

Spotlight.

The INKEY List: Using AI to deepen consumer relationships.

The INKEY List is an award-winning skincare brand - born out of the belief that 'better knowledge powers better decisions'. Founded in 2018 by Colette Laxton and Mark Curry, the brand's key principle is to support customers throughout the skincare journey. By answering questions, giving advice and offering product suggestions, The INKEY List helps people to make informed, confident purchasing decisions.

The INKEY List's post-campaign results Jan - June 2022:

Connection Driver

+6%



Performance Driver

+7%



Value for Money Driver

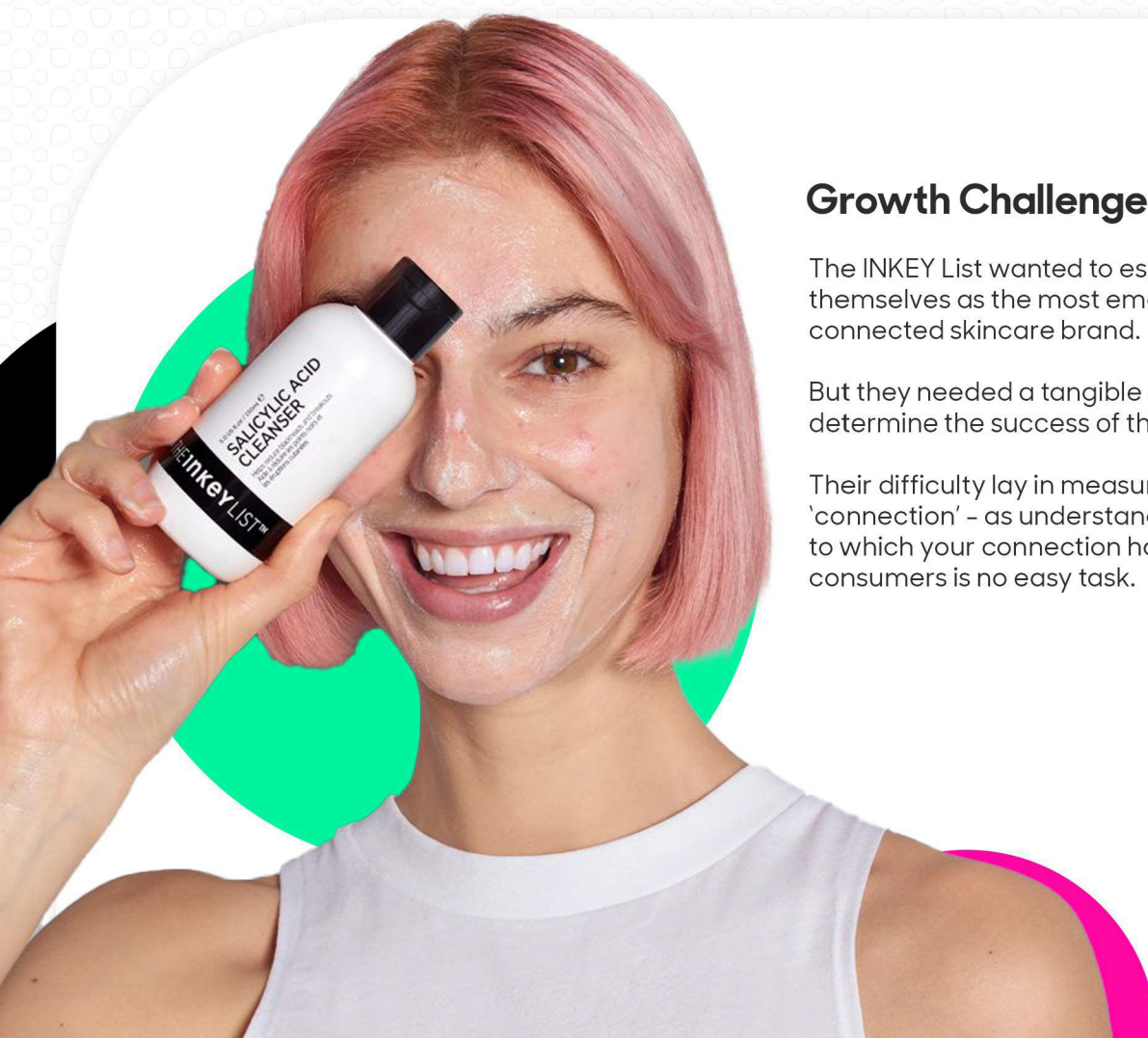
+10%



'I would say ProQuo is literally our brand team's 'ride or die'. Every decision we make in Marketing goes through ProQuo first.'

THE **inkey** LIST™

Colette Laxton
CEO and Co-Founder
| **The INKEY List**



Growth Challenge

The INKEY List wanted to establish themselves as the most emotionally connected skincare brand.

