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

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Pierre Fabre Success Story

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

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Introduction

Constance
Head of Account Management
France

constance@qualifio.com

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

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About Pierre Fabre

10,000
employees

11
brands

43
implementations

130
countries

2.83
billion in revenue

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Main challenge

“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

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

Qualifio by ibexa

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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

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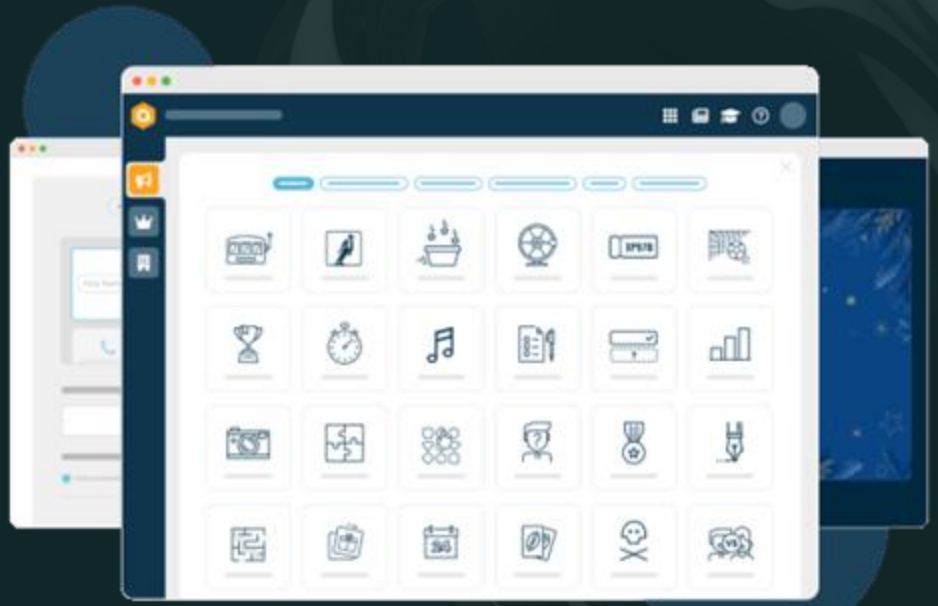
What is Qualifio?

1. **CREATE**
   interactive marketing campaigns

2. **PUBLISH**
   across all your digital channels

3. **COLLECT**
   actionable data from your audience



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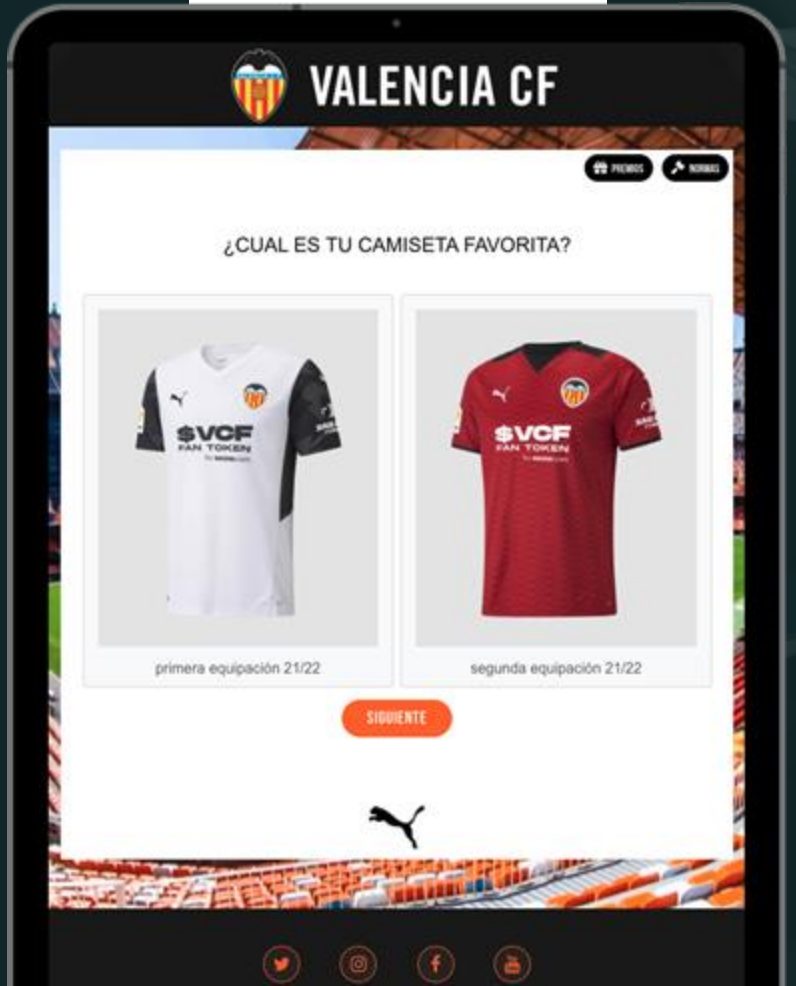
AWARENESS

CONSIDERATION



CONSUMPTION

LOYALTY

Our Collaboration

Pierre Fabre & Qualifio

650+

campaigns created since 2019

6

brands

16

countries included

120

users

Pierre Fabre & Qualifio

Key strengths

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)

Pierre Fabre & Qualifio - newsletter

Advent calendar

Daily prize draw with a gift to be won.

