

Case Study:

PROCTER & GAMBLE DELIVERS PAMPERS EMAIL SURVEY WITH EPSILON INTERNATIONAL™



Founded in 1837 by the two men who gave their names to the company, Procter and Gamble has since grown to become one of the world's leading manufacturers of consumer packaged goods, and counts many instantly recognised products amongst its portfolio of brands. With over 135,000 employees working in more than 80 countries worldwide, and with revenues in 2006 of over \$68 billion, P&G estimates that it touches the lives of over 3 billion people around the world every day.

What began as a small family-operated soap and candle company, P&G now provides products and services to consumers on a truly global scale. The company conducts over 4million consumer research interactions every year: in testing labs, in people's homes, in stores, and on the internet. It is the insight they gain from this rigorous approach to product research and development that enables P&G to innovate, and better communicate the benefits of P&G's brands and products to its' customers.

Objective

P&G recognised that a growing number of their customers were increasingly using online to shop for their products, and to communicate with each other about their daily lives. To take advantage of this shift in audience behaviour P&G started using the internet as a mainstream medium to engage with and talk to their customers. A key part of P&G's strategic integration of the internet as a marketing and communications channel was to more directly and cost-effectively conduct their product and consumer research.

By taking one of their leading baby care brands, Pampers, and implementing an online survey with a new research methodology, P&G were looking to establish consumer buying patterns ahead of the target market launch of "Baby Basics", a major new Pampers product-line. They also wanted to identify potentially valuable customers prior to the launch and initiate a direct conversation with them about their likelihood to buy the new range. P&G were also looking to gain further valuable insight into how, when, and where consumers were most likely to shop for their brands versus other products.

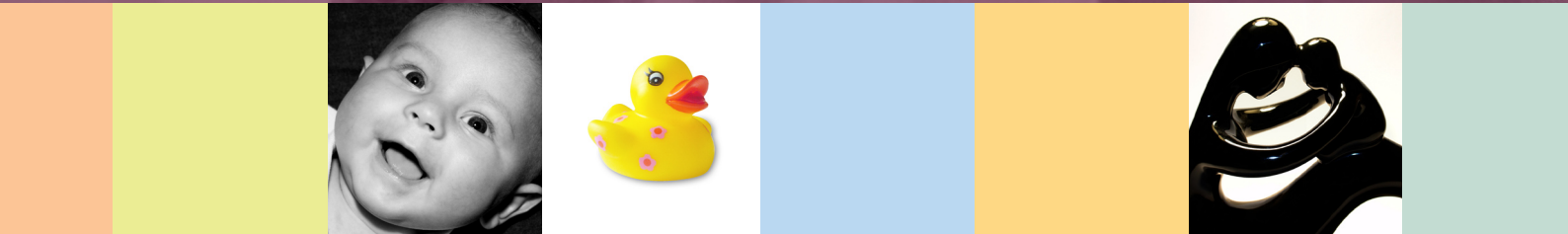
Strategy

With no experience in conducting online surveys, P&G turned to Epsilon International, and Epsilon SensorPro™, to help develop, deliver and evaluate the results of their research. Based on a previously well-trying and tested offline survey, the campaign devised used a combination of Epsilon International's professional email services and solutions, and the SensorPro Web based survey application. The research questionnaire and setup for the blind survey was delivered by SensorPro; and Epsilon International provided the services, platform and project management to send out the email campaign and collect the results. P&G set the overall research objectives and deliverable guidelines, along with email copy and images, supported by creatives developed especially for the campaign by Epsilon International's Creative Services Division.

The survey email was developed in multiple languages to give P&G the widest possible reach, and instant access to their customer base, irrespective of their location. Address lists were collected from a variety of sources including the Pampers Web site and other P&G family, baby and maternity services and packages.

Using email enabled P&G to reach a wider audience, more quickly, more cost-effectively, and identified more profitable and higher-value customers for us. The integration of Epsilon International and SensorPro was a winning combination, making the email survey a seamless and easy process.

*- Erich Hayek, Interactive Marketing Manager ,
Procter & Gamble*



Results

49.5% of all HTML recipients opened the email and a remarkable average of 79% of these people then responded by opening the Web based survey. One specific segment of the target audience achieved a survey open rate of an impressive 85%. A further 70% of all active respondents went on to complete the survey, a result that means 27% of all emails delivered resulted in a successfully completed survey. In an industry where the benchmark for completing a survey is at best 10% this was an outstanding achievement. The completion rate also represented a staggering increase over previous P&G email surveys of over 1350%.

With the integration of Epsilon International's professional email services and solutions combined with SensorPro, and managed by Epsilon International's Account, Consulting and Campaign teams, P&G reduced their survey development and delivery time to market by 50%. P&G were also able to gather a significant amount of customer research data for their product launch and marketing programmes, including the identification of a higher number of prospective purchasers than expected – one of the key objectives of the campaign.

After the success of the initial trial survey, P&G has since gone on to develop a series of surveys and marketing programmes using Epsilon International and SensorPro. In-store packs on some baby care products now carry Web site addresses and codes that direct customers to signup for future email news and updates, and to participate in additional online surveys that provide P&G with further insight into their customers' behaviour.

Client Comments

"This survey was a strategically important piece of research for P&G to define and develop our products and markets in key areas of our business. Using email enabled P&G to reach a wider audience, more quickly, more cost-effectively, and identified more profitable and higher-value customers for us. The integration of Epsilon International and SensorPro was a winning combination, making the email survey a seamless and easy process. They produced some outstanding results, building, managing and delivering the entire campaign, and supporting us with their services and solutions throughout the whole process. The response rates speak for themselves and as we expand our online marketing, we will continue to conduct more email campaigns with Epsilon International and SensorPro."

– *Erich Hayek, Interactive Marketing Manager,
Procter & Gamble*



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