



Loyalty as a strategic pillar: the Aboca way

Paris, September 2024

Loyalty as a strategic pillar: the Aboca way

01

**From opportunity
to advocacy**

Different levels of
brand loyalty

02

**Aboca Life
case history**

Objectives, strategy and
characteristics

03

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case history**

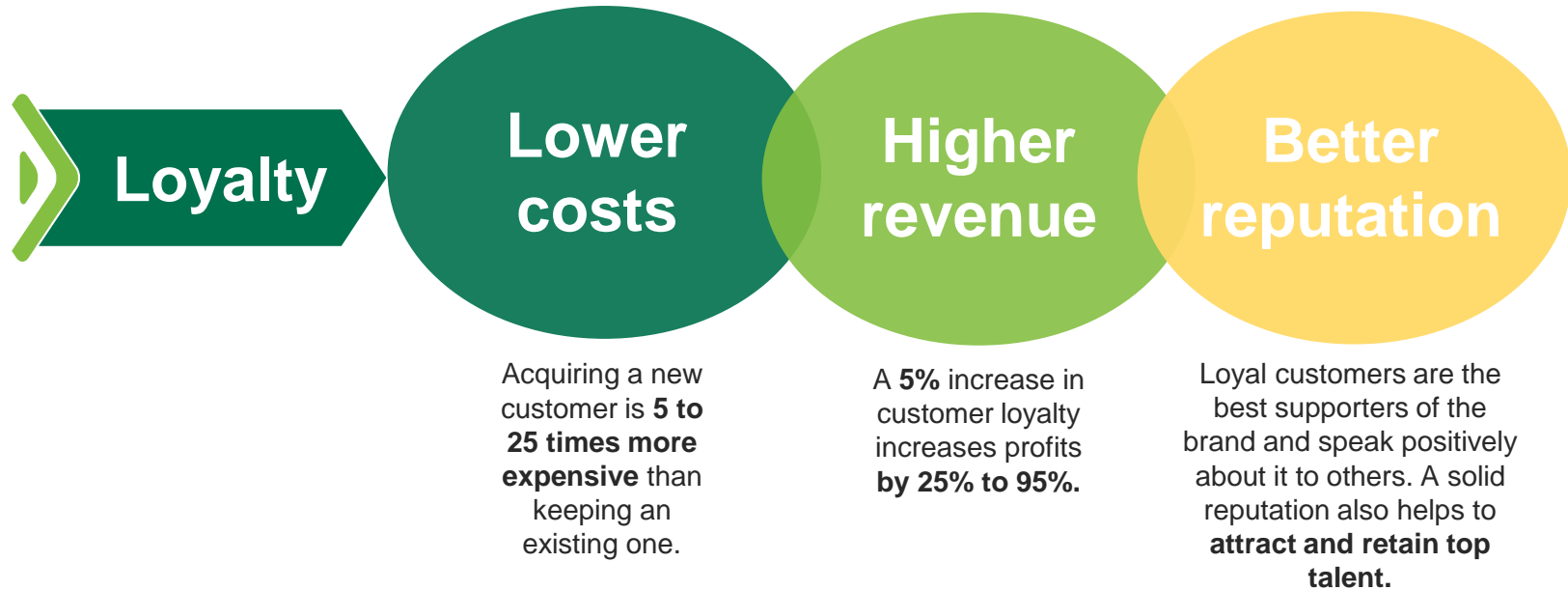
Main results

01

FROM OPPORTUNITY TO ADVOCACY

Different levels of brand loyalty

Why is loyalty a fundamental pillar of successful companies?



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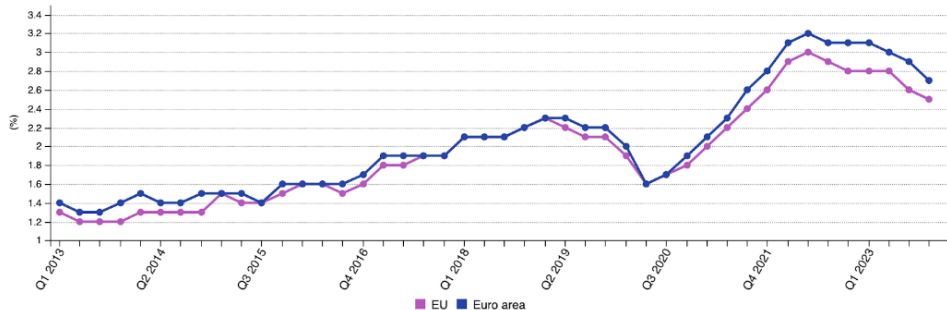
Loyal customers are more profitable, cheaper to serve and more likely to promote the brand.



