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# L'Oréal EMEA: a data collection strategy that is worth it

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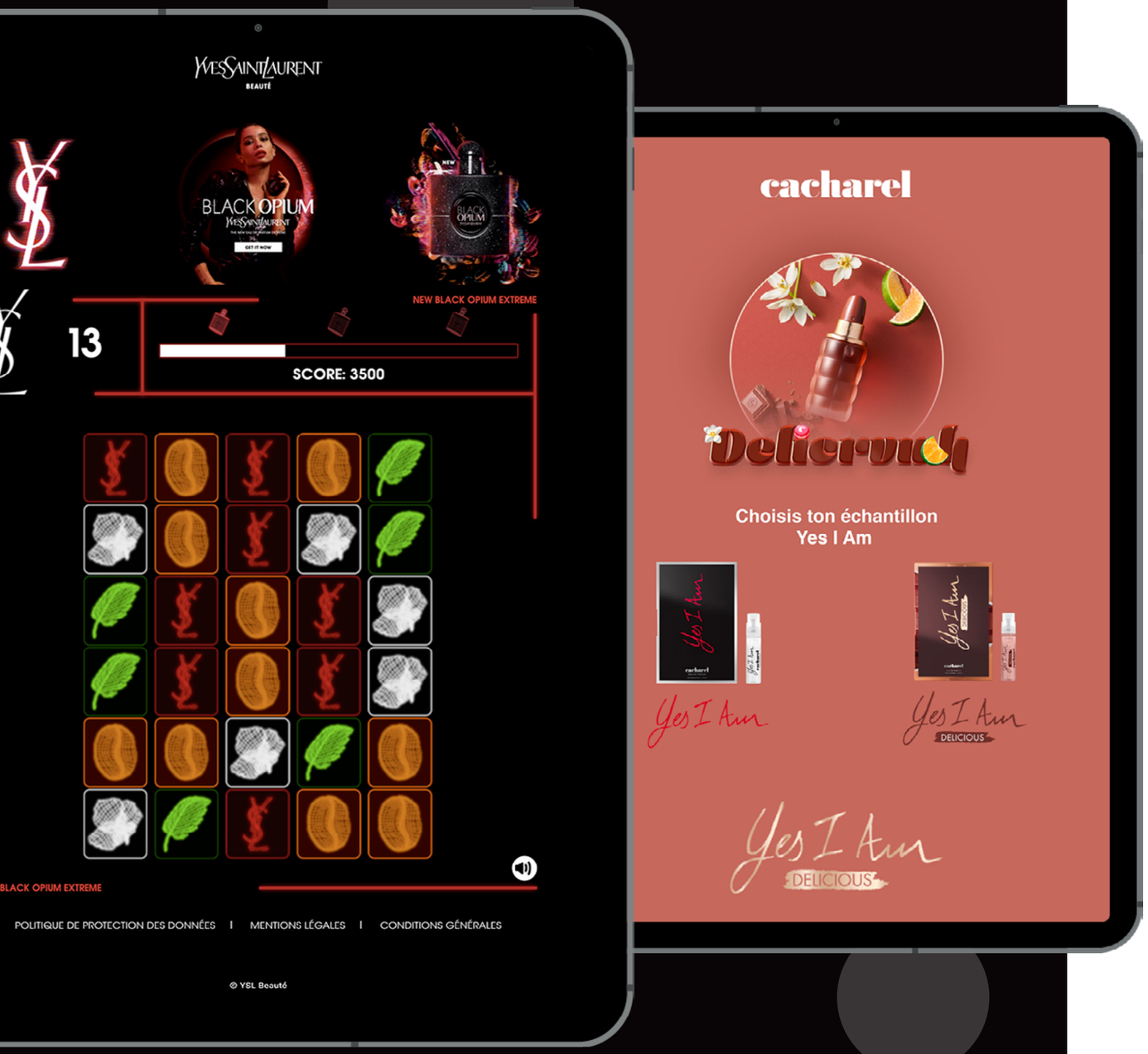


# L'Oréal EMEA: a data collection strategy that is worth it

It's a well-known fact that consumers are flooded with thousands of commercial messages every day. And it's no news to anyone that brands must engage with their audiences in a more meaningful way to stand out from the crowd.

So you probably know what we're going to tell you: the key to gaining greater engagement from your audiences, communities, and customers is to connect with them on a deeper level, get closer to them and know what they want. This last point is crucial. Gathering more knowledge about your audiences will allow you to make marketing decisions based on audience insights and deliver more innovative and relevant actions to build meaningful relationships. And your number one ally in this battle is the collection of **first- and zero-party data**.

