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GLOBAL MEDIA X E-CRM CONNECT

APR - 2022

AGENDA

- 01** Performance Media Channel Mix
- 02** Learnings from 2021
- 03** Way Forward for 2022 – FBLA & CAPI

AGENDA

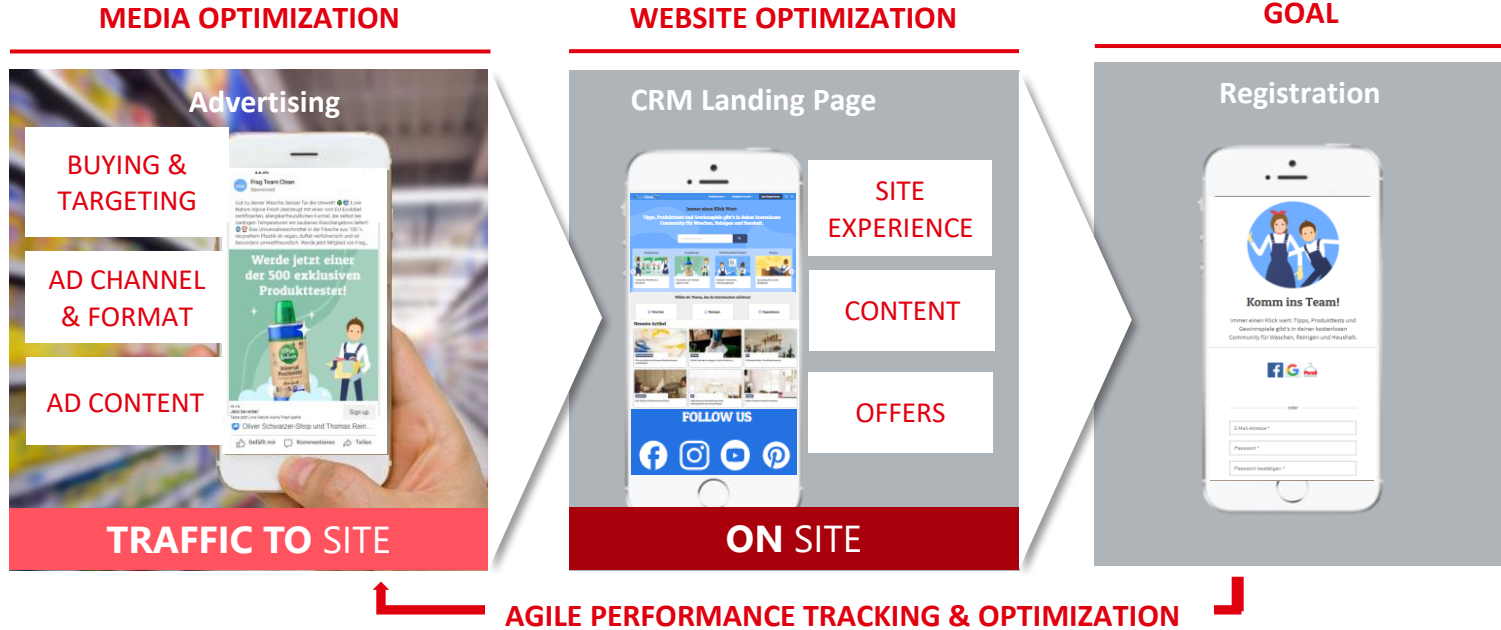
01 Performance Media Channel Mix

02 Learnings from 2021

03 Way Forward for 2022 – FBLA & CAPI

▶ LEAD GENERATION IS A TEAM JOB

INFLUENCING FACTORS TO DRIVE A CONVERSION



- ▶ Channel performance impacted by several factors in/outside the ad
- ▶ Seamless cross-functional coop needed to optimize each step