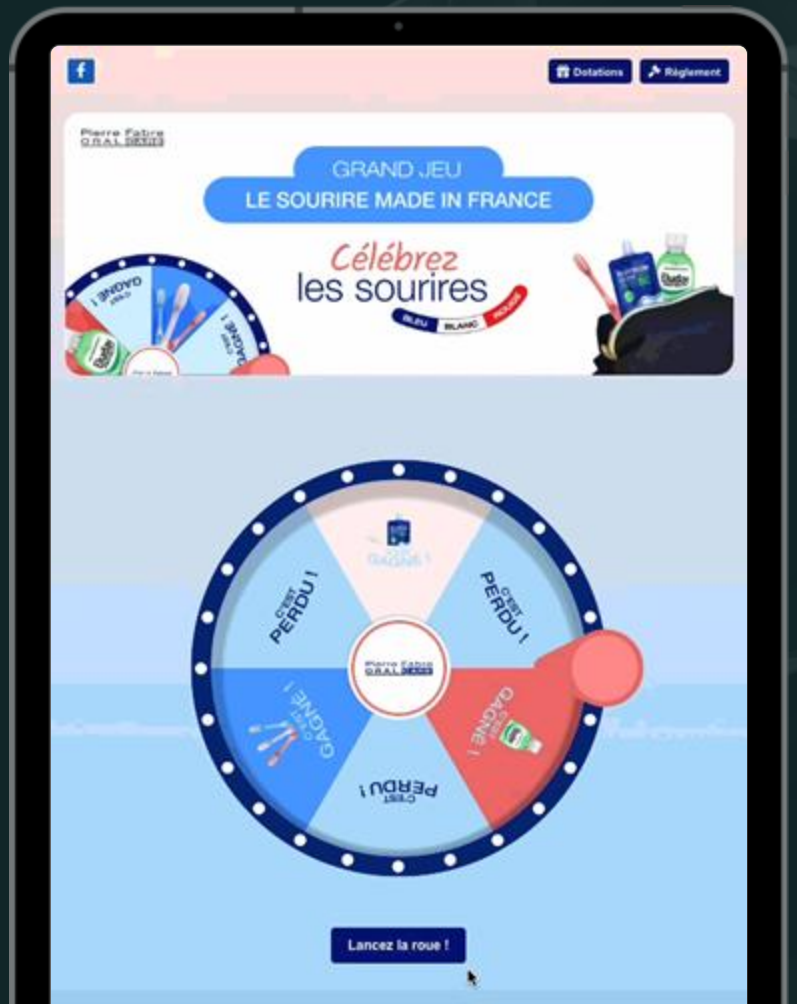
- **Participants complete a data collection form** to enter the daily draw *(first name, last name, email, age, date of birth)*
- **Segmentation questions** before revealing the result:
  - *What does your morning routine look like?*
  - *Where do you usually buy your products?*
  - *What do your hair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

