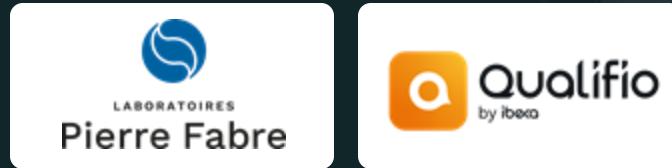


The background of the image features a dynamic, abstract pattern of orange and yellow organic shapes that resemble flowing liquid or stylized feathers. These shapes are layered and overlap, creating a sense of depth and movement. The colors transition from a pale yellow on the left to a vibrant orange on the right. In the center of this background, the word "ibexa" is written in a clean, modern, lowercase sans-serif font. The letters are white with a thin black outline, making them stand out against the warm-toned background.

ibexa



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



Pierre Fabre Success Story

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

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

About Pierre Fabre



10,000
employees



11
brands



43
implementations



130
countries



2.83
billion in revenue

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



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

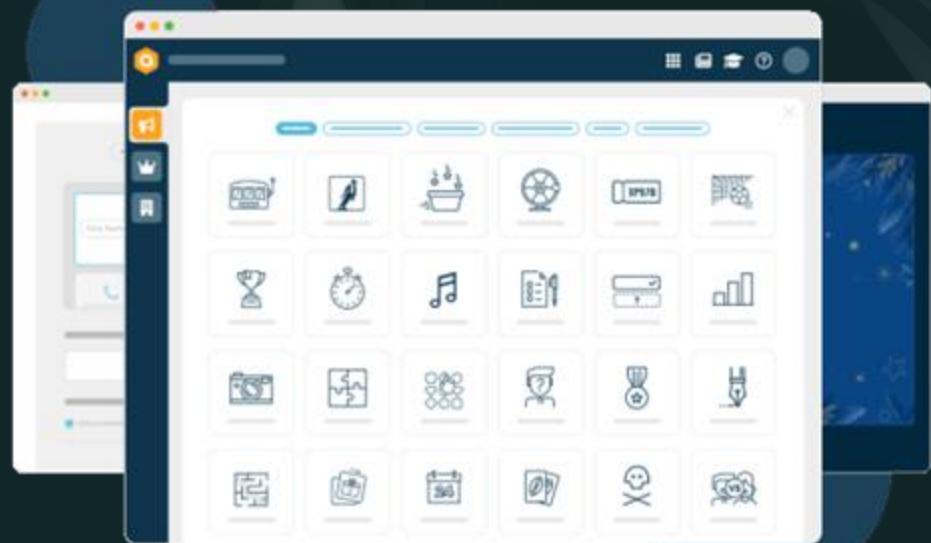
PUBLISH

across all your digital channels

3

COLLECT

actionable data from your audience

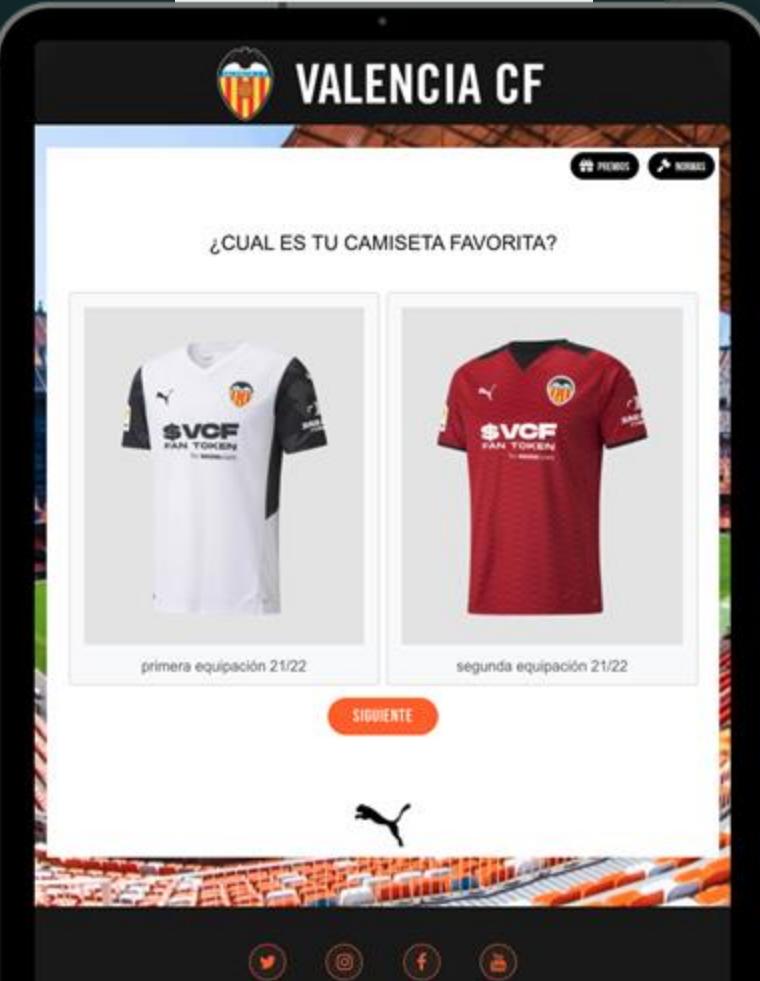


AWARENESS



The Awareness stage features a mobile game interface for NESCAFÉ GOLD. The top navigation bar includes 'Dotations' and 'Règlement'. The main title 'NESCAFÉ GOLD' is displayed in a large, bold, yellow font inside a black circle. Below the title is a challenge: 'Trouvez les paires le plus vite possible avec le moins de clics possible !' (Find the pairs as quickly as possible with the fewest clicks possible!). A timer shows '9.60'. The game board consists of a 3x3 grid of cards. The first two columns show cards with coffee beans, while the third column shows cards with a wooden cabin in a forest. At the bottom of the screen, there is a Nescafé Gold product shot and the slogan 'Un café pour s'évader' (A coffee to escape) next to a pile of coffee beans. The background is a light wood texture.