▶ OVERVIEW OF PERFORMANCE MEDIA CHANNELS

ASSESSMENT BASED ON CONVERSION OPTIMIZATION POTENTIAL



Paid Search

**Paid Social
FB/IG**

**Paid Social
Others**

**Display &
Native**

Affiliate

Referral



CPC
Cost dep. on
peers, auction

CPC, CPM
Cost dep. on
peers / platform
trends

CPM, CPC, CPV

CPC, CPM

Fixed CPA

CPM, CPA
Partly fix cost



**Pull channel,
upon demand,
low volume at
start (unknown
brand)**

**Push channel,
high perf.
Potential &
optim. Current
cost increase**

**For watchlist - so
far low CR, CPC
ok, limited ad
options/targetin
g/optim.**

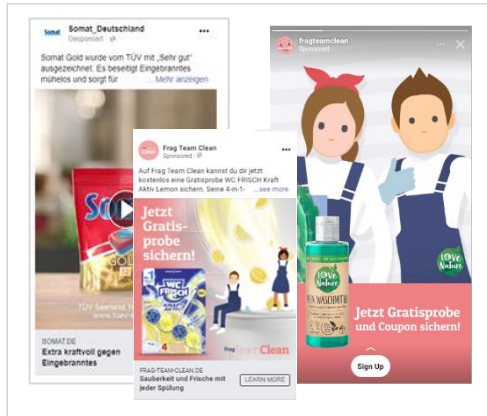
**Display so far
low CR & high
CPA, Native for
test, ideally CPA
deal**

**Fix CPA, no fast
on-off channel,
anti-fraud
process needed,
deals**

**Often high
cost/fixed price
& CPA**

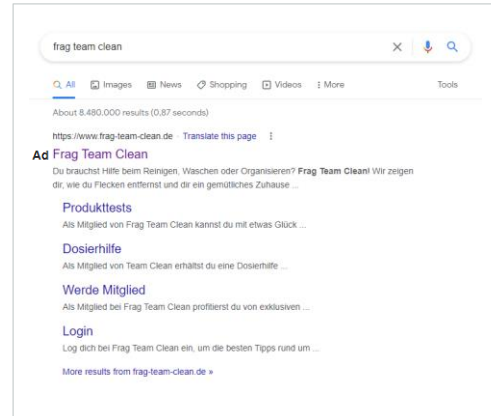
▶ FB/IG & SEA: CHANNELS & FORMATS FOR CRM

FB/IG



- Use image creatives and FBLA
- **Creative findings:** text with a community feeling, early brand mention work better
- Ensure **conversion tracking**

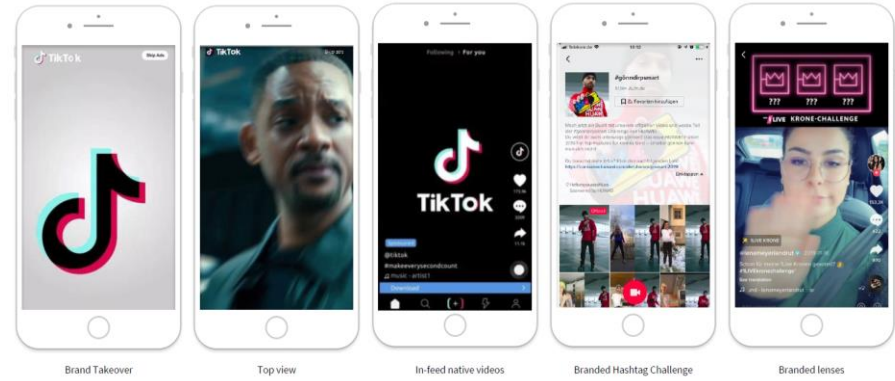
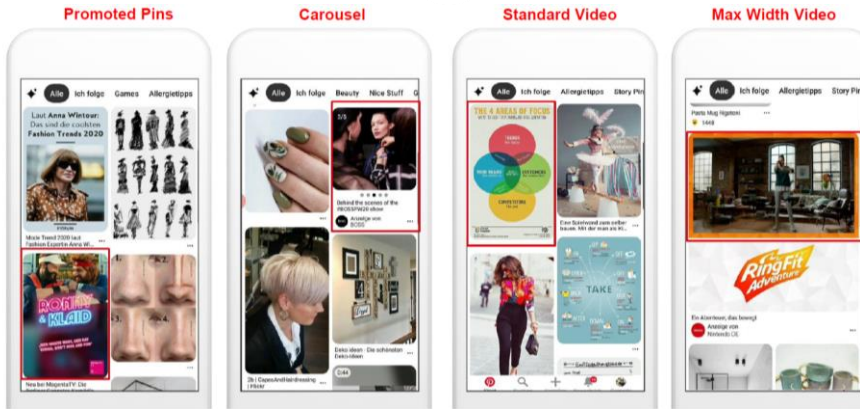
SEA



- Ensure **bidding on the right keywords & convert** „searches“ to leads
- Ensure **conversion tracking**