But concretely, how do you implement an efficient data collection strategy? And, especially when you are a global company with a wide range of brands spread across different countries? Well, that's what we asked Pasquale Egione, Consumer Engagement Program Manager at **L'Oréal**, the world's leading beauty company, present in more than 150 countries.

**Pasquale Egione**

Consumer Engagement Program Manager @ L'Oréal EMEA

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# A data capture program deployed across all European countries

Having a global data collection strategy is essential for a company like L'Oréal EMEA. Initially, each L'Oréal brand was using different tools and agencies to collect data, making the workflow complicated and chaotic, as there was no direct integration with L'Oréal's data ecosystem. That's why they decided to launch **a European data capture program** that is directly integrated with their CRM. This program aims to give their stakeholders a data collection tool, in this case **Qualifio**, that enables them to recruit new customers and enrich the data of their existing customers.

There are two criteria that a L'Oréal brand needs to meet in order to be eligible for the data capture program:

1. Be part of the CRM ecosystem of L'Oréal.
2. Have a plan for data collection campaigns to be launched throughout the year.

*"We needed to make sure all our brands were collecting data in the same way. So we decided to go for a global solution, integrated with our CRM and managed by our central CRM team, that all our brands could use to launch their data collection campaigns. Qualifio seemed to be the ideal tool to achieve this, approved on a security and a legal point of view by L'Oréal."*

**Pasquale Egione**
Consumer Engagement Program Manager
@ L'Oréal EMEA

So far, Qualifio is being used by **28 of L'Oréal's brands**, in 13 countries, representing **70% of the group's brands**, and their goal is to reach 100% of them by the end of next year.

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# Teamwork from the onboarding to the implementation phase

The goal of Pasquale and his team is to deliver the Qualifio tool to the L'Oréal brands that want it. But, first, they make sure their brands can create data collection campaigns with Qualifio, thanks to a four-step process.

1

**KICK-OFF SESSION**

The CRM team collects all the information they need to configure the brand's account. They create a **master form** (essential to ensure data is collected in the same way) and a campaign template. There is one single point of contact per brand responsible for the campaign creation.

2

**TRAINING SESSION**

With the help of their Qualifio Customer Success Strategist, they teach the brand how to use Qualifio and how to make the most out of the tool.

3

**TEST PHASE**

The technical team tests a campaign internally to make sure that the integration is working correctly and that the data is being pushed to the CRM in the right way.

