame	<input type="checkbox"/>
Copy	Have a clear CTA on all frames, privileging action verbs	<input type="checkbox"/>

# FURTHER RESOURCES

## The Google Support hub is your best friend

- **Dynamic display formats (Responsive Display Ads, Discovery Ads, Dynamic Remarketing, Performance Max):**  
[Display ads: A creative Best Practices guide - Google Ads Help](#)
- **Classic display formats, including HTML5:**  
[Uploaded display ads specifications - Google Ads Help](#)
- **Overview all campaign types with image ads:**  
[Image sizes for image ads - Google Ads Editor Help](#)

# AGENDA

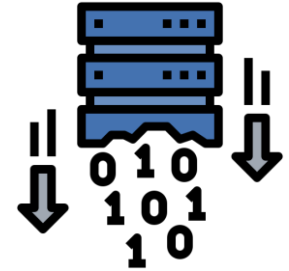
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# TECHNICAL ISSUES AND DATA LOSS

## ADAPT & ADJUST

Due to the following **reasons**, we needed to **adjust**, **adapt** and think of a **new** approach to reach our business goals.

- **Slow** Landing Page **Loading Time**
- Not **Convincing** & **Trustworthy** Landing Page (in the eyes of the consumer)
- High **Bounce Off** Rate
- **Data Loss** due to **IOS 14.5**



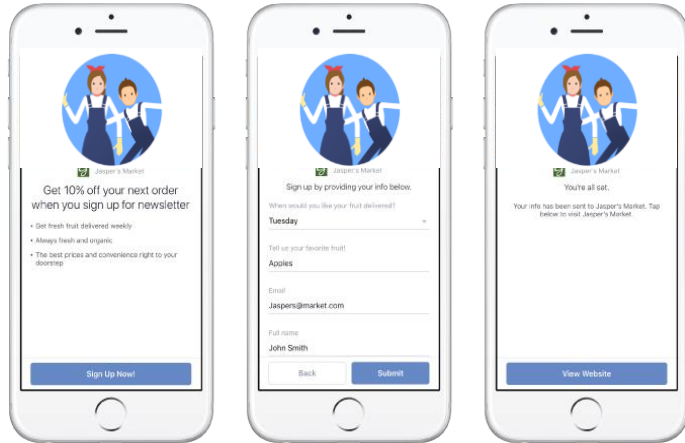
# THE SOLUTION - FACEBOOK LEAD ADS

AN EASY WAY TO GATHER REGISTRATIONS (SOI)

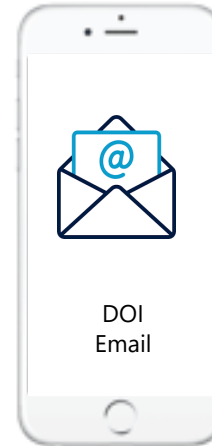


Identify Potential Customers and Collect Their **Contact Information** Without Leaving The **Platform**

ON FB PLATFORM (SOI)



OFF PLATFORM (DOI)



TECH SETUP NEEDED TO RECEIVE THE DOI EMAIL

Lead Capture Process

Henkel



# MAJOR BENEFITS OF USING LEAD ADS IN 2022

## IF NOT NOW, THEN WHEN?

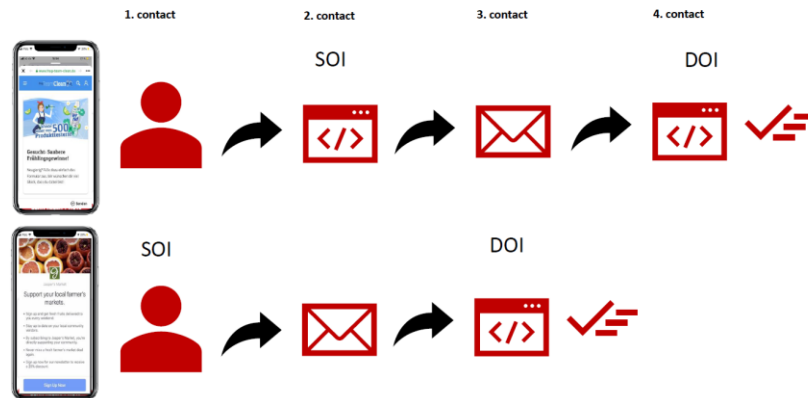
- **Simple Data** Collection

Capture potential customer's **information** without having to create a new **landing page** or conversion path.

- **Decrease** in Conversion Drop Offs

With **Instant Forms** and great **UX**, lead ads make it less likely for users to get **frustrated** and give up on completing the sign-up process.

