

CAMPAIGN COMPLETION REPORT

St Ives Apricot scrub testing

03 Nov 2019 – 26 Nov 2019

Date of Completion	26 Nov 2019
Total number of samples	837
Number of samples dispensed	5
Number of ratings	1
Average rating	10.0
Number of open ended reviews	1
Users who answered feedback questions	
Net Promoter score	
Clicks on BUY NOW	

USER PROFILE



100.00%

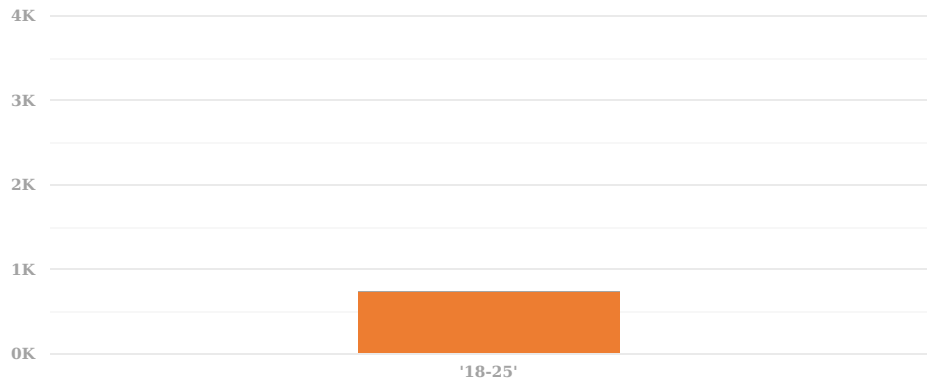


0.00%

Unknown
0.00%

GENDER WISE DISTRIBUTION

■ Unkown ■ Male ■ Female



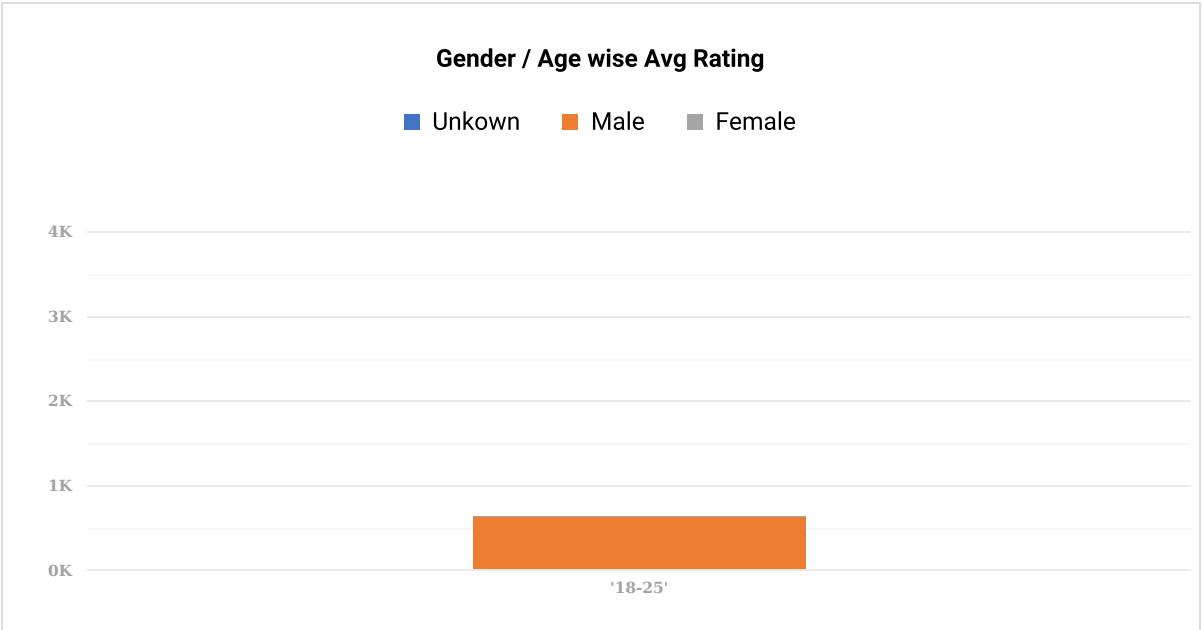
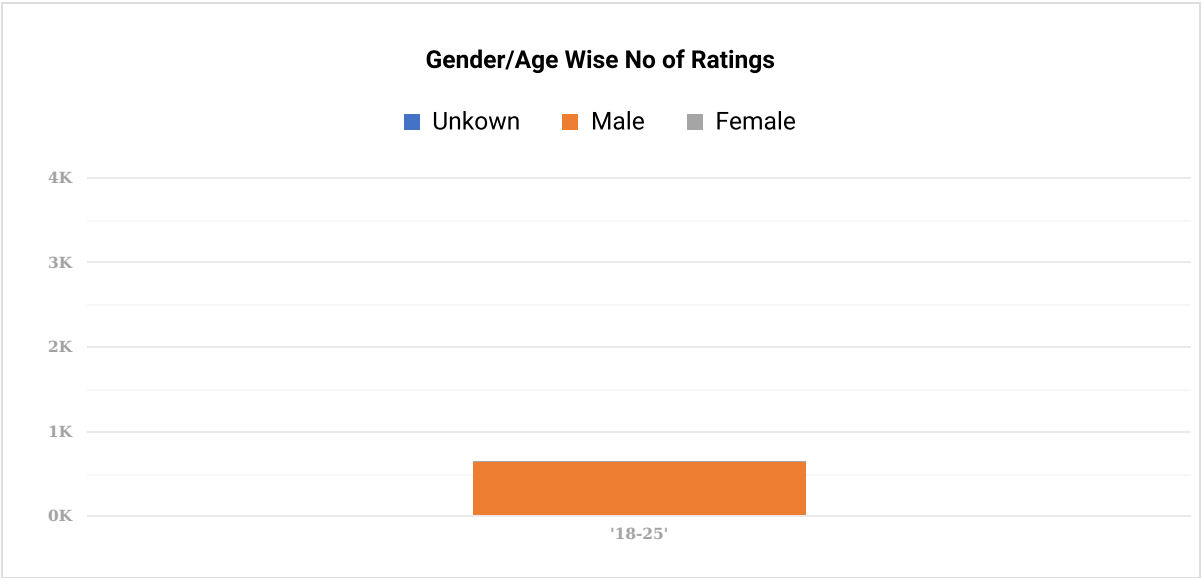
Gender	Age Bracket	Count
Male	18-25	1
	Total	1