But they needed a tangible way to determine the success of this strategy.

Their difficulty lay in measuring 'connection' - as understanding the extent to which your connection has grown with consumers is no easy task.

Then they said Hello to ProQuo AI.

Enter, ProQuo AI – a live Brand Management platform – which gives The INKEY List intimate access into the thoughts and feelings of their consumers.

What's unique about ProQuo is that it can measure the strength of the relationship between a brand and its consumers, everyday. This is what originally drew The INKEY List to the platform, as with ProQuo the brand can see whether their connection with consumers is growing, declining or remaining steady, all in real-time.

This level of granularity has benefited The INKEY List brand, helping them to know whether their strategies are working, what specific marketing activities are contributing to their growth, and what to do in the future to build on this.



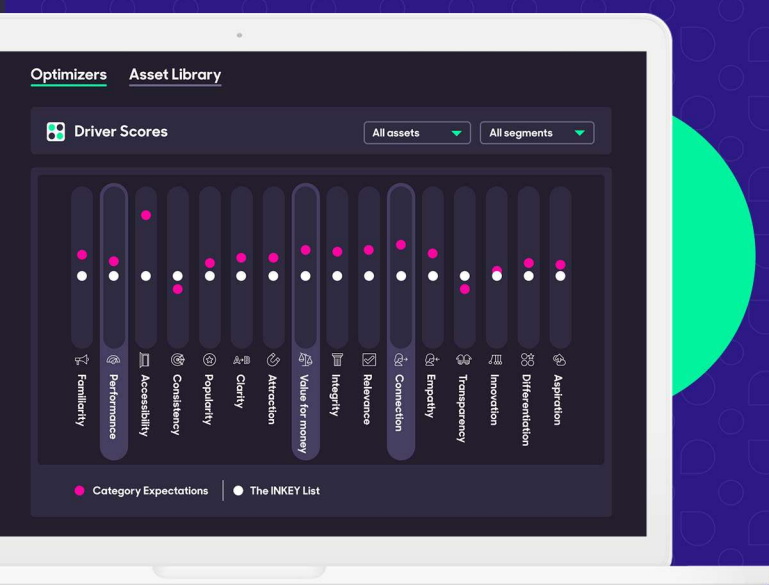
Using ProQuo to understand the playing field

