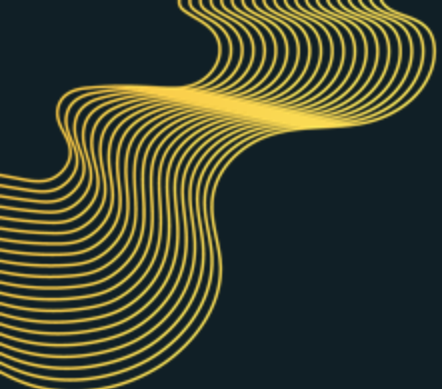



The image features the 'ibexa' logo in a white, lowercase, sans-serif font. The logo is centered horizontally and vertically against a vibrant, abstract background of swirling orange and yellow hues, creating a sense of motion and energy.

ibexa



# How first- & zero-party data power personalised customer experiences





## Pierre Fabre Success Story

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How first- & zero-party data power personalised customer experiences

# Introduction

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*Constance  
Head of Account  
Management  
France*

- 5 years at Qualifio, 3 years as Head of Success
- Leading the Ibexa Account Management Team for France
- Ex-Qualifio customer at Disneyland Paris

[constance@qualifio.com](mailto:constance@qualifio.com)

# About Pierre Fabre

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**10,000**

employees



**11**

brands



**43**

implementations



**130**

countries



**2.83**

billion in revenue

About Pierre Fabre

## Main challenge

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***“With a BtoBtoC model, Pierre Fabre does not have direct access to end consumers' purchases and data, so collecting information is important at all levels.”***

# Marketing objectives

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1

## **COLLECTION OF QUALIFIED DATA**

To enrich the centralised CRM (Salesforce) for all brands, enabling a better understanding of consumer needs and challenges.

2

## **PERSONALISATION**

Adapt the messaging based on the product range and the specific challenges of the consumers.

3

## **GLOBAL STRATEGY**

Develop campaign models that are adaptable to each brand while preserving their uniqueness and expertise.

# The solution

To better understand its audience, Pierre Fabre needs:



Actionable data



Compliant data



Transparent data



Consent-based data

**THE SOLUTION? FIRST- AND ZERO-PARTY DATA COLLECTION**



# What is Qualifio?

Qualifio is the leading European **first- and zero-party data collection platform for consumer brands**. We enable marketing teams to gather actionable insights through interactive and gamified campaigns, creating personalised experiences that boost engagement and drive revenue.



**2011**

Qualifio is  
founded



**80+**

passionate  
employees



**400+**

active  
customers



**3**

offices in  
Europe



**5,000+**

campaigns  
created per month

# What is Qualifio?

1

## CREATE

interactive marketing campaigns

2

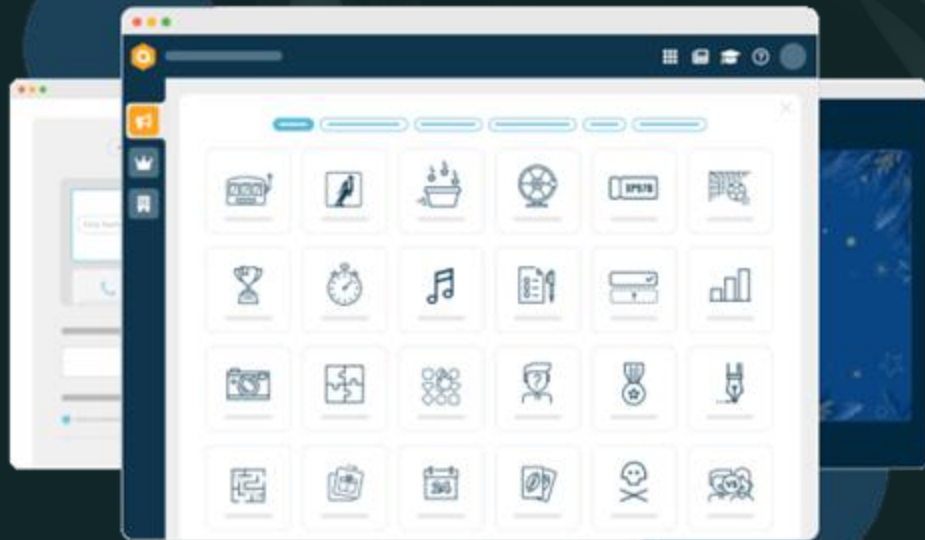
## PUBLISH

across all your digital channels

3

## COLLECT

actionable data from your audience



## AWARENESS

Detallons

Règlement

NESCAFÉ  
GOLD

Trouvez les paires le plus vite possible avec le moins de clics possible !