USER JOURNEY VIA PAGE

39	5	2
SMS	App	Messenger

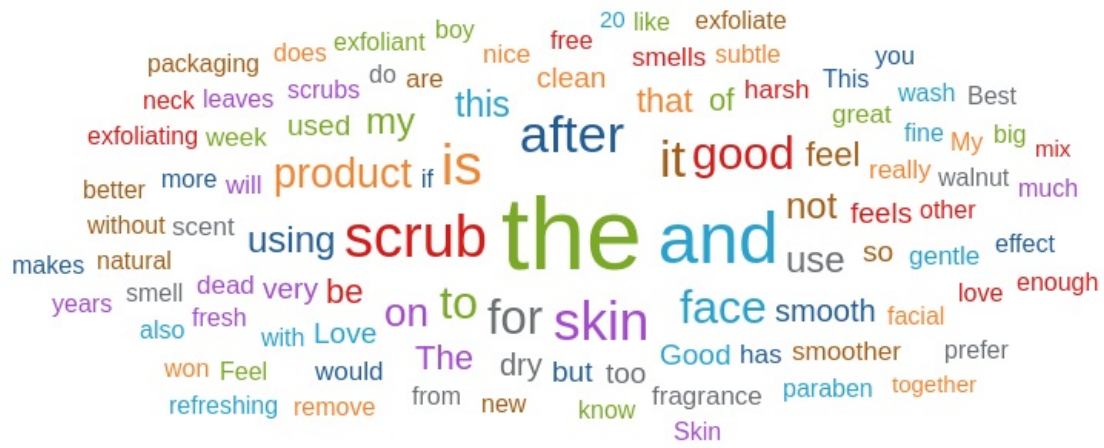
	Users without Consent	Users with Consent
Number of mobile phones	33	11
Number of email ids	11	8
Number of facebook ids	1	1

RATINGS AND REVIEWS



FEEDBACK QUESTIONS ALL USERS

Question	Response	Count
My skin feels brighter and glowy after using the St Ives face scrub.	Yes	2
Would you recommend St. Ives Face Scrubs to your friends and/or family?	I would!	2



ALL USERS WHO RATED 1 TO 6