✓ ONGOING TRACKING & OPTIMIZATION

▶ OVERVIEW OF PINTEREST & TIKTOK TEST CASE HIGHER CPL VS. OTHER CHANNELS



- Objective: Lead campaign (2021)
- CPL: 86 €
- Campaign runtime: 1 week
- Target groups: Broad & Hygiene Keywords

- Objective: Traffic campaign (2020)
- CPS*: 18€ vs. FB & IG CPS: 1,40€
- Campaign runtime: approx. 2 weeks
- Target groups: Broad, A 25-55

*CPS: Cost per Session

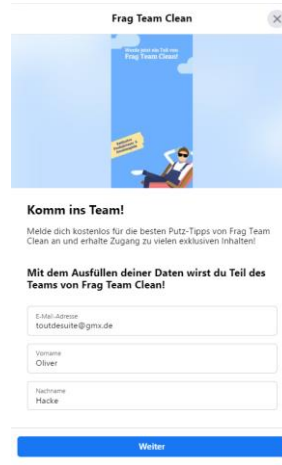
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▶ MORE THAN 145K REGISTRATIONS WERE GENERATED IN 2021 BY PAID MEDIA



778K € H-Net
Media Budget



145K
Registrations



5.35 € H-Net
Cost per Lead

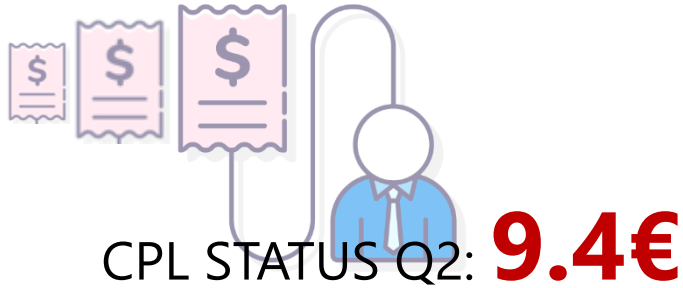
- Overall CPL (5,35 €) was over target benchmark due to test & learn approach
- The final media budget was 778K € as a result of budget cuts

▶ REDEFINING USER ACQUISITION STRATEGY

FTC SUCCESS CASE: CPL EVOLUTION



CHALLENGES



- High CPL way above benchmark
- Struggle to achieve 2021 DOI target
- Legal and technical hiccups

SOLUTIONS



- Relaunch digital channels: Programmatic, Affiliate Light
- New performance partnerships and raffle co-operations
- Optimization of ad formats, creatives, incentives

▶ KEY LEARNINGS ON AFFILIATES SELF-MANAGED AND IO BASED



- Hypothesis
 - Externalizing traffic generation and conversion flow will bridge site sided signup issues and optimize lead yield
 - Outcome based spend
- Learnings and Optimizations
 - **Self-Managed Affiliate** practice bears pacing challenges, stabilized with bigger incentive („Wunschgutschein“)
 - Accomodate lower visibility on inventory quality by setting up lead validation routine
 - Best results (looking at volume/efficiency/management effort): **IO based** Affiliate tactic, via the partner **Interactive Performance**, with halo incentives (e.g. refrigerator), custom branded landing page and conversion flow integrated with Henkel CRM
 - Best channel to scale DOI volumes
- Outlook
 - Questionable value for Customer Relationship Strategy - putting an incentive out there to hit targets does not constitute a relationship with a customer
 - Factor in 8 weeks minimum to set up lead validation routine from scratch



**“Sel-Managed” /
“Wunschgutschein”
Volume Potential
800 DOI Leads / Month**

**IO Based / Halo Incentive
Volume Potential
20.000 DOI Leads / Month**



PAID SOCIAL

TESTS & LEARNS 04.01-15.05.21- PERSIL SENSITIVE COPY TEST



Test Copys Persil Sensitive	HENKELNET	Registrations	CPL HENKELNET	Link Klicks	CTR	CPM	CR
Text A	3.700,27	349	10,60	3.453	0,77	8,26	10,11%
Text B	12.491,04	1.249	10,00	9.568	0,83	10,86	13,05%
Text C	10.754,80	906	11,87	7.714	0,61	9,03	11,74%

A

Clean Frag Team Clean
Sponsored

Anti Schmutz, pro Schutz!
Die gewohnte Persil Power und die einzigartige 4-Kammern-Technologie treffen auf die sanft schützende Formel von Persil Sensitive: Das sind die neuen Persil Sensitive 4in1 DISCS! Registriere dich jetzt für unsere Community und werde mit etwas Glück exklusiver Produkttester für die Persil Sensitive 4in1 DISCS. Wir drücken dir die Daumen! 🍀🍀



Wir suchen
Produkttester
für die Persil Sensitive 4in1 DISCS!

