



Case Study: Chella Professional Skin Care

Challenge:

Chella Professional Skin Care is a young company in the skin care industry that wanted to increase brand awareness and product usage. The company conducts research and makes a high-end line of skin care products that targets females age 35 and older.

Solution:

Adfusion provided a way for Chella to inform online readers about their scientific research and their products using a consumer-friendly medium. Articles were developed that spoke to the target demographic by focusing on the issue of skin care and the importance of maintaining a youthful appearance. The call to action offered the reader a free sample of the featured product so they could experience it for themselves.

Results:

The results have been astounding, with many readers signing up for the free trial. Because the subject for the campaign was of high interest and the demographic was broad, the articles were published on a variety of Web sites including MSNBC.com, Time.com and WNBC.com. Chella continues to increase its Adfusion investment each month and the volume of readers and conversions continues to grow.

Chellá[®]
Say hello to beautiful skin

"Nothing else we have ever done has compared to the success we have seen with Adfusion. It's better than other affiliates in the marketing world. Some of the volumes we've seen we have been surprised by. I would recommend Adfusion to anyone who is running a B to C campaign."

Chris Kolodziejki
Founder and Owner,
Chella Professional Skin Care