Also, the **Auto Fill function** automatically fills in fields with users FB information making the experience **quick, smooth and easy**.



# SO HOW DID WE USE FACEBOOK LEAD ADS TO GENERATE MORE SALES & CUSTOMERS





# GIVEAWAY!

## ENTICE THE USER TO SIGN UP FOR THE NEWSLETTER

We decided to do a **Giveaway** to **entice** the user to **sign up** for our **newsletter** and in return, they will get an ANTI-Hair loss Shampoo Set.

FORM ON FACEBOOK  
Der Newsletter, den dein Haar braucht! 😊

79 1 Comment 5 Shares

Like Comment Share

Creatives 1

FORM ON FACEBOOK  
Der Newsletter, den dein Haar braucht! 😊

55 4 Comments

Like Comment Share

Creatives 2

Nachdem unser M:ID Newsletter schon Tausenden geholfen hat, ihr Haar und explizit ihre Haarprobleme wie z.B. Haarausfall, Schuppen oder auch juckende Kopfhaut endlich zu verstehen, wollen wir dir unseren Newsletter inklusive Expertenwissen nicht länger vorenthalten. 🙄

Neben Tipps & Tricks rund um dein Haar & exklusiven M:ID Angeboten schaffen wir euch heute noch weitere Anreize unseren Newsletter zu abonnieren:

Wenn du dich jetzt zu unserem Newsletter anmeldest, nimmst du automatisch an unserem Gewinnspiel teil und erhältst die Chance 1 von 50 M:ID Anti-Haarausfall Sets gegen erblich bedingten Haarausfall zu gewinnen!

Zusätzlich erhältst du noch 15% Rabatt auf weitere M:ID Bestellungen! 🔥

Jetzt zum Newsletter anmelden & profitieren! 🙄

Engage with proper context

Present

Illustrate

CTA

Adcopy

# CREATIVE & ADCOPY ESSENTIALS

## SHOW THE VALUE IN THE AD

**Our** data have shown us that ads with the following points perform much better than ads without them

- **Incentives** such as a Giveaway
- **Exclusivity** (Limited spots available)
- **Product / Value** shown on in the creative
- **Scarcity/FOMO** (For a limited time)
- **Bold Commanding** CTA (Register Now)

Engage with proper context

Present

Illustrate

CTA



Nachdem unser M:ID Newsletter schon Tausenden geholfen hat, ihr Haar und explizit ihre Haarprobleme wie z.B. Haarausfall, Schuppen oder auch juckende Kopfhaut endlich zu verstehen, wollen wir dir unseren Newsletter inklusive Expertenwissen nicht länger vorenthalten. 🙄

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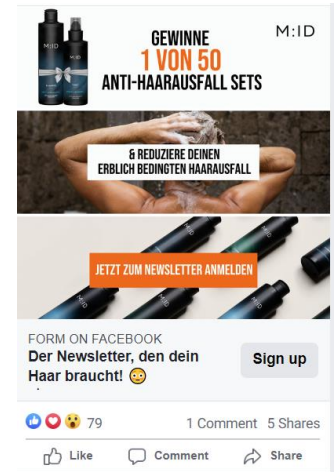
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Jetzt zum Newsletter anmelden & profitieren! 🙄

**Adcopy**

Meta



**Henkel**

# THE RESULTS

NUMBERS TELL A BEAUTIFUL STORY

Meta



## ANTI – Hair Loss Giveaway 5-08 To 18-08

CPM: 22€

CTR: 1,38%

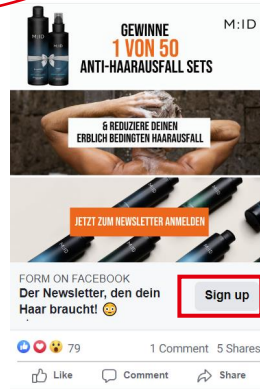
SOI Leads: 794

SOI CPL: 2.30€

DOI Leads: 626

DOI CPL: 2.9€

People Who have Press On The  
Sign-Up Button



People Who Have Confirmed Their  
Email

CPL: Cost Per Lead  
SOI: Single Opt In  
DOI: Double opt In  
CTR: Click Through Rate  
CPM: Cost Per 1000 Impressions