FRAG-TEAM-CLEAN.DE
Jetzt mitmachen
Werde exklusiver Persil-Produkttester!

SIGN UP

B

Clean Frag Team Clean
Sponsored

Stark gegen Schmutz, sanft zur Haut!
Die neuen Persil Sensitive 4in1 DISCS vereinen die gewohnt starke Persil Power der 4in1 DISCS mit der schützenden Formel von Persil Sensitive. Du kennst die neuen, sanften Persil DISCS jetzt exklusiv testen! Einfach für unsere Community anmelden und als Produkttester bewerben. Wir sind gespannt auf deine Meinung! 🍀



Wir suchen
Produkttester
für die Persil Sensitive 4in1 DISCS!

FRAG-TEAM-CLEAN.DE
Jetzt mitmachen
Werde exklusiver Persil-Produkttester!

SIGN UP

C

Clean Frag Team Clean
Sponsored

Spektakuläre Stärke für deine Wäsche oder sanfter Schutz für deine Haut? Beides bitte!
Das geht jetzt – mit den Persil Sensitive 4in1 DISCS. Die neuen, sanften DISCS von Persil verbinden die gewohnt starke Persil Power der 4in1 DISCS mit der schützenden Formel von Persil Sensitive. Komm jetzt in unser Team und sichere dir die Chance, exklusiver Produkttester für die Persil Sensitive 4in1 DISCS mit naturbasierten Inhaltsstoffen wie Aloe Vera zu werden! 🍀



Wir suchen
Produkttester
für die Persil Sensitive 4in1 DISCS!

FRAG-TEAM-CLEAN.DE
Jetzt mitmachen
Werde exklusiver Persil-Produkttester!

SIGN UP



Conclusion: The strongest text (B) stands out with a strong headline and an early brand mention and labels the product clearly as "new"





PAID SOCIAL



TESTS & LEARNS 04.01-15.05.21- LOVE NATURE PRODUKTTEST CARTOON VS. REAL PEOPLE

Cartoon vs. Real people	HENKELNET	Registrations	CPL HENKELNET	Link Klicks	CTR	CPM	CR
Real People	2.976,32	289	10,30	1.782	0,57	9,58	16,22%
Cartoon	36.091,08	3.948	9,14	18.603	0,48	9,32	21,22%

A

Frag Team Clean
Sponsored · 🌱

Greenwashing mal anders! 🌱 Neugierig? 😊
Dann komm in unser Team und werde mit etwas Glück einer von 500 Produkttestern für die nachhaltigen Spül- und Reinigungsmittel von Love Nature. Wir drücken dir die Daumen! 🌱 😊

500 Tester für Love Nature gesucht!

FRAG-TEAM-CLEAN.DE
Exklusive Produkttester gesucht

LEARN MORE

B

Frag Team Clean
Sponsored · 🌱

Greenwashing mal anders! 🌱 Neugierig? 😊
Dann komm in unser Team und werde mit etwas Glück einer von 500 Produkttestern für die nachhaltigen Spül- und Reinigungsmittel von Love Nature. Wir drücken dir die Daumen! 🌱 😊

Unser Team sucht dich - als exklusiven Produkttester für Love Nature

FRAG-TEAM-CLEAN.DE
Exklusive Produkttester gesucht

LEARN MORE



Conclusion: There was a clear winner in this test. We see the bigger ad spend, the better CPL and the better conversion rate.