CONSIDERATION



The Consideration stage features a mobile game interface for Valencia CF. The top navigation bar includes 'PROMOS' and 'NOTICIAS'. The Valencia CF logo is at the top, followed by the text 'VALENCIA CF'. Below this is a question: '¿CUAL ES TU CAMISETA FAVORITA?' (Which is your favorite shirt?). Two shirts are shown: a white 'primera equipación 21/22' (first kit 21/22) and a red 'segunda equipación 21/22' (second kit 21/22). Both shirts feature the 'SVCF FAN TOKEN' logo. A 'SIGUIENTE' (Next) button is at the bottom. The background shows a stadium with spectators. The Puma logo is at the bottom center.

CONSUMPTION

CLARINS

♥ Célébrez la fête des mères avec Clarins ! ♥



LOYALTY

BON PLATS
bon karma

VOTRE
GÉNÉROSITÉ
RÉCOMPENSÉE !

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



Antoine Gilson



Moulinex
Karma expert

Vous avez atteint le plus haut niveau possible !

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

1. Je cumule des points de karma

- +100 pts L'ouverture d'un pot récolte 100 karma
- +100 pts Côté déco, je branche ma récompense de 100 karma à Moulinex
- +100 pts Inscription au programme
- +10 pts Participe à un jeu concours
- +10 pts Partageage d'un avis ou programme
- +10 pts Commentaire à une critique inspirant et positive
- +10 pts Inscription à la newsletter
- +10 pts Participe à une émission de télévision

2. Je découvre mes récompenses assorties à mon niveau

Karma Débutant (100 points)	Karma Apprenti (100 points)	Karma Expert (100 points)
Jouer à la厨	Moulinex Karma	Trophée au sort du Karma

3. Une fois mon niveau atteint, j'accède à ma récompense

Moulinex offre 6 plats pour gâter sa maman en cuisine

- Trophée au sort du Karma
- Jouer au sort d'une fois pour toute et cumuler un grand total

UN BON KARMA ÇA SE CUISINE : À VOUS DE JOUER !