In Europe we live in the age of the search for freedom. Staying true to one's own choices seems more and more difficult.

Big resignations or big abandons

Quarterly job vacancy rates, not seasonally adjusted, 2013-2023 (Q4-2023)



Note: unadjusted data (neither seasonally adjusted nor calendar adjusted) for NACE Rev. 2 Sections B to S.
Source: Eurostat (online data code: jvs_q_nace2)

eurostat

High rate of betrayal

The most unfaithful nationalities

% of married adults who have admitted having an affair

Lowest 0% Highest 100%

- 1 Thailand 51%
- 2 Denmark 46%
- 3 Italy 45%
- 4 Germany 45%
- 5 France 43%
- 6 Norway 41%
- 7 Belgium 40%
- 8 Spain 39%
- 9 United Kingdom 36%
- 10 Finland 36%



@StatistaCharts

Sources: Durex, various dating websites

indy100

The INDEPENDENT

statista

So why should we expect people
to remain brand loyal?
We have to build a good retention strategy.



Before developing a loyalty strategy, it is important to determine the type of loyalty we want to achieve.



02

ABOCA LIFE CASE HISTORY

Objectives, strategy and characteristics

ABOCA

For today and tomorrow's health

- Italian **healthcare** company, benefit company and certified B-corp
- 100% natural products backed by rigorous safety and efficacy tests and supported by clinical data from dedicated scientific research.
- Strong commitment to sustainability and innovation
- Founded in 1978, based in Italy (Tuscany), present in 18 countries