Henkel

# WHAT SHOULD WE NOW DO WITH THE NEWLY GENERATED LEADS?

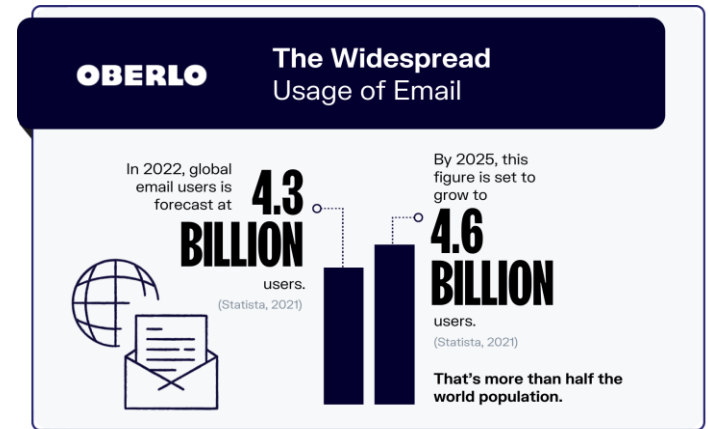


# EMAIL MARKETING BEST PRACTICES

## NURTURE YOUR NEWLY GENERATED LEADS

You are **40 times** more likely to get new **customers** from an impactful newsletter **strategy** than other **digital methods**. \*

- **Offer Incentives** (Free shipping, % Off first order)
- **Provide Value** (Educational emails related to your brand / products)
- **Run Contests or Sweepstakes** (Giveaways)
- **New Product / Service Announcements**
- **Testimonial Email** (Trust Building)



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- 05 **eCRM Toolbox**



# E-CRM TOOLBOX

Global eCRM Team

# ▶ ECRM TOOLBOX NOW LIVE!

## What is the eCRM toolbox?

The eCRM toolbox is a website with login required which provides insights, tips & tricks to operate Ask Team Clean in a country and get support with all topics related to CRM.

### Welcome to the eCRM Toolbox

#### Why a toolbox?

The eCRM toolbox is here to support you in operating Ask Team Clean in your country. It provides you, for example, with general information such as Ways of Working and Organization, an overview of available services and campaigns, reporting options, and some member insights.

#### Who owns the toolbox?

The eCRM toolbox is owned by the global eCRM Team. Access is provided to eCRM Country Managers, local agencies, and other relevant stakeholders.

For toolbox access and further questions, please contact [Laura Llamazares](#), [Jil Schlottbom](#) directly. Your feedback is valued!

#### What are the objectives?

The eCRM toolbox

- Gives guidance to implement, operate and navigate the Ask Team Clean program in your country.
- Governs the framework for localization of standardized content.
- Describes the member experience and member journeys with Ask Team Clean on and outside the platform.

### Your Benefits

#### What's in for me?

The eCRM toolbox not only provides you with exciting insights into the platform but also gives you the tips and tricks for optimizing your platform and communication performance as well as giving you an inspiration for upcoming measures.

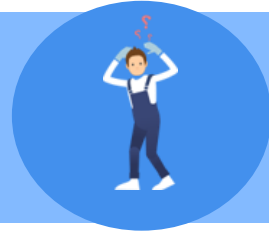


#### Anything not clear?

If anything is not clear please reach out to your known contacts: [Clyde Araujo](#), [Laura Llamazares](#), [Jil Schlottbom](#)

# ▶ TOOLBOX OBJECTIVES & BENEFITS

The toolbox is meant to support in daily eCRM business in order to achieve objectives & goals.



## Objectives

- The eCRM toolbox:
  - gives guidance to implement, operate and navigate a CRM platform in a country
  - governs the framework for localization of standardized content, features & functionalities
  - describes member experiences and member journeys on and outside the platform

## Benefits

- The eCRM toolbox:
  - provides insights into the platform e.g. features / functionalities, framework etc.
  - will share tips and tricks for optimizing the platform in a country
  - will provide inspiration for Best Practices on Services & Campaigns, Reportings, Analysis, Content & UX, Media etc.

# ▶ TOOLBOX STRUCTURE & CONTENT



## Welcome Page

- Owner
- Objectives
- Benefits
- Problem Solver

## What's ATC

- Brand Book
- ATC Explanation
- ATC Roadmap

## Collaboration

- Who is Who
- Ways of Working
- Country Roll-out
- General Guidelines & Playbooks

## Services & Campaigns

- Available Services e.g. Washlabel Scanner, Dosage Helper
- Existing Campaigns Mechanics e.g. Product Tests, Coupons, etc.

