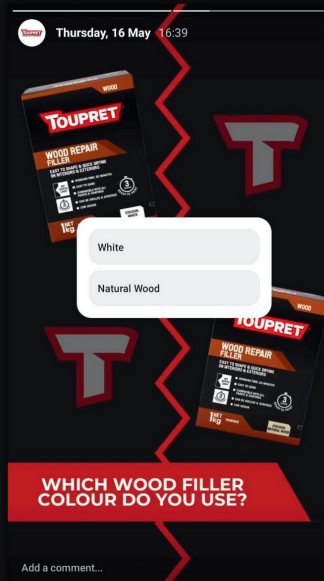
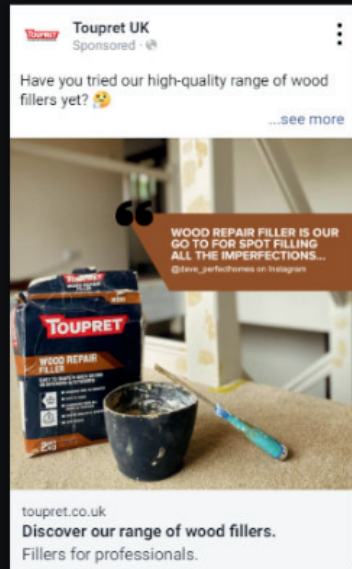
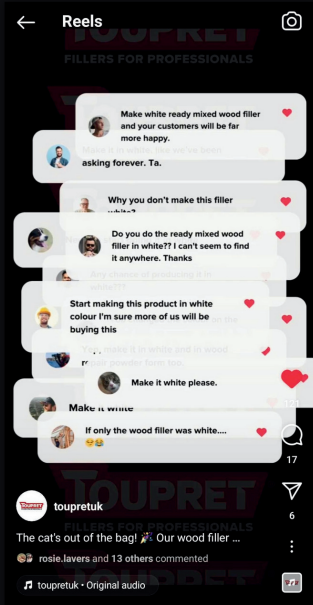


FROM FEEDBACK TO FINISH: THE POWER OF COMMUNITY IN TOUPRET UK'S PRODUCT INNOVATION

Toupret UK's Wood Filler range extension campaign demonstrates how customer feedback can drive product innovation, effective marketing and sales growth.



RESULTS

6,456% ROI

24% increase in Wood Filler range sales (4% over target)

58k engagements (46% over target)

142k professionals reached (37% over target)

161% increase in website traffic to Wood Filler range pages



JACKIE MORGAN
Marketing Director - UK, Ireland & ANZ



“Our campaign, devised with the expertise of Social Firefly, exceeded all expectations for KPIs, beautifully showcasing our new and existing Wood Filler products. We’re incredibly proud of the campaign’s success, which not only resonated with our professional community but also drove a significant increase in sales. A big thanks to everyone involved!”