9.60



Un café  
pour  
s'évader



## CONSIDERATION



VALENCIA CF

PREMIOS

BOGOS

¿CUAL ES TU CAMISETA FAVORITA?



primera equipación 21/22



segunda equipación 21/22

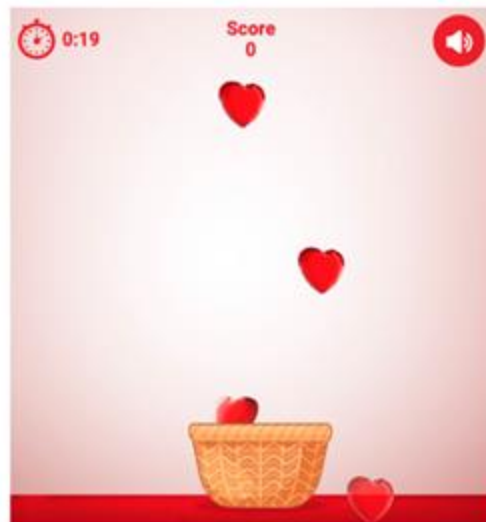
SIGUIENTE



## CONSUMPTION

# CLARINS

♥ Célébrez la fête des mères avec Clarins ! ♥



## LOYALTY



CHACUNE SEMAINE DES OCCASIONS DE CUMULER DES POINTS DE BON KARMA AVEC MOULINEX



BOOSTEZ VOTRE KARMA EN CUMULANT DES POINTS ET RECEVEZ DES RÉCOMPENSES !

1. Je cumule des points de karma

- +100 pts : Lancement d'une nouvelle recette
- +75 pts : Choix d'une nouvelle récompense de bon karma
- +50 pts : Inscription au programme
- +25 pts : Participation à un live cooking
- +10 pts : Partage d'un avis ou commentaire
- +5 pts : Connexion à une communauté de cuisine
- +25 pts : Inscription à la newsletter
- +10 pts : Participation à un événement "Moi aussi j'ai un bon karma"

2. Je découvre mes récompenses associées à mon niveau



3. Une fois mon niveau atteint, j'accède à mes récompenses



UN BON KARMA ÇA SE CUISINE : À VOUS DE JOUER !  
Partagez vos recettes et découvrez nos recettes secrètes à partir de chaque mois



Our Collaboration

# Pierre Fabre & Qualifio



**650+**

campaigns created  
since 2019



**6**

brands



**16**

countries included



**120**

users

Pierre Fabre & Qualifio

# Key strengths

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Pierre Fabre & Qualifio - website

# Diagnostics

Diagnostics conducted for various issues and brands with **personalised results based on answers**, including **redirection to a product page**.

- A dedicated tab directly on the website
- An email with the diagnostic sent and configured via the platform
- Collected data is pushed in real-time to Salesforce (new profiles & qualification of existing profiles)



# Advent calendar

Daily prize draw with a gift to be won.

