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**Lotus Campaign
Weekly Report**



2016 Lotus Re-push Campaign Summary

Campaign Period	11st Mar – 30st Apr
Campaign Objective	Retain Lotus existing customers; Recruit Lotus new customers from Fresh existing customers and prospects
Target	2015 total customers & 2015 Kiss campaign prospects & 2015 Lotus campaign prospects
Mechanism	(a) GWP 1: Purchase Lotus eye cream, get rose mask 4ml * 2 (b) GWP 2: Purchase Rose mask + lotus eye cream/lotus lotion, get peony mask 4ml+ floral water 15ml (c) GWP 3: Rose mask+ lotus lotion + eye cream, get Floral water 15ml + Peony Essence 2ml+ Soy cleanser 4ml (d) Prospects can get free samples Face Cream 2ml + Eye Cream 1.5ml
Sending Date	Pre-sales: 11 th Mar – MMS 1 st Wave: 18 th March – MMS 2 nd Wave: 1 st Apr – MMS 3 rd Wave: 22 nd Apr – SMS Top 1000: DM or DM+MMS



Campaign Background

Sending group

Group No.	Name	Selecting Criteria	CRM Strategy	
G1	Lotus Lovers	Active; Purchased Lotus Collection	Retention	G1 is the most valuable segment to promote Lotus NPD and should be inspired with education of Lotus collection
G2	Rose Lovers	Active; Purchased Rose Collection	Acquisition	Rose lovers have high potential to purchase Lotus and can be motivated by offers with Rose products
G3	Lip Lovers	Active; Purchased Lip Collection	Acquisition	Lip has high link-sell with lotus products. Therefore, lip lovers can be communicated with combining effect of Lip and Lotus
G4	Fresh Lovers	Active; Have purchased any Fresh products	Acquisition	Fresh lovers have high brand loyalty and can be encouraged with entry offer
G5	Lotus Prospects	Redeemed Lotus samples before; Have NOT purchased anything in Fresh	Acquisition	G5 has shown their interests in Lotus before and should be encouraged again with Lotus offers
G6	Kiss Prospects	Participated in kiss campaign before; Have NOT purchased anything in Fresh	Acquisition	G6 has shared similar targeted audience (College students, young generation) with Lotus campaign and should be emphasized with free lotus offers
G7	Uncommitt ed	Inactive	Branding	Consider if we need to reactivate this group according to the budget



Campaign Background

Communication Schedule

Tasks				March			April				
Group No.	Name	Volume	Status	11 (Friday)	18 (Friday)	25 (Friday)	1 (Friday)	6 (Wednesday)	15 (Friday)	22 (Friday)	29 (Friday)
G1	Lotus Lovers			Msg 1 + Offer 1				Msg 1 + Offer 1		Reminder 1	
G2	Rose Lovers				Msg 2 + Offer 2			Msg 2 + Offer 2		Reminder 2	
G3	Lip Lovers				Msg 3 + Offer 3			Msg 3 + Offer 3		Reminder 3	
G4	Fresh Lovers				Msg 4 + Offer 4			Msg 4 + Offer 4		Reminder 5	
G5	Lotus Prospects			Msg 5 + Offer 5				Msg 5 + Offer 5		Reminder 5	
G6	Kiss Prospects			Msg 6 + Offer 6				Msg 6 + Offer 6		Reminder 6	
G7	Uncommitted				Msg 7 + Offer 7			Msg 7 + Offer 7		Reminder 7	

Wave 1 (MMS)

Wave 2 (MMS)

Wave 3 (SMS)



Summary of Lotus Campaign

FACTS

CRM KPI

- **Customer Base:** total **customer base increased by 12.8%**, new customers, converted customers and existing customers increased by 11.55%, 3.4%, **32%**, respectively.
- **Value Contribution:** AUS (1,706) and AUP (3.99) stayed steady, with increased transaction# (7,119 versus 6,327, +12.5%) partly benefited from increased customer base, **total value contribution (transaction # * AUS) increased by 11.6%**.
- **SKU recruitment penetration:** Lotus lotion saw 42% decrease of new customer recruitment compared to last year. **Lotus cream saw 5% increase**, a great performance improvement. Last week the percentage was +3%, the week before April 18th, the percentage was -8%.