4

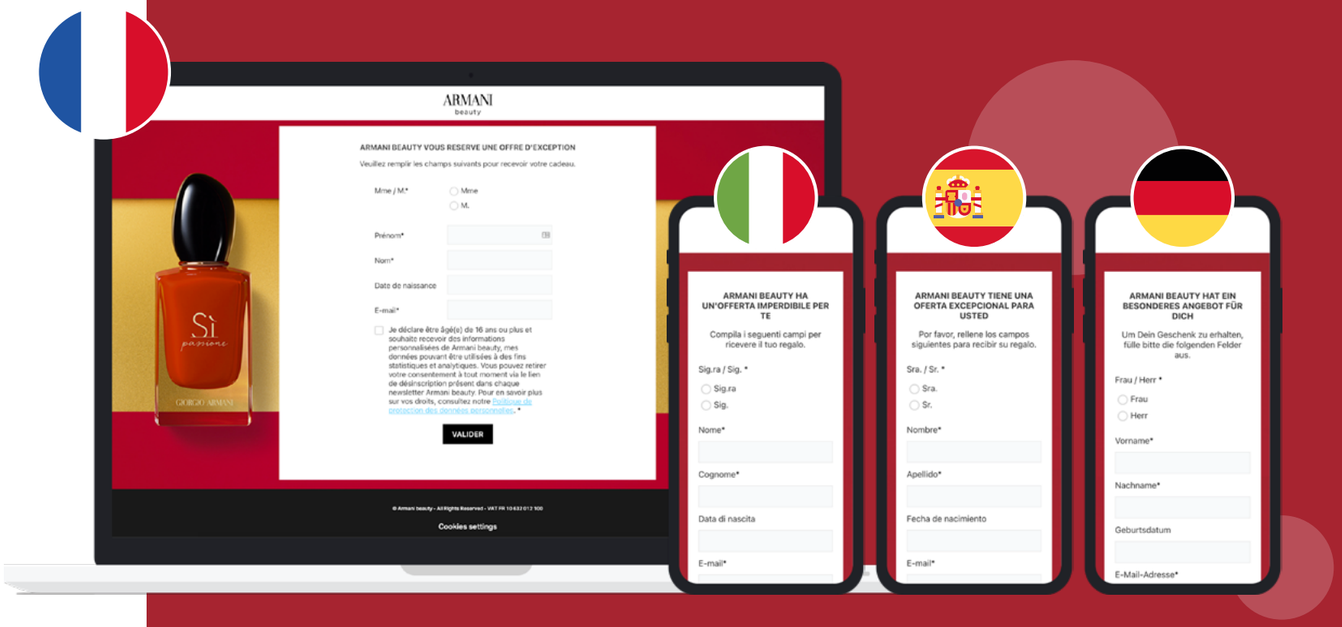
**GO LIVE**

Everything is ready. It's now up to the brand to use the tool and launch their campaigns. Pasquale specifies, however, that each brand must ensure consistency across countries and follow the overarching strategy defined by L'Oréal.

*"This well-structured and very scalable rollout plan, carried out by both the data capture program team and me as the CSS, enables us to quickly and efficiently onboard different brands in different countries. In just one month, from the first introduction to the testing of the integrations, the brands are ready to go for the long run."*

**Sofie Dewyn**

Customer Success Strategist
@ Qualifio



# Data collection, hand in hand with data quality and segmentation

Today, collecting data and having a huge database to which they can address marketing communications is the first step of L'Oréal's CRM strategy. The second step is ensuring data quality, meaning gathering data that is sufficiently complete and qualitative to be used efficiently.

How do they achieve this? They have recently launched "*The Database Requalification Project*" to update and enrich customer data. They're also increasingly trying to constitute "beauty profiles" by collecting detailed **zero-party data** (skin type, hair type, preferences, etc.) in order to create specific segments and send relevant products and marketing messages to their customers. Their data quality project is divided into three steps:

## The Database Requalification Project

**STEP 1**
Customers receive an email.

**STEP 2**
They are redirected to a campaign with specific fields to gather the missing information and complete their profile.

**STEP 3**
This data is immediately sent and updated in L'Oréal's CRM.

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*"With Qualifio, we can address two objectives: firstly, to increase the number of contacts we have in our database and, secondly, to work on improving the quality of these contacts. When we launched the data capture program, we were at 0 contacts in our CRM. Today, in Italy, where we started the first pilot program, more than **50% of the contacts come from Qualifio**."*

**Pasquale Egione**

Consumer Engagement Program Manager
@ L'Oréal EMEA

# Customer engagement at the heart of their strategy

Today, in terms of percentages, data collection is the main reason why L'Oréal uses Qualifio. But Pasquale has seen an increasing number of brands using the tool for other purposes like sales activation, with e-sampling campaigns, and customer engagement, through **quizzes and games**, which is gaining in importance.

**DATA COLLECTION** **SALES ACTIVATION** **ENGAGEMENT**

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In just over a year, L'Oréal EMEA has created **700 campaigns** and reached over **5.5 million users**. With these campaigns, they are engaging their prospects and customers, and that is reflected in the numbers. The percentage of accounts created per campaign varies between **60% and 70%**.

**700**
campagnes created

**5.5 million**
users

Between
**60 and 70%**
of accounts created per campaign

*"We like the fact that Qualifio is a super user-friendly tool. After attending a training session, everyone can use the solution and create the campaigns they want to collect the data they need while keeping our customers engaged."*

**Pasquale Egione**
Consumer Engagement Program Manager
@ L'Oréal EMEA

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# About Qualifio

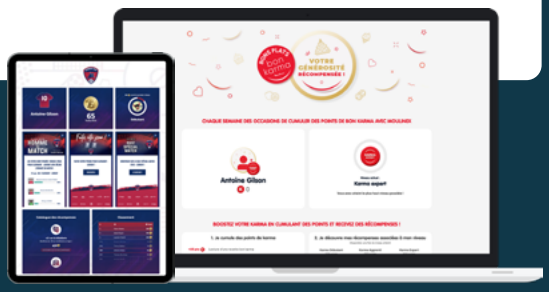
Qualifio is the leading European first- and zero-party data collection platform for consumer brands. We enable marketing teams to get to know their audiences through interactive and gamified experiences, offering compelling reasons for ongoing engagement with their brand.

## COLLECT

Capture data and generate engagement via quizzes, games, polls, contests, and over 50 other interactive formats.

## ENRICH

Enrich your database and foster recurring interactions with your customers via engaging reward programs.



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