Aboca Digital Ecosystem

Social Channels

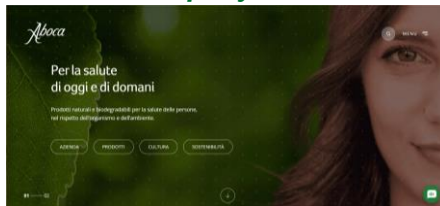


Pillars sites

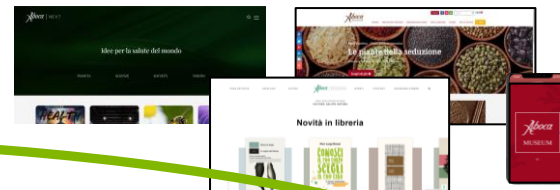
Products sites



Company site



Culture sites & Museum app



Aboca Life World



Community

Healthy habits



Metodo ACPG

StoInSalute

Channel



Point



Collection



RWE



Shop



Gaming





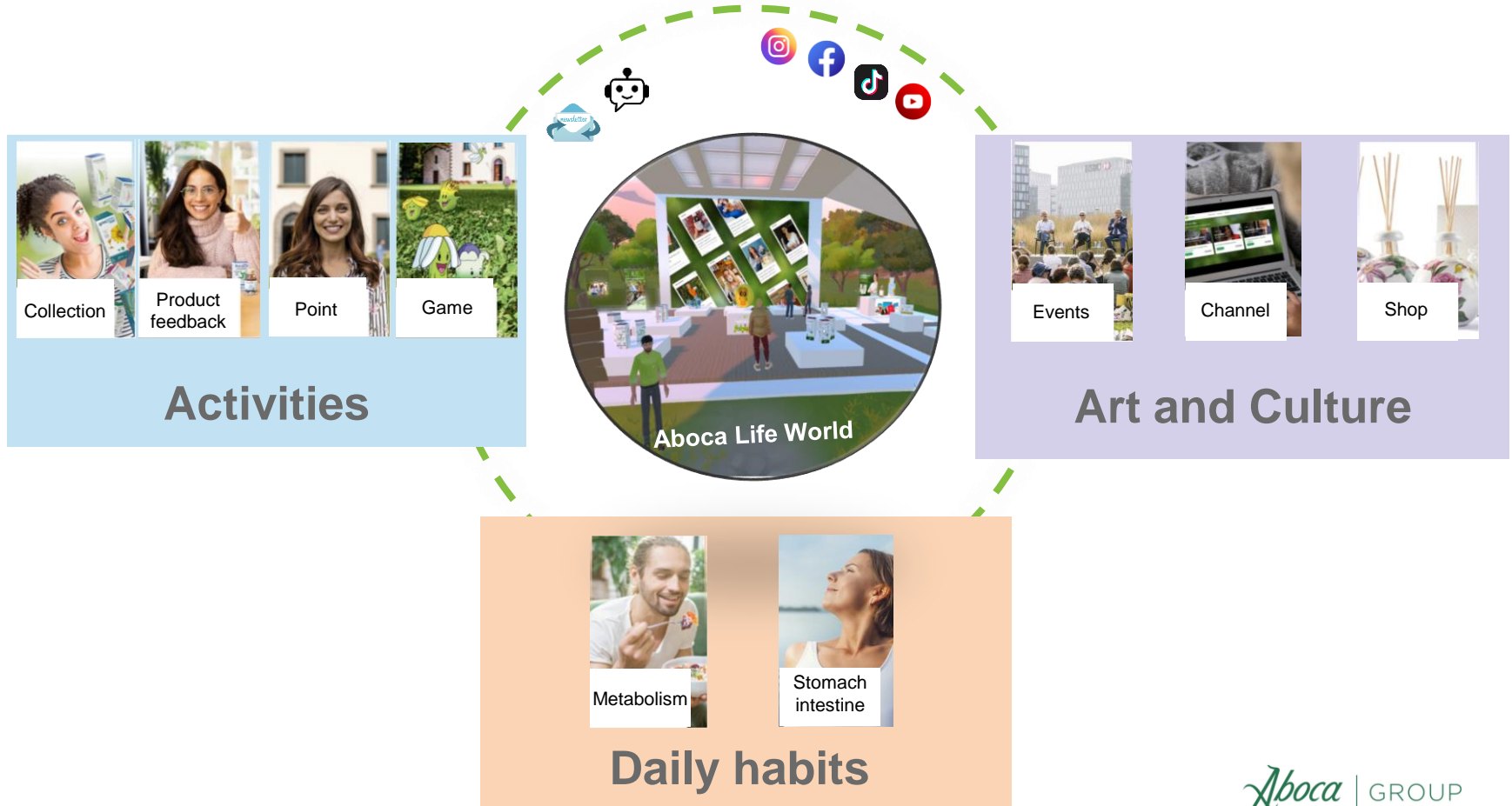
Experience a **new way of connecting with your health and the world around you.** Explore in-depth information with doctors and experts, discover culture, books and knowledge, actively contribute to the continuous improvement of our products and join our exclusive loyalty program.

Main benefits of Aboca Life Community for participants and the company



- Increase people's awareness about health and prevention, improving their lifestyle, and help them adhere to our values of sustainability and respect for the body and the environment.
- Interact directly with the users of our products, strengthening their loyalty and capitalising on the strong attachment they have always shown towards the company.
- Gather feedback from people on their experience with our products.