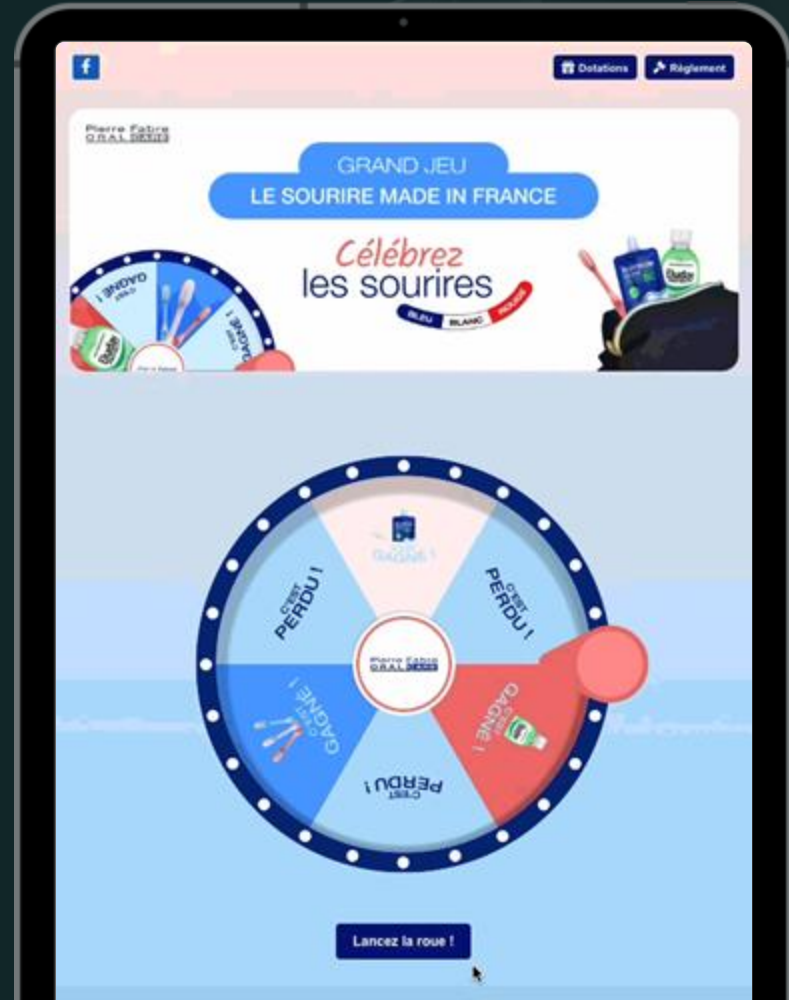
- **Participants complete a data collection form** to enter the daily draw (*first name, last name, email, age, date of birth*)
- **Segmentation questions** before revealing the result:
  - *What does your morning routine look like?*
  - *Where do you usually buy your products?*
  - *What do your hair need most right now?*
- **Big prize draw** on December 25 among all participants



# Wheel of fortune

A wheel of fortune for Oral Care brand to collect consumer data specific to this domain, promoted on Pierre Fabre social media channels.

- **Contact form:** first name, last name, email, consent, etc.
- **Segmentation data:** consumer's main concern, such as cavities, dental plaque, sensitivities, etc.



Pierre Fabre & Qualifio - event

# Fair campaigns

Contest launched at IMCAS, one of the world's largest dermatology congresses.

- **Booth with a QR code**
- **10 skincare routines** to win each day

## Objectives:

- Drive **booth engagement**
- Collect **qualified data** via targeted form questions
- Send **targeted emails** to promote Avène's workshop

The image shows a tablet displaying an advertisement for Avène Hyaluron Activ Procedure. The ad features three product bottles: a tube of cream, a large bottle of serum, and a smaller bottle of gel. The text on the screen includes 'EAU THERMALE Avène LABORATOIRE DERMATOLOGIQUE', 'HYALURON ACTIV PROCEDURE', 'DEVELOPPED WITH & FOR AESTHETIC DERMATOLOGISTS', and 'TRY YOUR LUCK & PLAY !'. Below this, there is a section titled 'Play for a chance to win your routine:' followed by 'HYALURON ACTIV PROCEDURE' and a visual representation of the three products with plus signs between them. At the bottom, there is a red button that says 'Participez !'. To the left of the main ad, there is a smaller, yellow-bordered box containing two sets of questions and multiple-choice options.

EAU THERMALE  
**Avène**  
LABORATOIRE DERMATOLOGIQUE

**HYALURON  
ACTIV PROCEDURE**

DEVELOPPED WITH & FOR  
AESTHETIC DERMATOLOGISTS

TRY YOUR LUCK & PLAY !

Play for a chance to win your routine:  
**HYALURON  
ACTIV PROCEDURE**

Participez !

