



LE LABO CASE STUDY

The Company New Strategic Solution Generate Significant Performance



Objectives

Over the years, the Le Labo team has entrusted Revel with growing its international business by opening the program up across three international domains, paid search run across 5 countries, and paid Instagram advertising across 20 countries and 10 languages throughout North America, EMEA, and APAC regions.



Challenges

The Le Labo team desired international growth while keeping a unified brand cohesion and identity. This partner also needed to be quick with changes to each market's cultural needs (i.e. Ramadan, or more recently the coronavirus impact) and able to make nimble ad and budget modifications to reflect these by geography. The Le Labo team chose to grow their digital program with Revel rather than an Estee Lauder (parent company) preferred or local market preferred agencies because they desired a strategic partner with specialized focus in their areas of need.

OUR BENEFITS

Benefits One

116% Increase In New Users Post-International Launch

Benefits Two

81% Increase In Revenue Post-International Launch

Benefits Three

93% Increase In Orders Post-International Launch

Benefits Four

72% Increase In International Orders Post-International Launch



Solutions

Revel partnered closely with the Le Labo Fragrances team on an international strategy aimed at supporting each geographic market's unique needs. Objectives leveraged include ecommerce conversion-driving, brand awareness, store traffic, and email lead generation. Revel works hand-in-hand with the Le Labo team on obtaining brand-approved translations on all non-English ads, relevant audience lists (i.e. store customer lists), and local market pulse (i.e. interests, behaviors, cultural nuances).