Partez à la découverte de nos recettes mises à jour chaque mois

RECETTES COOKING

NASI DORING



RECETTES COMPAGNIE

SOUPE AUX LÉGUMES CUIRÉS



RECETTES AUTRES PRODUITS

PIZZA DOLCE PARIS à la MANGUE ET AUX NOIX



Our Collaboration

Pierre Fabre & Qualifio



650+

campaigns created
since 2019



6

brands



16

countries included



120

users



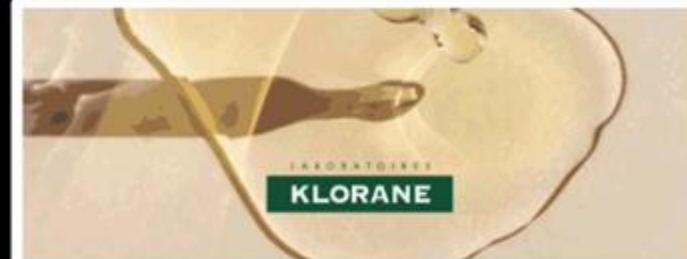
Pierre Fabre & Qualifio

Key strengths

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)



En moins de 5 minutes, vous en saurez plus sur votre peau, ses problématiques ainsi que ses besoins quotidiens pour en prendre soin durablement.

Découvrir ma routine

Advent calendar

Daily prize draw with a gift to be won.

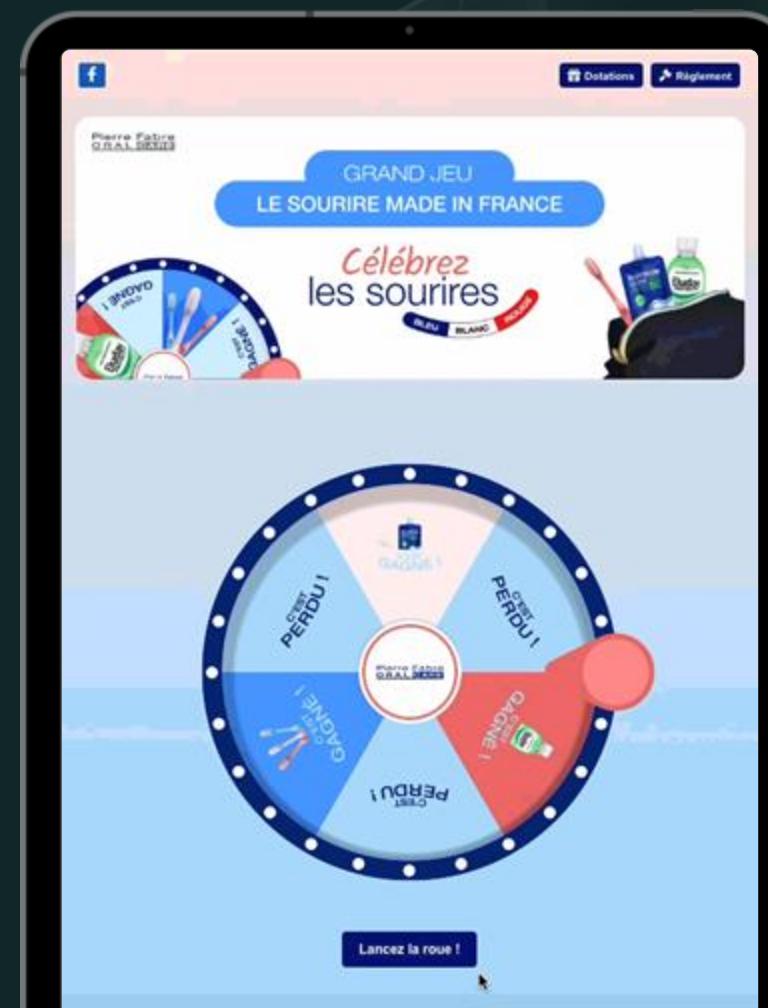
- **Participants complete a data collection form** to enter the daily draw (*first name, last name, email, age, date of birth*)
- **Segmentation questions** before revealing the result:
 - *What does your morning routine look like?*
 - *Where do you usually buy your products?*
 - *What do your hair need 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.