Sample Bounce Back Rate

- **Brand Purchase:** G4 (Fresh lovers) surpassed KPI by 1.22%, G7 has also achieved KPI, while G1, G2, G3 have not achieved KPI. **G5 (Lotus prospects) saw 1.38% brand purchase, a big achievement.**
- **Lotus Purchase:** G2 (Rose Lovers), G3 (Lip Lovers), G4 (Fresh Lover) saw comparable Lotus Collection purchase. Customers who made brand purchase but no Lotus collection purchase mostly went for Rose, Sugar Lip and BT collection (G1, G2, G4, G6, G7). To mention specifically, **G3 (Lip lovers), G5 (Lotus Prospects) and G6 (Kiss Prospects) were also interested in Soy collection.**
- **Redemption:** Redemption rate was especially high in G5, followed by G3 and G6. However, **we did not see much value contribution, neither brand purchase nor lotus purchase in G6 (Kiss Prospects).** G5 may not show much interest in Lotus collection.

TO DO

CRM Strategy

- Replenishing the stock did improve the overall performance, Re-pushing through SMS notification, and strengthening counter BA education would still be suggested.

Sample Strategy

- Kiss Prospects may need to be excluded from prospects



Summary of Lotus Campaign

FACTS

GWP Performance

- **GWP:** Overall, GWP 1 generally receives highest popularity(0.22% for GWP1 versus <0.02% for GWP2 &3). GWP1 was especially popular in G1 (Lotus Lovers), with a percentage of 0.63%.

SKU Penetration

- **Overall Performance:** Lotus cream is still the star product, with 0.48% penetration rate. In the last several week, eye cream showed higher SKU penetration than eye gel. This week eye cream showed slightly lower penetration than eye gel (0.14% versus 0.15%), possibly because summer is coming, consumer may prefer lighter eye care products.
- **Group Preference:** G3 (Lip lovers) still saw relatively low Lotus eye cream penetration(0.12%). G4 (Fresh Lovers) showed least interest in Lotus lotion.

DM Performance in G1

- DM+MMS saw the highest Lotus purchase rate, more than twice the other two groups (5.6% versus 2.6% for "DM" group and 2.45% for "MMS" group) .

Link Sell

- Top 3 high-link products: Rose Floral Toner, Rose Face Mask and Soy Face Cleanser.

TO DO

Recommendation Strategy

- Considering re-push the eye cream in G3 (Lip Lovers) and Lotus lotion in on G4 (Lip Lovers).
- The coming summer may be a good season to re-push eye lotion

Communication Strategy

DM + MMS could be a best choice to touch high-value customers.

Utilized Link Sell

- Use Rose Floral Toner to drive the sales for Lotus collection.



CRM KPI
Period: 2016.Mar.11 ~ Apr.30

	Y2016					Y2015				
	Customer #	%	Transaction#	AUS	AUP	Customer #	%	Transaction#	AUS	AUP
Lotus New customer	4,346	62%	4,413	1,755	4.13	3,896	63%	3,956	1,788	4.05
Brand existing yet converted into Lotus	1,427	20%	1,454	1,550	3.51	1,380	22%	1,414	1,589	3.61
Existing Lotus Customer	1,202	17%	1,252	1,705	4.02	910	15%	957	1,663	3.91
Lotus Total	6,975		7,119	1,706	3.99	6,186		6,327	1,720	3.92

CRM KPI

- **Customer Base:** total customer base increased by 12.8% , new customers, converted customers and existing customers increased by 11.55%, 3.4%, 32%, respectively.
- **Value Contribution:** AUS (1,706) and AUP (3.99) stayed steady, with increased transaction# (7,119 versus 6,327, +12.5%) partly benefited from increased customer base, total value contribution (transaction # * AUS) increased by 11.6%.
- **TO DO:** Replenishing the stock did improve the overall performance, Re-pushing through SMS notification, and strengthening counter BA education would still be suggested.



SKU recruitment penetration in Lotus New customers

		Y2015		Y2016		
Product ID	Name	Customer#	Rate%	Customer#	Rate%	Difference%
H00000572	馥蕾诗睡莲舒缓眼部凝露	804	21%	813	19%	1%
H00002669	馥蕾诗睡莲滋润活颜面霜	2660	68%	2805	65%	5%
H00002862	馥蕾诗睡莲滋润赋活乳液	1042	27%	601	14%	-42%
H00003254	馥蕾诗睡莲滋润活颜眼霜			860	20%	
		3,896		4,346		12%

SKU recruitment penetration

- Lotus lotion saw 42% decrease of new customer recruitment compared to last year.
- **Lotus cream saw 5% increase**, a great performance improvement. Last week the percentage was +3%, the week before April 18th, the percentage was -8%.