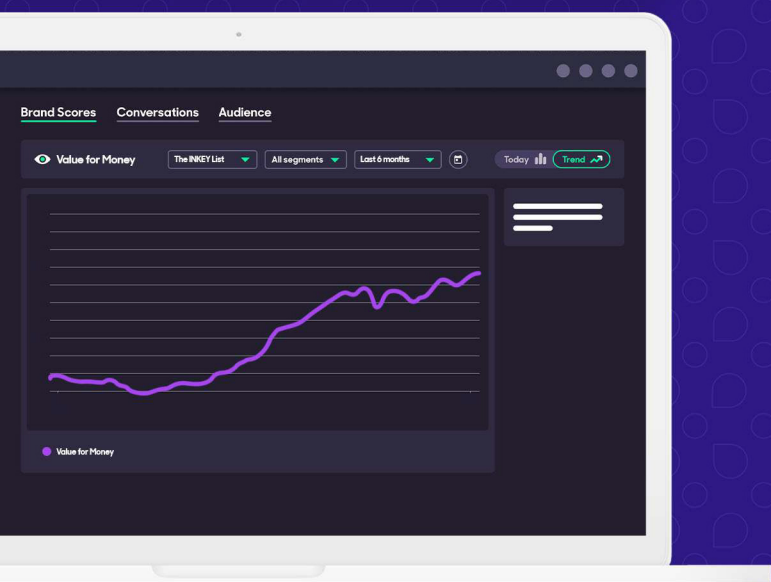
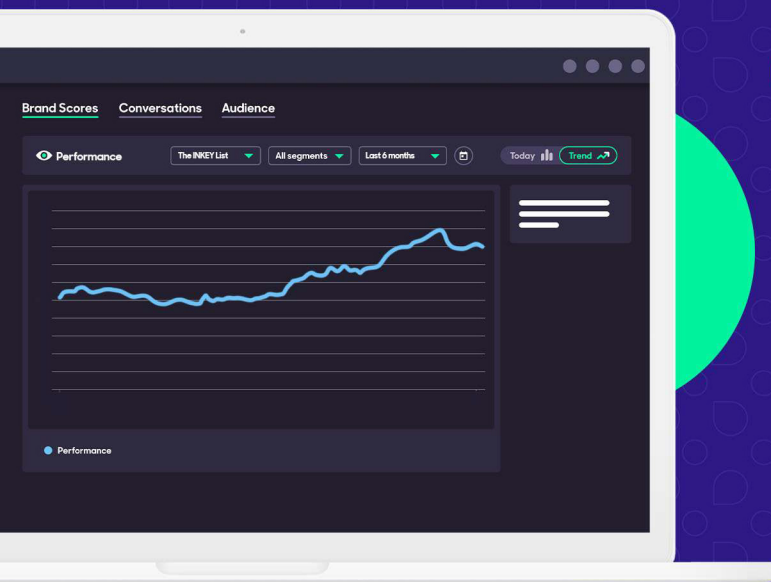
"If you want to future proof a brand you need to understand the drivers of why it's working. Before ProQuo, a lot of this thinking came from our gut. But as we matured, we knew we needed a better solution to understand our role in the category and to identify what was resonating with consumers."

Colette Laxton | CEO and Co-Founder

The INKEY List used ProQuo's 16 Driver framework to assess the landscape of their category, identifying what was most important to their consumers and finding out where their brand was falling behind versus the competition.

From ProQuo's data, they surfaced two key Drivers of focus that would help them to achieve their goal of building a stronger connection with their audience. These were; Performance (whether your product does what it says it will) and Value For Money (if your product is worth the price you charge). Monitoring the Connection Driver was naturally key too, but The INKEY List needed to first land the category table stakes before they could build on their emotional connection with consumers.





Using ProQuo to inform strategic direction

"Your consumer is different in different platforms and channels, so old school methods just won't cut it anymore. We use ProQuo's live platform to go a layer deeper – to gain a holistic understanding of the category, uncover the nuances of our audience and stay alert to changes as they happen."

Colette Laxton | CEO and Co-Founder

After identifying Drivers of focus, The INKEY List used the ProQuo platform to refine their strategy – ensuring it accounted for the context surrounding their consumer. The macro trend affecting the category at the time was inflation, and ProQuo's data reflected this.

Over the last 6 months, they could see category expectations increasing on ProQuo in their two focal Drivers, Performance and Value for Money. This reflected the shifts consumers were making. With less money to spend, people were motivated more by the rational benefits of products – valuing affordable products that worked well, over emotionally-seductive products.

Using ProQuo to secure ROI

"ProQuo makes proving ROI so much simpler."