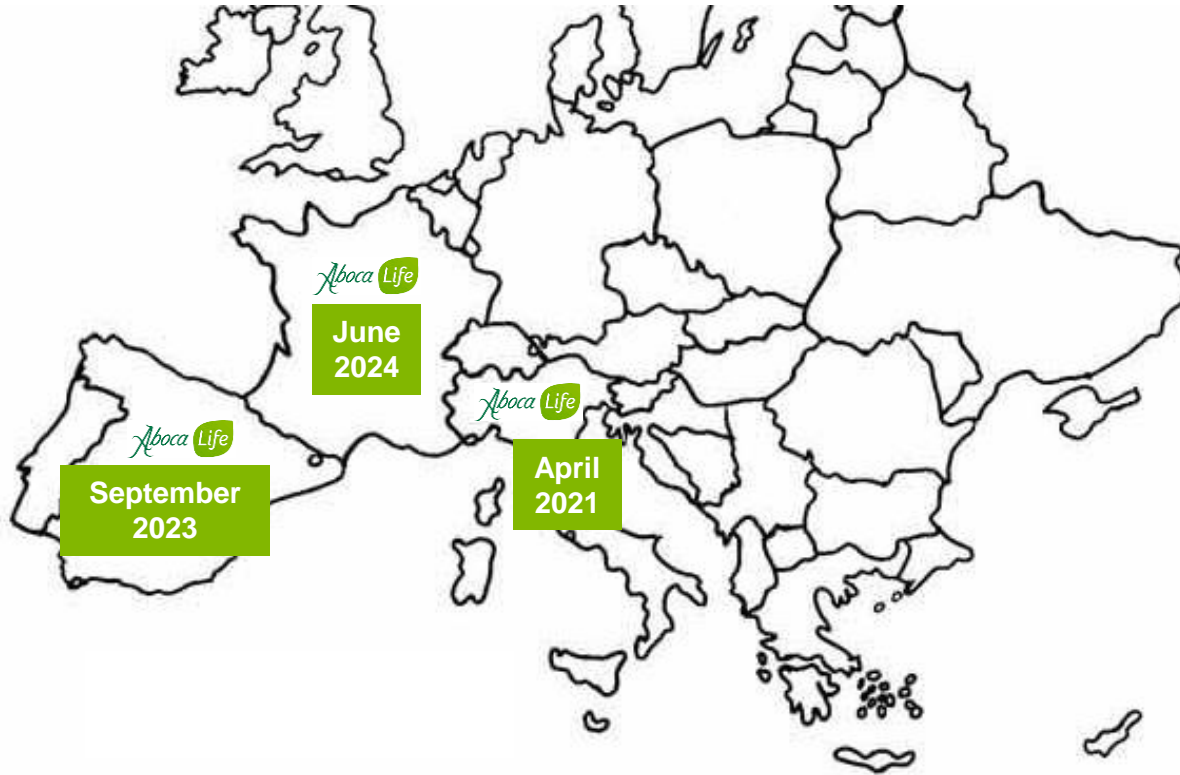
The structure of Aboca Life Community



A balanced way of touching all key concepts through various services and initiatives



Aboca Life's presence in Europe till now



03

ABOCA LIFE CASE HISTORY

Main results

After the birth of Aboca Life, Aboca-related research has reached its «all time high».



Aboca Life now has 238,000 members, but the most important thing is that thanks to the community we have achieved 250 million organic impressions to date.



**238 K
members**



250 million organic impressions

Italy from March 2021, Spain from September 2023, France from June 2024.

Why are **impressions** so important?

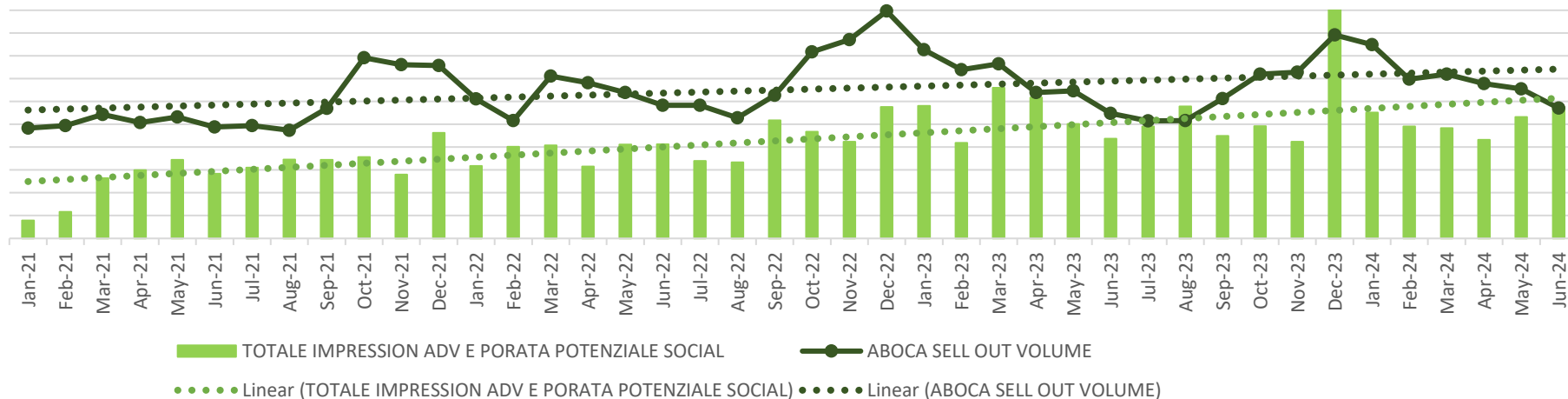


There is a positive and highly significant correlation between total Aboca sell out and its total digital presence. In other words, impressions make a proven contribution to sell out.