Sample Bounce Back Rate
 Group 1, 5, 6 Period: 2016.Mar.11 ~ Apr.30(7 Weeks)
 Group 2, 3, 4, 7 Period: 2016.Mar.18 ~ Apr.30(6 Weeks)

Customer Group		Volum e	Brand Purch ase	Brand Purch ase Rate %	KPI Target Brand Purch ase Rate % Est.	Lotus Colle ction Purch ase	Lotus Colle ction Purch ase Rate %	Rede em	Rede mptio n %	GWP 1 Purch ase	GWP 1 Purch ase Rate %	GWP 2 Purch ase	GWP 2 Resp onse rate%	GWP 3 Purch ase	GWP 3 Resp onse rate%	Lotus Eye Crea m Purch ase	Lotus Eye Crea m Purch ase Rate %	Lotus Crea m Purch ase	Lotus Crea m Purch ase Rate %
G1	Lotus Lovers	25,901	2,164	8.35%	9%	650	2.51%	72	0.28%	163	0.63%	12	0.05%	6	0.02%	111	0.43%	416	1.61%
G2	Rose Lovers	38,862	2,103	5.41%	7%	359	0.92%	74	0.19%	105	0.27%	18	0.05%	4	0.01%	75	0.19%	208	0.54%
G3	Lip Lovers	21,223	953	4.49%	5%	169	0.80%	392	1.85%	47	0.22%	4		1	0.00%	26	0.12%	98	0.46%
G4	Fresh Lovers	20,839	880	4.22%	3%	166	0.80%	40	0.19%	58	0.28%	4	0.02%			38	0.18%	103	0.49%
G5	Lotus Prospects	2,031	28	1.38%	/	3	0.15%	387	19.05%	2	0.10%					1	0.05%	1	0.05%
G6	Kiss Prospects	1,374	2	0.15%	/			19	1.38%										
G7	Uncommitte d	83,052	973	1.17%	1%	176	0.21%	40	0.05%	47	0.06%	4	0.00%			26	0.03%	103	0.12%
Total		193,282	7,103	3.67%		1,523	0.79%	1,024	0.53%	422	0.22%	42	0.02%	11	0.01%	277	0.14%	929	0.48%

Sample Bounce Back Rate

- **Brand Purchase:** G4 (Fresh lovers) surpassed KPI by 1.22%, G7 has also achieved KPI, while G1, G2, G3 have not achieved KPI. **G5 (Lotus prospects) saw 1.38% brand purchase, a big achievement.**
- **Lotus Purchase:** G2 (Rose Lovers), G3 (Lip Lovers), G4 (Fresh Lover) saw comparable Lotus Collection purchase. Customers who made brand purchase but no Lotus collection purchase mostly went for Rose, Sugar Lip and BT collection (G1, G2, G4, G6, G7). To mention specifically, **G3 (Lip lovers), G5 (Lotus Prospects) and G6 (Kiss Prospects) were also interested in Soy collection.**
- **Redemption:** Redemption rate was especially high in G5, followed by G3 and G6. However, **we did not see much value contribution, neither brand purchase nor lotus purchase in G6 (Kiss Prospects).** G5 may not show much interest in Lotus collection.
- **GWP:** Overall, GWP 1 generally receives highest popularity(0.22% for GWP1 versus <0.02% for GWP2 &3). GWP1 was especially popular in G1 (Lotus Lovers), with a percentage of 0.63%.
- **TO DO:** Kiss Prospects may need to be excluded from prospects



Customer Purchase other collection
Group 1, 5, 6 Period: 2016.Mar.11 ~ Apr.30 (7 Weeks)

Group		Collection	customer#	rate%
group1	Lotus Lovers	玫瑰 Rose	651	43%
		Sugar Lip	494	33%
		红茶系列BLACK TEA CATEGORY	434	29%
group2	Rose Lovers	玫瑰 Rose	776	44%
		Sugar Lip	525	30%
		红茶系列BLACK TEA CATEGORY	516	30%
group3	Lip Lovers	Sugar Lip	290	37%
		玫瑰 Rose	238	30%
		大豆 Soy	202	26%
group4	Fresh Lovers	红茶系列BLACK TEA CATEGORY	260	36%
		玫瑰 Rose	227	32%
		Sugar Lip	204	29%
group5	Lotus Prospects	Sugar Lip	13	52%
		大豆 Soy	6	24%
		玫瑰 Rose	6	24%
group6	Kiss Prospects	Sugar Lip	1	50%
		玫瑰 Rose	1	50%
		大豆 Soy	1	50%
group7	Uncommitted	玫瑰 Rose	305	88%
		Sugar Lip	265	33%
		红茶系列BLACK TEA CATEGORY	231	29%