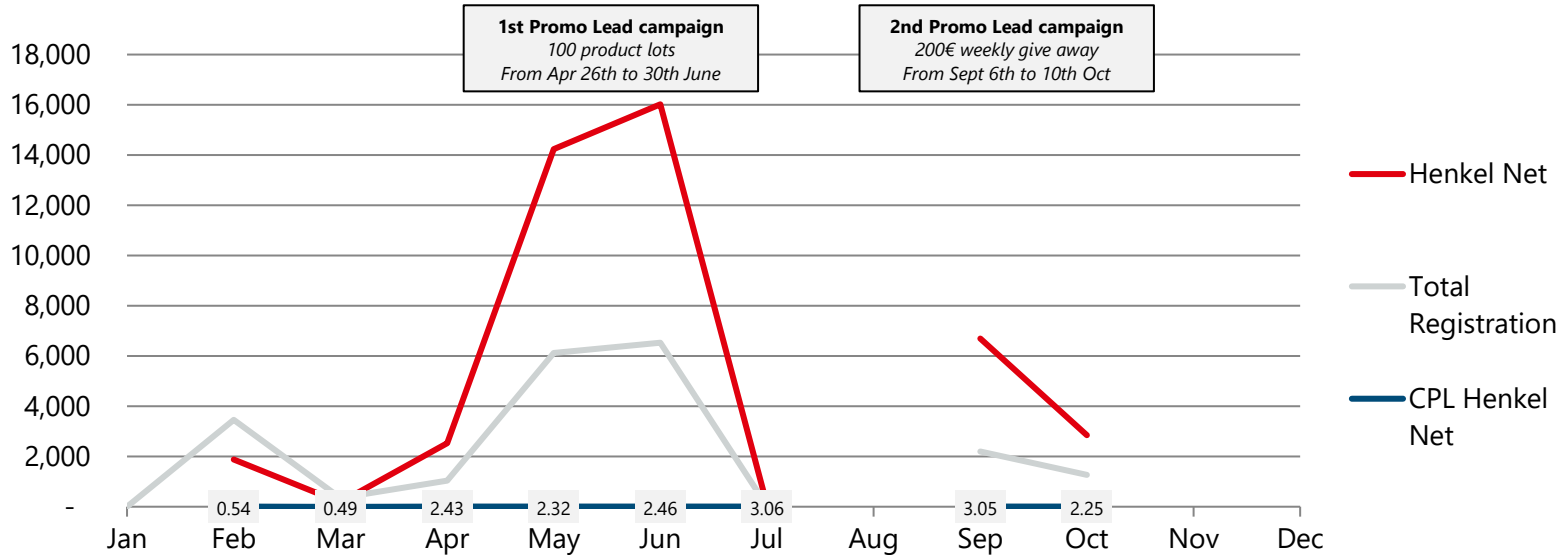


▶ 2021 PERFORMANCE

ANNUAL REVIEW



- Budget spent: 44k€ | Leads achieved: 21k | Av. CPL achieved: 2.12€ (vs 2,8 CPL Goal)
- We run 2 Promo lead campaigns and some specific SM promotions (from beginning feb to mid july)