What criterion MOST influences your therapeutic decision in aesthetics today?\*

- ☐ Demonstrated clinical efficacy
- ☐ Long-term tolerance/safety
- ☐ Patient adherence and understanding
- ☐ Required medical time
- ☐ Consistency with a comprehensive preventive approach
- ☐ Patient's emotional expectations

Which of these trade-offs is the most challenging in your aesthetic practice?\*

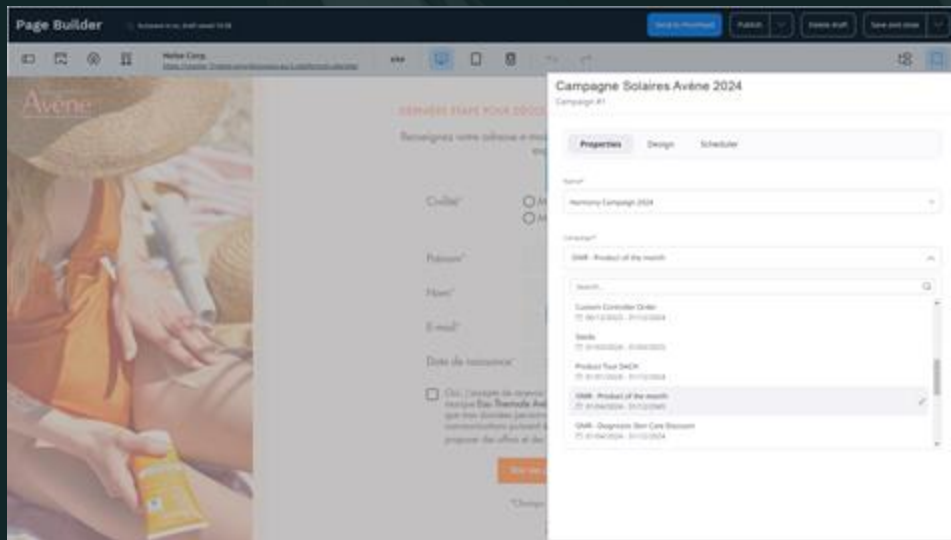
- ☐ Quick results vs long-term safety
- ☐ Patient demand vs biological reality
- ☐ Visible correction vs aging prevention
- ☐ Innovation vs scientific hindsight
- ☐ Clinical performance vs skin tolerance

Pierre Fabre, Qualifio & Ibexa

# Campaign activation

Configuration of campaigns in Qualifio and activation in Ibexa DXP.

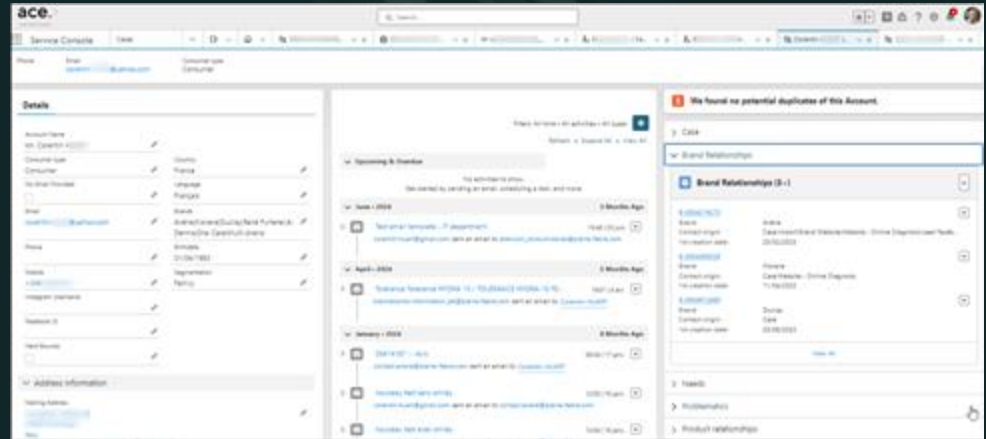
- **Creation of a template** in the CMS enabling teams to independently activate campaigns.
- **Simplification of the process** to collect campaign data and link it to CRM fields.
- With the new **Ibexa Orchestration Platform**, the Qualifio integration will become even simpler.



# Data connection with the CRM

The data collected through Qualifio campaigns is **automatically sent to the Salesforce CRM**.

- Data is transferred via API and a Salesforce <> Qualifio mapping.
- The most relevant data, such as age, gender, needs, or issues, is transmitted to the CRM.
- Other data is exported manually.
- No IT intervention is required in the process.



## Key takeaways



A simple, ergonomic, and feature-rich tool



Good collaboration between internal IT and business teams



Qualifio's adaptability to Pierre Fabre's technical constraints



Smooth synergy between Ibexa and Qualifio



Great support from Qualifio's IT and business teams



Continuous evolution of the tool to simplify processes

# Thank you! Any questions?



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