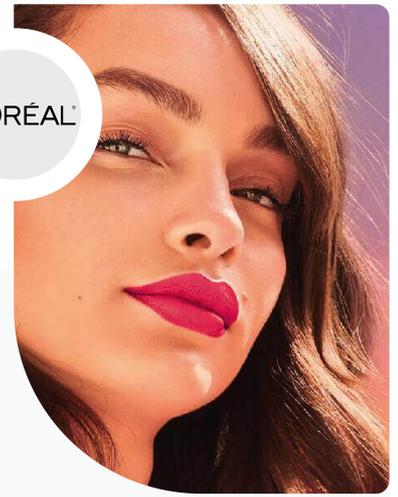


L'Oreal

L'Oreal is the world's largest cosmetics company. It includes 36 brands and provides products in categories that include hair color, skin care, sun protection, make-up, perfume, and hair care.

L'ORÉAL



Region: **Europe**

Countries: **150**

Industry: **Consumer goods**

Employees: **86,000+**

Number of brands: **36**

Revenue: **€29.87 billion**

L'Oreal needed to understand the desires of their clients and speak the same language as them. They realized that traditional research methods had limitations in terms of how they affected participants and the answers that they provided.

Challenges:

- Limitations of traditional research methods (pressure on respondents and readymade answers);
- Getting access to a large scope of honest opinions shared by customers in a natural online environment;
- Finding new influencers for collaboration, including those who already love and buy the brand;
- Monitoring the results of the marketing campaigns.



Challenge accepted!

Results:

- ✓ Received feedback about new and updated products;
- ✓ Discovered words that customers used to praise the products;
- ✓ Adjusted customer communication strategy;
- ✓ Got valuable insights that were then used for further research;
- ✓ Conducted competitor analysis.

"YouScan`s key advantages as a social media monitoring system: easy-to-understand and quick interface, automatic sentiment detection feature, the ability to analyze vast amounts of mentions, interactive and clickable graphs that are initially built into the system, as well as mention search via visual analysis." - Marina Tarandiuk, a Marketing Research Specialist at L`Oreal.