▶ 2021 CREATIVITIES



Promo Lead Campaign Media

Q2 2021 ✔

Q3 2021 ✔



19.141 leads
Inv. 33K€
eCPL: 2,42€

Display, Mail, SoMe

Mid'April - June

5.602 leads
Inv. 10K€
eCPL: 2,76€

Display, Mail, SoMe

6 Sept - 10 Oct

Always On Social Media



2 leads
 Inv. 1000€/post (52€)
CPL: 26,15



3.805 leads
 Inv. 2000€/post
CPL: 0,53



17 leads
 Inv. 500€/post (95€)
CPL: 5,60



506 leads
 Inv. 1000€/post
CPL: 1,98



373 leads
 Inv. 500€/post
CPL: 1,28



141 leads
 Inv. 500€/post (360€)
CPL: 2,56



0 leads
 Inv. 500€/post (126€)
CPL: -



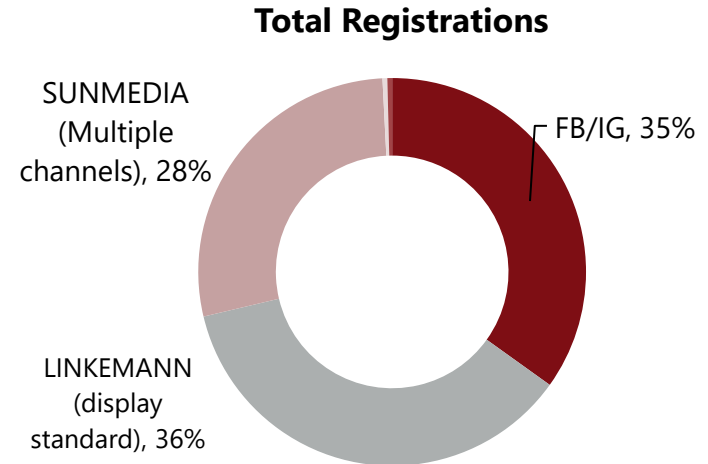
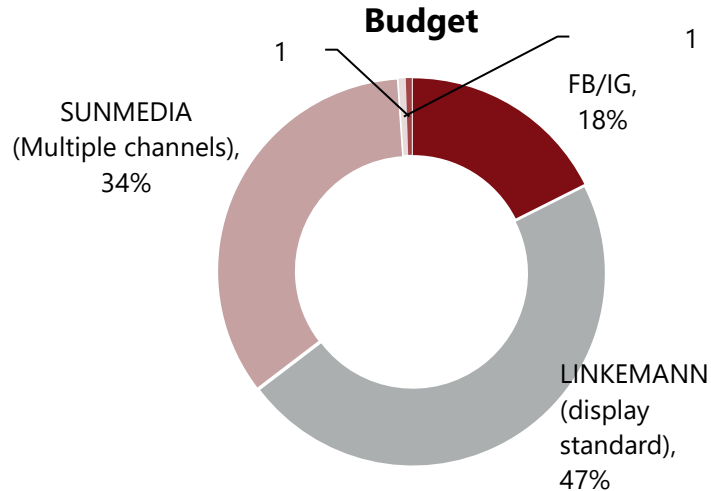
2 leads
 Inv. 500€/post (96€)
CPL: 48

4.846 leads
Inv. 4,2€
eCPL: 0,87€



▶ 2021 DIGITAL TOUCHPOINTS PLATFORMS USED

- Budget spent: 44k€ | Av. CPL: 2.12€
- Linkemann 20,9k€ (CPL 2,8€) | SunMedia 15,2k€ (CPL 2,6€) | FB/IG 7,8k€ (CPL 1,1€)



▶ 2021 KEY LEARNINGS PER TOUCHPOINT



#1 KEY PUBLISHERS FOR OUR LEAD CAMPAIGNS

LINKEMANN, SUNMEDIA, FACEBOOK – best performing publishers after 6 years of test and learn.



SunMedia



#2 LEARNINGS FROM 2021

EMAIL + DISPLAY TO MAXIMIZE RESULTS:

Combining Display and email formats allow us to gather better results.

FACEBOOK (ISSUES WITH FB PIXEL):

Very interesting publisher due to its high potential in terms of performance (eCPL < 2,8€) despite the last issues related with the pixel implementation.

CAMPAIGNS

Good results for both promo lead campaigns, 100 product lots and 200€ weekly give away

OTHER PUBLISHERS

MainAd and MediaAdgo platforms didn't work as expected (<100 leads achieved).

CREATIVITIES + COPY

Keeping a direct and clear message always works better >>> >>> >>> >>>
Benefit in a clear way, “Regalamos” instead of “Sorteamos”





2022 TEST & LEARN



UPLOAD AND ACTIVATION OF HASHED EMAIL ADDRESSES

GOAL

Optimize CPL of e-CRM leads acquisition campaigns

FACEBOOK

KPI: CPL < €2.8

APPROACH

Use first-party data

- to make a [Custom Audience](#) ✓
- to build out Lookalikes Audiences ✗

STEPS

1. Media Agency reach out their Legal Team
2. Media Agency share "1st and 3rd Party Data Assurance Letter" and [FBM legal policies](#) with Henkel Media
3. Henkel Media share this letter and policies with Henkel Legal Team
4. Henkel Legal approve to use 1st PD to make Custom Audiences
5. Henkel Media and Legal sign the Assurance Letter via Adobe Sign
6. Media Agency sign the letter via Adobe Sign
7. Henkel Digital Mkt upload the Customer List to Media Agency FBM
8. FB hashes the customer list data and confirms that the custom audience is ready to use
9. Media Agency and Henkel create an ad to reach our new Custom Audience

▶ KEY LEARNINGS

- Focus on **Lead Ads** to generate high quality conversions
 - Stop using traffic, video or canvas ads
- Optimizing on **Conversions** works best on Facebook, Instagram and Google
- Responsive Search and Responsive Display Ads on Google give more **flexibility in the messaging**
- Clear and concise messaging in the assets (simple image & text) bring better results
 - The product is the hero, **clear call to action**, not too many elements
- **Longer campaign runtime** are recommended as it provides more optimization time, meaning at least four weeks per campaign depending on the touchpoint