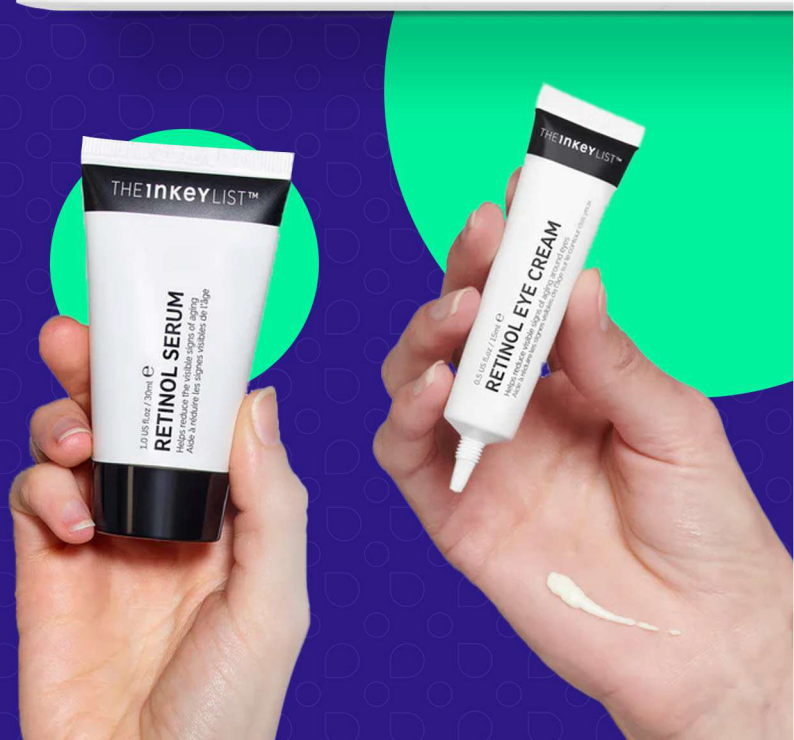
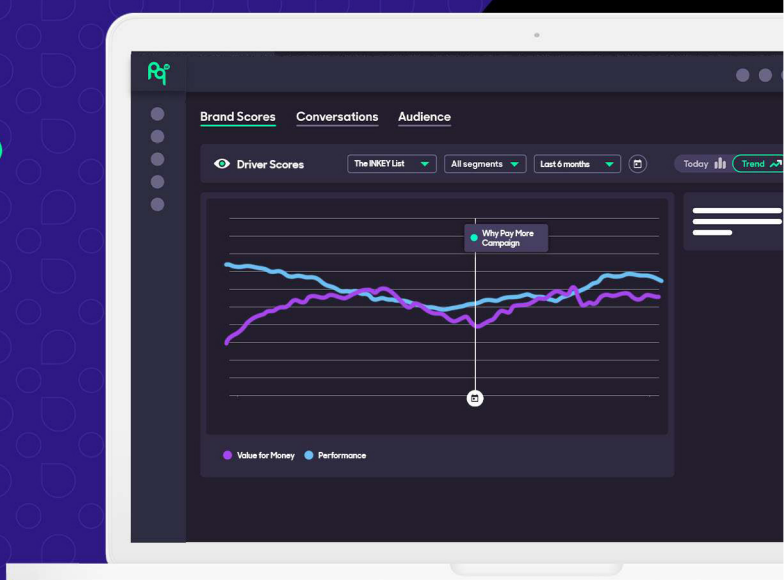
Colette Laxton | CEO and Co-Founder

Using ProQuo's data, The INKEY List created a campaign titled, 'Why Pay More'. The mission was to grow consumer connection by educating consumers on what was in the products they buy.

Intent was to help the consumer unpack the ingredient list, so that people could select the right ingredient at the right level for their skincare need. This played on both focal Drivers, as it demonstrated the quality of their products but also showcased their Value For Money, as why pay more if every product is made up of the same components? By launching a campaign to show they understood the rational needs of their consumers, the brand was laying the foundations for long-term emotional connections.

ProQuo's always-on monitoring helped the brand to prove the impact of this campaign, as they could clearly see their Driver Scores rising above the category's after the campaign took place.

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Want to grow like The INKEY List?

Say hello to us