





T O N D E S T I N T ' A P P A R T I E N T

Before Christmas, AXE tested the complementarity of its copy between **Facebook** and TV. The objective was to increase the amount of sales on their Christmas limited edition gift packs. In order to measure the real sales impact of their Facebook campaign, Axe decided to work with **MarketingScan**.

**AXE**®

# Market Test, by MarketingScan

Investing a part of their communication budget on Facebook lead to incremental sales



+ 20%

of sales (volumes and units sold) on their Media Plan integrating Facebook VS their 100% TV Media Plan



*“MarketingScan allowed us to measure the impact on sales of a change in the Facebook/TV mix media in order to optimize our communication strategy and investments.*

*Thanks to its unique media test platform,*

*MarketingScan is able to modify media broadcasting in localized areas.*

*Indeed, we could easily modify pressures delivered on TV and Facebook to highlight the best media mix for the required target that optimizes our sales.”*

*Anne-Gabrielle Dangu – Media & CRM Director - Unilever*

**AXE®**