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- G1(Lotus lovers), G2(Rose lovers) and G7(uncommitted) mostly went for Rose collection
 - G3(Lip lovers), G5(Lotus prospects) mostly went for Sugar Lip collection
 - G4(Fresh lovers) mostly went for Black Tea collection.
- Customer purchase mostly went for Rose, Sugar Lip and BT collection (G1, G2(Lotus Prospects) and G6 (Kiss Prospects) were also interested in Soy



Purchase KPI – SKU Penetration
 Group 1, 5, 6 Period: 2016.Mar.11 ~ Apr.30(7 Weeks)
 Group 2, 3, 4, 7 Period: 2016.Mar.18 ~ Apr.30(6 Weeks)

					KPI		Lotus SKU Penetration			
Customer Group		Volume	Lotus Purchase	Lotus Purchase Rate %	Lotus AUS	Lotus AUP	Lotus Eye Gel	Lotus Lotion	Lotus Cream	Lotus Eye Cream
G1	Lotus Lovers	25,901	650	2.51%	610	1.43	0.46%	0.40%	1.61%	0.43%
G2	Rose Lovers	38,862	359	0.92%	509	1.20	0.15%	0.14%	0.54%	0.19%
G3	Lip Lovers	21,223	169	0.80%	483	1.14	0.15%	0.13%	0.46%	0.12%
G4	Fresh Lovers	20,839	166	0.80%	511	1.20	0.16%	0.09%	0.49%	0.18%
G5	Lotus Prospects	2,031	3	0.15%	393	1.00			0.05%	0.05%
G6	Kiss Prospects	1,374								
G7	Uncommitted	83,052	176	0.21%	504	1.17	0.05%	0.03%	0.12%	0.03%
Total		193,282	1,523	0.79%	549	1.29	0.15%	0.12%	0.48%	0.14%

SKU Penetration

- **Overall Performance:** Lotus cream is still the star product, with 0.48% penetration rate. In the last several week, eye cream showed higher SKU penetration than eye gel. This week eye cream showed slightly lower penetration than eye gel (0.14% versus 0.15%), possibly because summer is coming, consumer may prefer lighter eye care products.
- **Group Preference:** G3 (Lip lovers) still saw relatively low Lotus eye cream penetration (0.12%). G4 (Fresh Lovers) showed least interest in Lotus lotion.
- **TO DO:** Considering re-push the eye cream in G3 (Lip Lovers) and Lotus lotion in on G4 (Lip Lovers).
- The coming summer may be a good season to re-push eye lotion



Purchase KPI – DM Performance in G1
Group 1, 5, 6 Period: 2016.Mar.11 ~ Apr.30(7 Weeks)

							KPI		Lotus SKU Penetration			
Customer Group		Customer Group with Comms Channel		Volume	Lotus Purchase	Lotus Purchase Rate %	Lotus AUS	Lotus AUP	Lotus Eye Gel	Lotus Lotion	Lotus Cream	Lotus Eye Cream
G1	Lotus Lovers	G1-1	DM	500	13	2.60%	465	1.08	0.60%	0.40%	1.60%	0.00%
		G1-2	DM + MMS	500	28	5.60%	521	1.23	1.40%	1.20%	3.00%	1.00%
		G1-3	MMS	24,901	609	2.45%	617	1.45	0.43%	0.39%	1.58%	0.43%
		Total		25,901	650	2.51%	610	1.43	0.46%	0.40%	1.61%	0.43%

DM Performance in G1

- DM+MMS saw the highest Lotus purchase rate, more than twice the other two groups (5.6% versus 2.6% for "DM" group and 2.45% for "MMS" group)
- TO DO:** DM + MMS could be a best choice to touch high-value customers to drive Lotus purchase. DM only may not be a good choice for communication.