## Reporting

- Introduction into Dashboards
- Available Dashboards for ATC
- Manuals and User Guides
- KPI Glossary

## Media

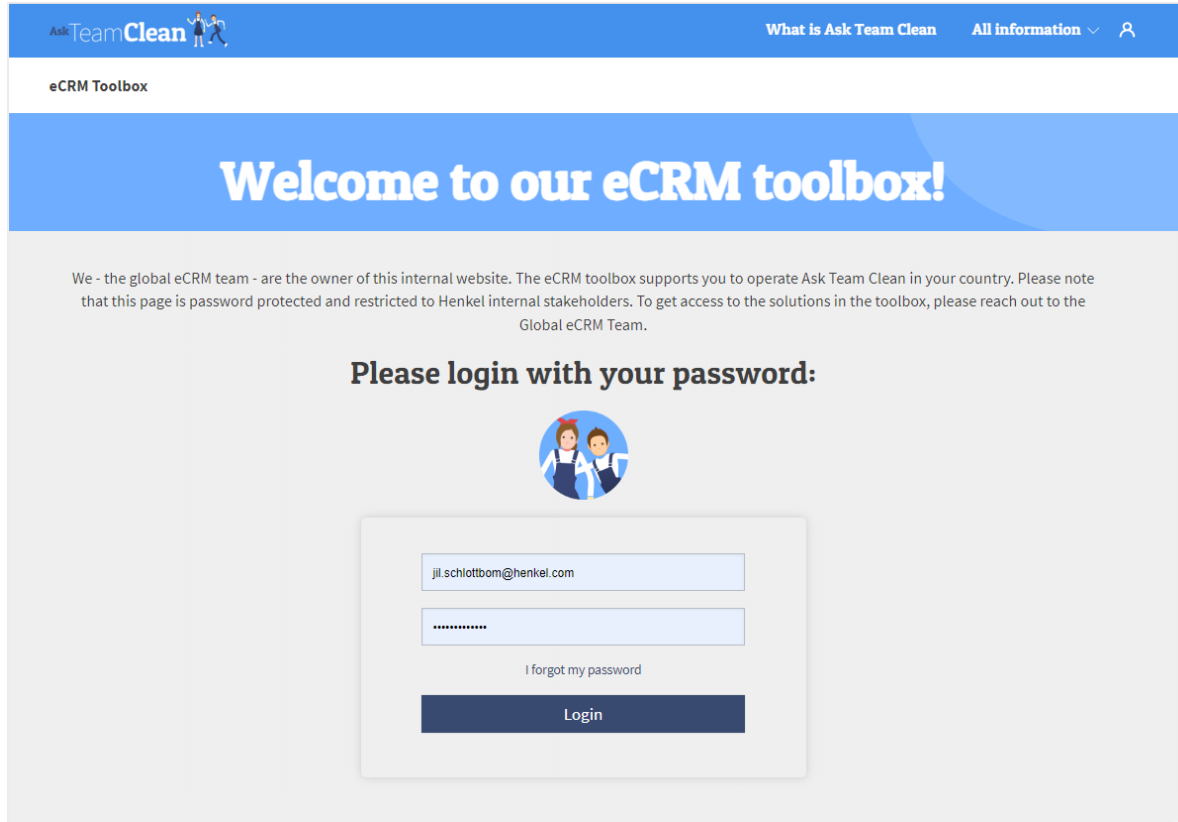
- Intro to Paid Media
- Best Practices
- etc.

## Content & UX

- SEO editorial Content
- Member exclusive Content
- Global Articles
- Articles Repository
- Articles Localization and Publishing
- SEO & Social Media Intro and Best Practices

Planned to be launched in  
Sept. & Oct.

# ▶ LET'S TAKE A LOOK INTO THE LIVE TOOLBOX!



The screenshot shows the login interface for the Ask Team Clean eCRM Toolbox. At the top, there is a blue header with the 'Ask Team Clean' logo on the left, and navigation links 'What is Ask Team Clean' and 'All information' with a dropdown arrow on the right. Below the header, the page title 'eCRM Toolbox' is displayed. A large blue banner contains the text 'Welcome to our eCRM toolbox!'. Below this, a paragraph explains that the global eCRM team owns the site and that access is password-protected for Henkel internal stakeholders. The main heading is 'Please login with your password:'. Below the heading is a circular icon of two people. The login form consists of two input fields: the first contains the email 'jil.schlottbom@henkel.com' and the second contains masked characters. A link 'I forgot my password' is positioned below the password field. A dark blue 'Login' button is at the bottom of the form.

Ask Team Clean


What is Ask Team Clean All information

eCRM Toolbox

## Welcome to our eCRM toolbox!

We - the global eCRM team - are the owner of this internal website. The eCRM toolbox supports you to operate Ask Team Clean in your country. Please note that this page is password protected and restricted to Henkel internal stakeholders. To get access to the solutions in the toolbox, please reach out to the Global eCRM Team.

### Please login with your password:



jil.schlottbom@henkel.com

\*\*\*\*\*

[I forgot my password](#)

Login

# THANK YOU