Pierre Fabre & Qualifio - social media

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

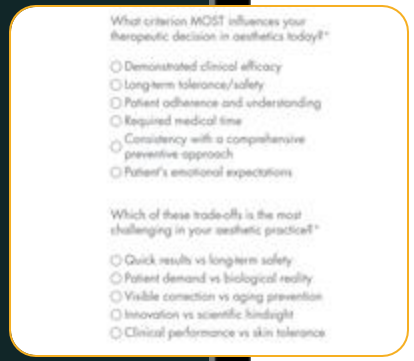
Fair campaigns

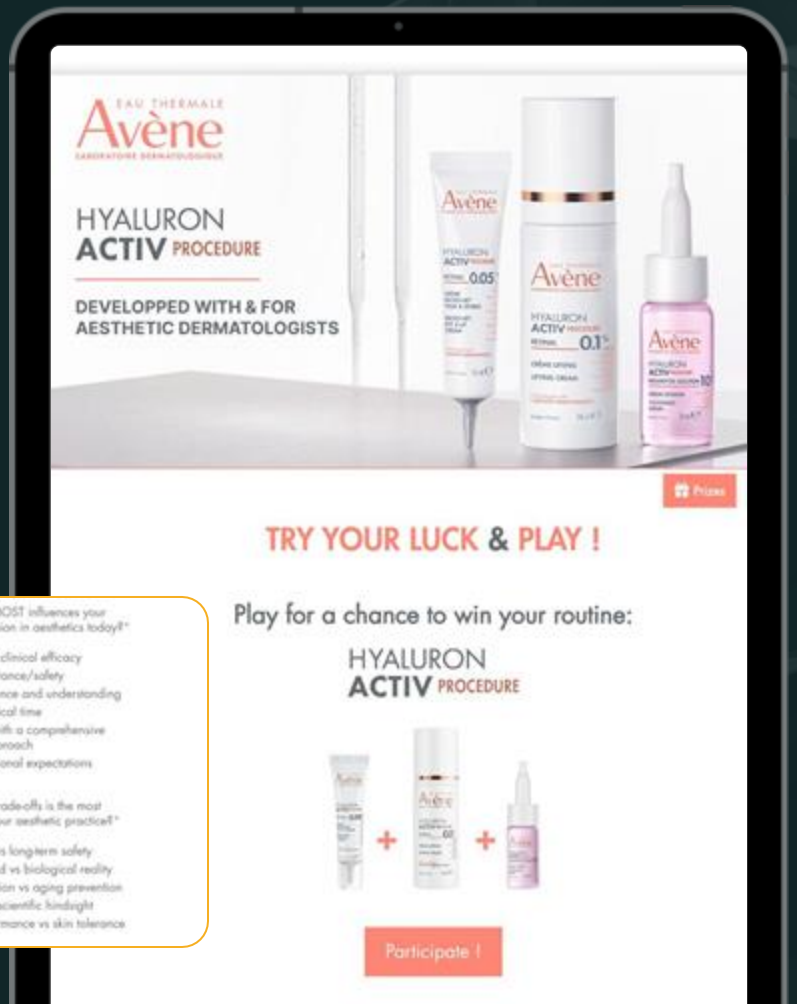
Contest launched at IMCAS, one of the world's largest dermatology congresses.

- **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



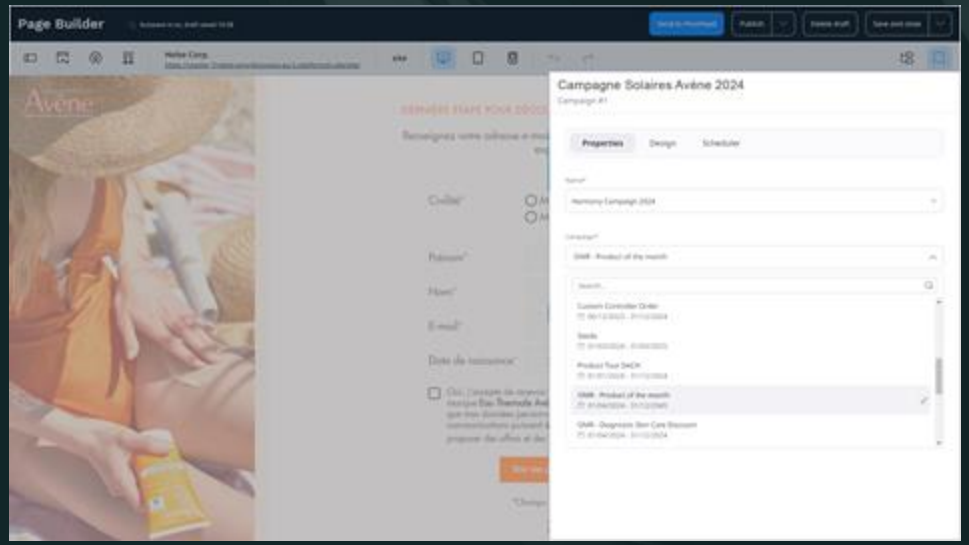


Pierre Fabre, Qualifio & Ibexa

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 t**o collect campaign data and link it to CRM fields.
- With the new **Ibexa Orchestration Platform**, the Qualifio integration will become even simpler.

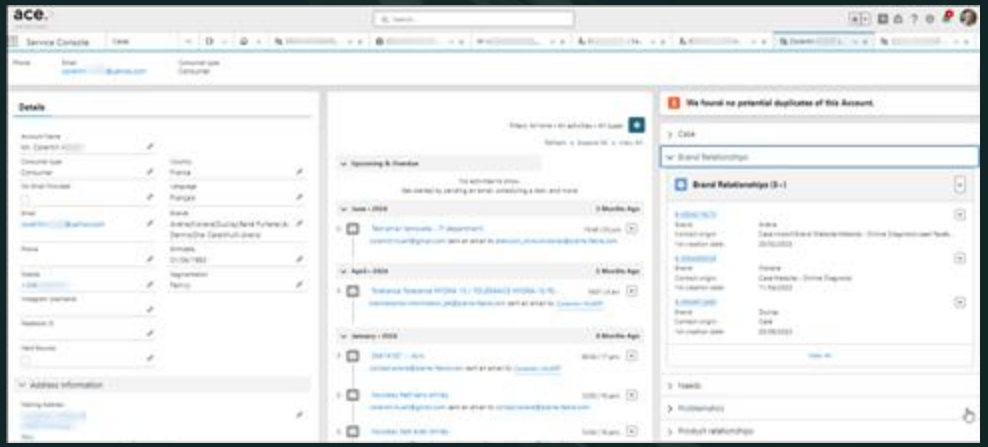


Pierre Fabre & Qualifio

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.



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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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