Purchase KPI – GWP Performance
 Group 1, 5, 6 Period: 2016.Mar.11 ~ Apr.30(7 Weeks)
 Group 2, 3, 4, 7 Period: 2016.Mar.18 ~ Apr.30(6 Weeks)

			Purchase GWP 1 (HG04014070) Purchase Lotus eye cream, get rose mask 4ml * 2					Purchase GWP 2 (HG04014071) Purchase Rose mask + lotus eye cream/lotus lotion, get peony mask 4ml+ floral water 15ml				
Customer Group		Purchased	Cust.	Transaction	Sales Amount	AUS	AUP	Cust.	Transaction	Sales Amount	AUS	AUP
G1	Lotus Lovers	25,901	163	165	200,640	1,216	3.04	12	12	23,070	1,923	4.42
G2	Rose Lovers	38,862	105	107	137,290	1,283	2.94	18	18	28,680	1,593	3.44
G3	Lip Lovers	21,223	46	46	47,900	1,041	2.65	4	4	7,330	1,833	4.75
G4	Fresh Lovers	20,839	57	58	68,980	1,189	2.60	4	4	7,580	1,895	4.50
G5	Lotus Prospects	2,031	1	1	400	400	1.00					
G6	Kiss Prospects	1,374										
G7	Uncommitted	83,052	47	47	70,925	1,509	3.70	4	4	6,740	1,685	4.00
Total		193,282	419	424	526,135	1,241	2.98	42	42	73,400	1,748	4.00

			Purchase GWP 3 (HG04014072) Rose mask+ lotus lotion + eye cream, get Floral water 15ml + Peony Essence 2ml+ Soy cleanser 4ml				
Customer Group		Purchased	Cust.	Transaction	Sales Amount	AUS	AUP
G1	Lotus Lovers	25,901	6	6	14,710	2,452	6.33
G2	Rose Lovers	38,862	4	4	5,030	1,258	3.25
G3	Lip Lovers	21,223	1	1	1,430	1,430	3.00
G4	Fresh Lovers	20,839					
G5	Lotus Prospects	2,031					
G6	Kiss Prospects	1,374					
G7	Uncommitted	83,052					
Total		193,282	11	11	21,170	1,925	4.91

GWP Performance

- **GWP:** Overall, GWP 1 generally receives highest popularity(0.22% for GWP1 versus <0.02% for GWP2 &3). GWP1 was especially popular in G1 (Lotus Lovers), with a percentage of 0.63%



Link Sell

Product Name	QTY	link%
Lotus Cream	4,465	
ROSE FLORAL TONER	1,514	33.9%
SOY FACE CLEANSER	1,048	23.5%
ROSE HYDRATING FACE SERUM	833	18.7%
ROSE FACE MASK	786	17.6%
Sugar Lip Treatment ++ / Advanced Therapy	538	12.0%
BT AGE DELAY INFN	443	9.9%
BLACK TEA INSTANT PERFECTING MASK	433	9.7%
LOTUS EYE CREAM	404	9.0%
SUGAR FACE POLISH	377	8.4%
ROSE GEL CREAM	355	8.0%

Product Name	QTY	link%
Lotus Lotion	1,026	
ROSE FLORAL TONER	290	28.3%
SOY FACE CLEANSER	234	22.8%
LOTUS FACE CREAM	220	21.4%
ROSE FACE MASK	190	18.5%
ROSE HYDRATING FACE SERUM	174	17.0%
Sugar Lip Treatment ++ / Advanced Therapy	111	10.8%
BT AGE DELAY INFN	105	10.2%
LOTUS EYE CREAM	101	9.8%
SUGAR FACE POLISH	91	8.9%
LOTUS EYE GEL	77	7.5%



Link Sell

Product Name	QTY	link%
Lotus Eye Cream	1,344	
LOTUS FACE CREAM	404	30.1%
ROSE FLORAL TONER	400	29.8%
SOY FACE CLEANSER	293	21.8%
ROSE FACE MASK	291	21.7%
ROSE HYDRATING FACE SERUM	241	17.9%
ROSE GEL CREAM	184	13.7%
Sugar Lip Treatment ++ / Advanced Therapy	168	12.5%
BLACK TEA INSTANT PERFECTING MASK	162	12.1%
SUGAR FACE POLISH	143	10.6%
BT AGE DELAY INFN	112	8.3%

Product Name	QTY	link%
Lotus Eye Gel	1,327	
ROSE FLORAL TONER	314	23.7%
SOY FACE CLEANSER	292	22.0%
LOTUS FACE CREAM	244	18.4%
ROSE FACE MASK	225	17.0%
BLACK TEA INSTANT PERFECTING MASK	198	14.9%
ROSE HYDRATING FACE SERUM	189	14.2%
SUGAR FACE POLISH	157	11.8%
Sugar Lip Treatment ++ / Advanced Therapy	145	10.9%
ROSE GEL CREAM	143	10.8%
BT AGE DELAY INFN	118	8.9%

Link Sell

- Top 3 high-link products: Rose Floral Toner, Rose Face Mask and Soy Face Cleanser.