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:

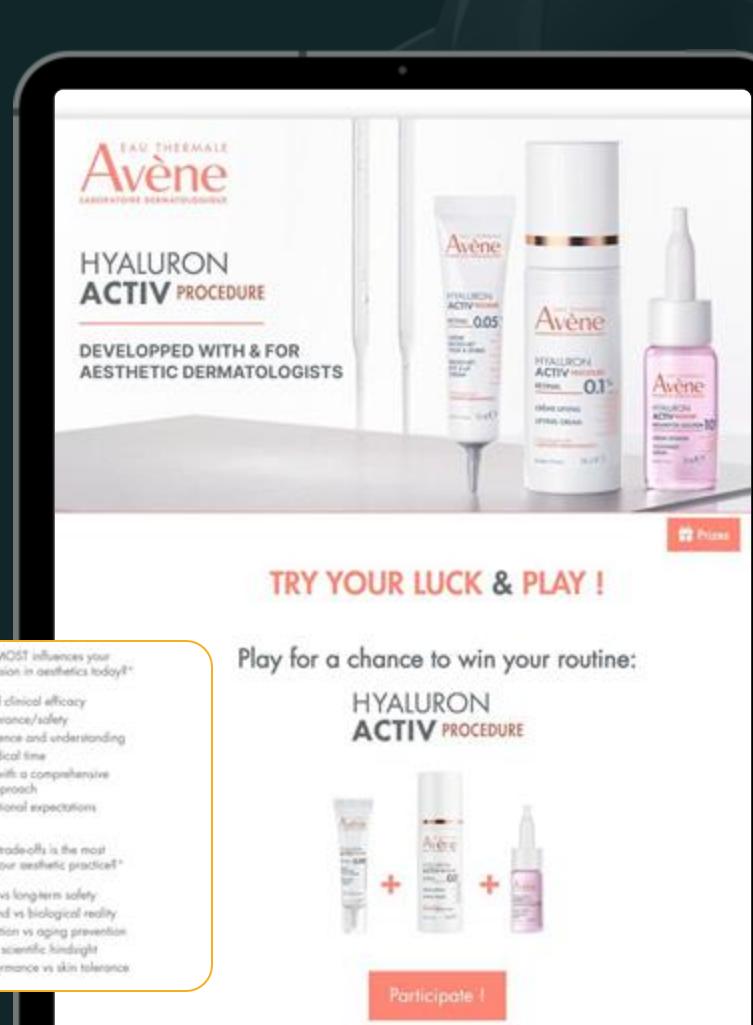
- Drive **booth engagement**
- Collect **qualified data** via targeted form questions
- Send **targeted emails** to promote Avène's workshop

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



TRY YOUR LUCK & PLAY !

Play for a chance to win your routine:

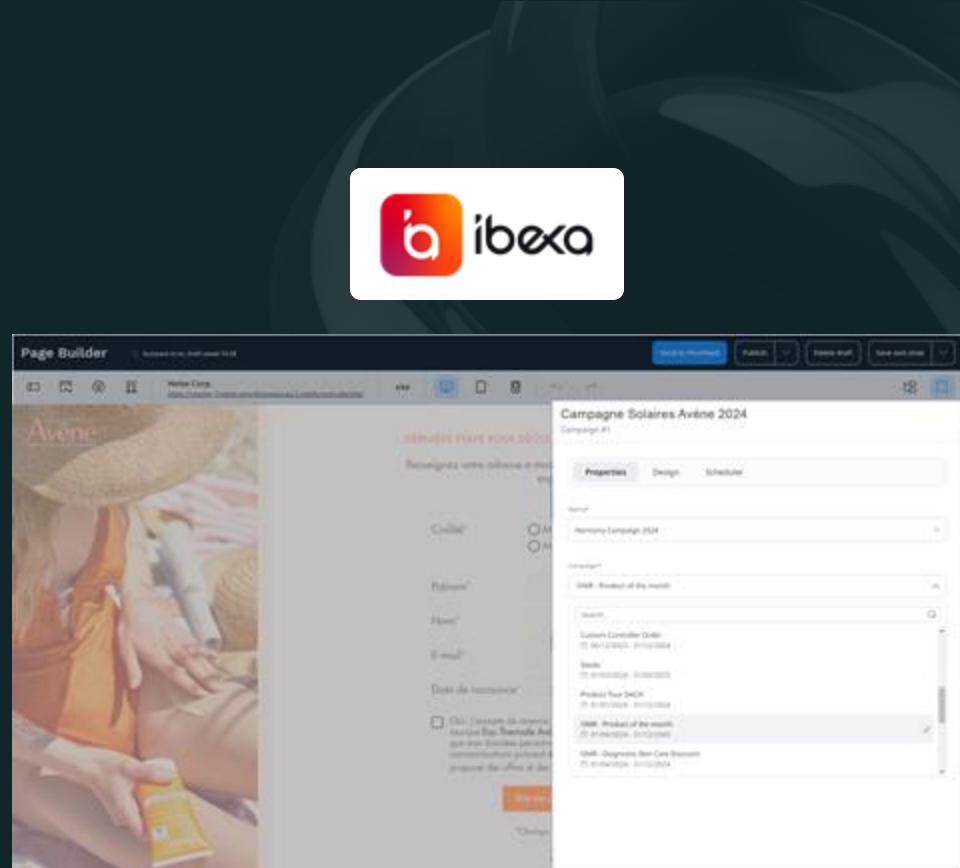
HYALURON ACTIV PROCEDURE

Participate !

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.

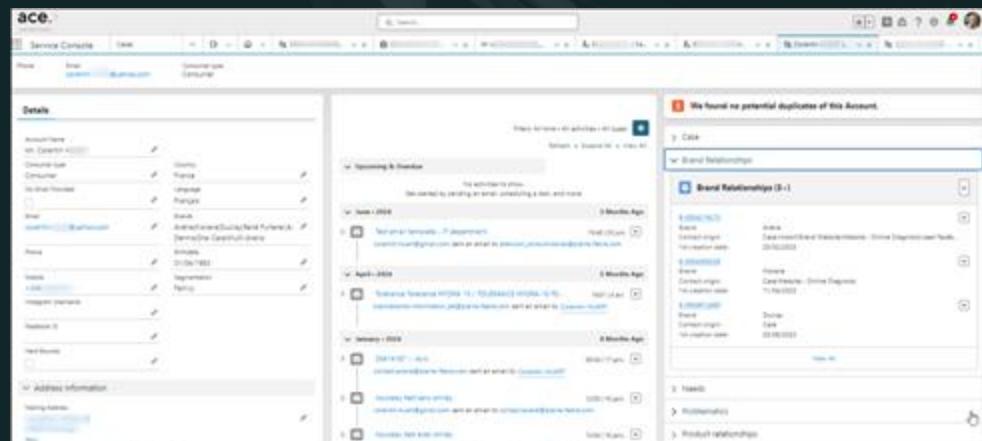


The screenshot shows the Ibexa DXP Page Builder interface. On the left, there is a preview of a page featuring a woman applying Avene skincare products. The main area is a configuration panel for a campaign. The title 'Campagne Solaires Avene 2024' is visible. The configuration includes fields for 'Nom' (Name) set to 'Harmonie Campaign 2024', 'Créateur' (Creator) set to 'Océane', and 'Date de lancement' (Launch date) set to '01/07/2024'. A sidebar on the right lists various campaign items, including 'Produit du mois' (Product of the month) and 'QAH - Diagnostic Skin Care Biomarker'.

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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