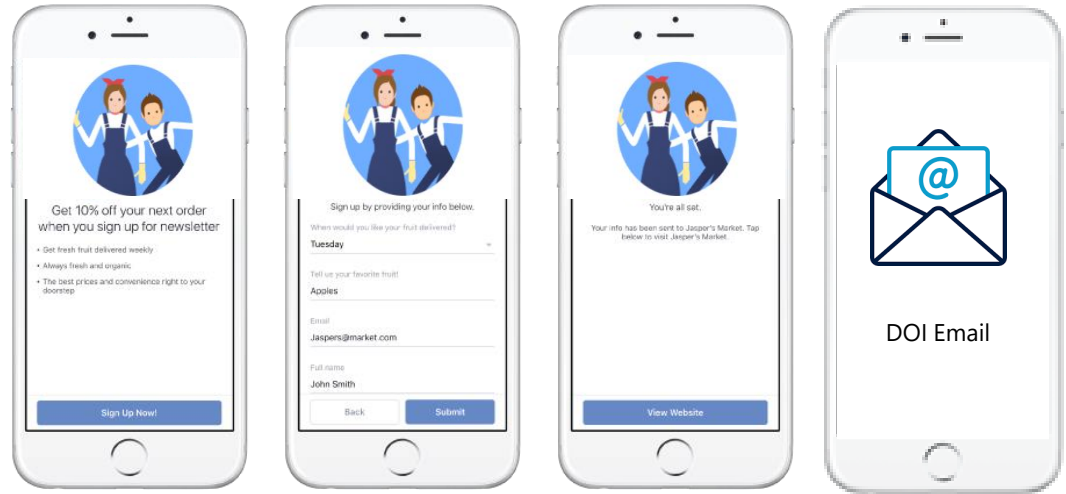
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▶ FB LEAD ADS IS THE WAY TO GO

SIMPLE 3-STEP DOUBLE OPT IN

- Identify **potential customers** and collect their **contact information** without leaving the **platform**
- Grow **email list**, **Increase sign ups** and enrollments for **events, Interests and behaviors** of your demographic.
- Less **Data** Loss due to direct data flow
- Better **optimization** for the algorithm
- Better **CPL**



Lead Capture Process

▶ ADAPTING TO AD ECOSYSTEM CHANGES

FACEBOOK CONVERSION API IMPLEMENTATION SUCCESSFUL

What is it

API connection between an advertiser's website and Facebook's systems.

Data is **not transmitted via browser cookies**, making it more sophisticated and reliable.

Benefits

Data loss minimized vs Pixel only tracking

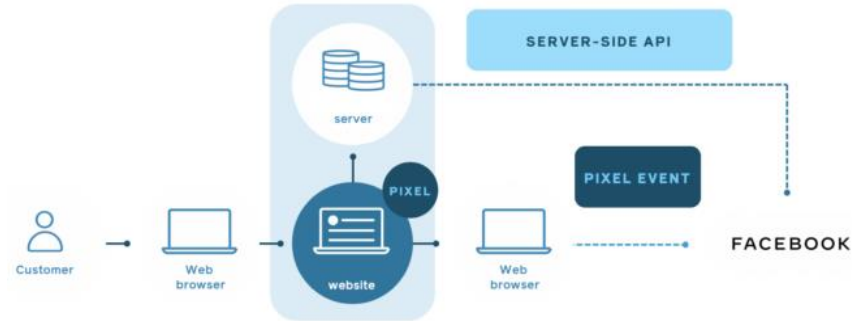
More reliable user signals=**stronger optimization**

potential

Control over **what data you share and when.**

Implementation

- **Direct:** manual integration via a developer (high complexity)
- **3rd Party providers** (medium complexity)



FTC: First website at Henkel to implement FB CAPI!

▶ STEP-BY-STEP GUIDE FOR FB CAPI IMPLEMENTATION

- Understand the data you collect by taking inventory of the information that comes in and out of your system
- Get local Legal approval to implement CAPI
- Align on the text that needs to be updated in the Privacy Policy of the website
- To make changes, request via
 - Cookie banner (powered by OneTrust): manila-webstudio-cookie-consent@henkel.com
 - Privacy Policy: manila-webstudio-lhc@henkel.com
- Test the accuracy of your data signals by looking into Event match quality and Event deduplication (2-3 weeks after implementation)

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THANK YOU