



Educating & connecting to Australian shoppers with Shping

Typically, skincare routines are only topical but Australian beauty brand, skinB5 treats acne with both natural topical products and a revolutionary Vitamin B5 based oral supplement. These supplements were the critical first step to getting acne under control; changing daily skin care regimes was the key to getting successful results, and educating people was key to changing behaviour.

About Client

Established in 2006, skinB5 provides highly effectively natural treatment products to eliminate and cure acne fast on the face and all over the body. Their skincare regime includes topical applications such as healing moisturisers and cleansers, but what sets them apart from other treatments is their scientifically formulated supplements developed to control skin oil production, support the immune system, balance hormones, alleviate stress and promote skin renewal.



Scan product barcode with the Shping app

Next generation clear skin.

Glow naturally.
Available at skinb5.com
+ selected pharmacies & health food stores

Scan & learn:
Download the Shping app and scan the barcode to learn more.

- 01** Vitamins. Scientifically formulated to actively clear your skin. Vitamin B5, vitamin A, zinc, folic acid & biotin. Australian made.
- 02** Cleanser. Gently cleanses and hydrates skin. Contains Vitamin B5, Vitamin A, Zinc, Folic Acid & Biotin.
- 03** Moisturiser. Hydrates and soothes skin. Contains Vitamin B5, Vitamin A, Zinc, Folic Acid & Biotin.

Decrease Congested Skin Pores | Enhance Immunity | Reduce Symptoms of Stress | Promote Skin Repair | Australian Made

*Extra Strength Tablets may assist in the treatment of acne. Always read the label. Use only as directed and if symptoms persist consult your healthcare practitioner.

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Our core customers are young millennials, so we are always looking for innovative tools and platforms to deliver our educational product information to them effectively.

The Shping app meets our criteria because firstly it meets young savvy consumers' needs to easily access product information quickly in the palm of their hands. It allows us to build a direct line of communication with our customers across the globe as well as meeting our internal policy to reduce wastes by significantly reducing our reliance on printed brochures to communicate to consumers in stores.

Judy Cheung-Wood, skinB5 CEO



The Problem

Most acne treatments are purely 'topical' which generally involves putting creams with harsh chemicals on one's face. skinB5's point of difference is their easy, everyday 3-step program including a supplement to tackle acne from within.

Without direct contact to communicate this process to their customers, it was difficult to ensure they followed the routine as prescribed. Taking the daily supplement at recommended dosage is vital to the customer achieving excellent results.

The Solution

skinB5 approached Shping to facilitate a direct-to-consumer engagement campaign to educate their existing customers and prospective customers on how best to use their products to successfully tackle acne breakouts including blackheads and whiteheads.

Shping is a consumer engagement platform that encourages shoppers to research and interact with products before they buy in-store. Once a customer scans a product barcode, it initiates a direct channel for brands to continue to connect and engage with customers on a one-on-one basis.

With a great pool of video resources on hand, skinB5 could tell a compelling story about natural skin care treatment, but also educate consumers on the best way to use their products. SkinB5 created a series of videos that guided the shopper from potential buyer all the way through to expert user and product advocate.

Using the Shping app's lifecycle marketing tool, skinB5 also created a journey that scheduled targeted messages triggered by the initial product scan up until it was time to reorder (for skinB5, this cycle is 3 months).

The key objective for their communication plan was to highlight their key differentiator of creating healthy skin from the inside out, all the while educating and motivating customers to finish the 3-month program where the full results would be achieved.

As well as encouraging consumers to research their product information, this campaign prompted customers to write reviews, follow their social channels, visit their website and watch videos. Each action was powered by Shping's blockchain based rewards program that supercharged the level of engagement.

An added bonus to encourage ongoing use and interactions with skinB5, the Shping rewards program is a simple and intuitive user experience where all earned rewards can be simply converted to cash and transferred to the user's nominated bank account.



of users
watched a video



10¢

Cost
per view



of users wrote
a review



15¢

Cost
per review



of users clicked
to follow a
social network



5¢

Cost
per social
follow

The Results

With education key success, skinB5 heavy use of video to inform was well justified. Of unique users who scanned their products, **39.40%** watched a video. Each product page featured several videos, and users typically watched 1.6 videos. Their supplement video was the most watched video (**41%** of all views), followed by their step program (**25%** of all views). It's important to note that these are completed views (with audio). Unlike other platforms, the videos do not auto play on mute, instead, the user must trigger the play button and watch the video in full to qualify for the reward and completed view. The cost per view was AUD\$0.10, which is for completed views only. If the user partially watched the video, there was no charge.

Products reviews play an important role in education. As research continues to show people trust online reviews as much as they do recommendation from friends and families. The appeal is that they get real-life examples of how to use the product and what works for the individual. skinB5 were able to support their videos with genuine reviews from users. **23%** of users who scanned their products also left reviews for other customers and the cost per review was only AUD\$0.15.

One of the by-products of this campaign is that skinB5 were able to build an audience of qualified leads they could reach out to for future communication and reminders. skinB5 now has direct access to communicate with the unique users who scanned their products. These users have already taken the step to research the product on their own accord, so are more likely to purchase in future. They also clicked onto social pages, further growing those communities - **14.42%** clicked to follow on Instagram, another **14.42%** clicked to follow on Facebook while **9.62%** clicked to subscribe to YouTube, with the cost per social follow at AUD\$0.05.

For more information
about Shping, contact:

Joel Stevenson: Joel@shping.com