CORRELATION			p-value
VOLUME SELL OUT and Impression	55%		0,000



IQVIA VOLUME SELL OUT / POTENTIAL REACH SOCIAL TALKWALKER+IMPRESSIONS ADV META AND GOOGLE



Engagement and sentiment are also very positive.



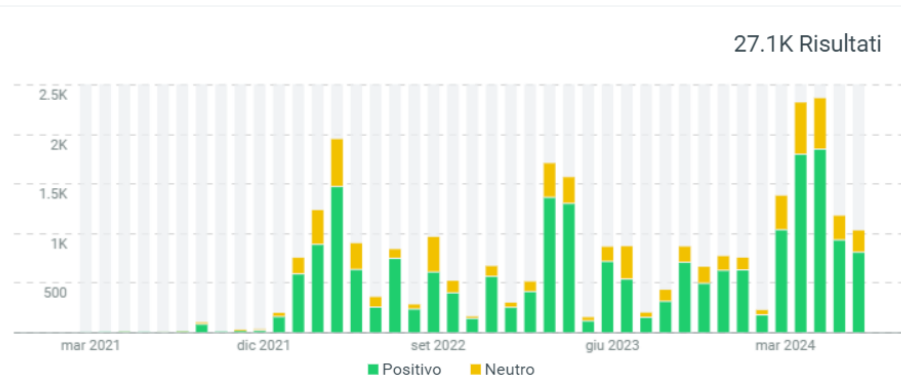
Engagement

There were 2.2 million interactions with posts containing our hashtags.

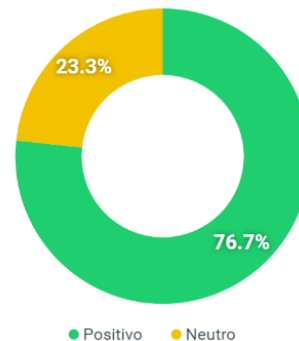
Sentiment

There is no negative sentiment in relation to our online presence. The vast majority is positive and even improving.

SENTIMENT NEL TEMPO



RIPARTIZIONE PER SENTIMENT



But it's not just numbers that count...

Some examples of the thousands of comments left by users on Aboca Life Point, Club and Cercle.



Vi adoro, Aboca 🥰🔥🙌 Grazie infinite per questa opportunità! Non mi stancherò mai di parlare a chiunque dei vostri prodotti e di quanto siano efficaci!

rattoingonnella

Aboca ci aiuta a vivere al meglio la nostra vita nonostante le mille difficoltà che tutti incontriamo tra impegni, lavoro ed imprevisti. Grazie! Sono orgogliosa di fare parte di questa grande famiglia!

JessAri

Quando si parla di salute, benessere e buone abitudini, bisognerebbe partecipare in massa. Perché, presi come siamo dalla routine e dalle corse quotidiane, tendiamo a mettere il nostro benessere psicofisico in secondo piano... sbagliando! Amiamoci un po' di più e prendiamoci più cura di noi stessi...

Annosperi



Me ha encantado conectar con otras personas con ideales similares, poder contribuir a un mundo mejor.

Maria1910

Me ha gustado mucho formar parte de esta experiencia y descubrir en mi salud las ventajas de este producto 100% natural.

Yulia_ts

Es increíble la ayuda que he tenido desde qué lo estoy tomando ahora no se me olvidan las cosas y tengo mucha más concentración en todo lo que hago, gracias Aboca

Mysmall



Je trouve ce format questions/réponses très intéressant, ceci va nous permettre d'encre mieux vous connaître et d'être plus cohérente lorsque notre communauté nous pose des questions sur les produits Aboca

Betty

Bonjour Vidéo envoyée Mais ne poser qu'une seule question c'est dur dur. Merci pour tout ce que vous faites et cette belle implication et contribution que vous nous demandez :):))

Hallal

Bonjour,
je trouve que c'est une bonne idée de pouvoir inter agir et en connaître davantage sur tous les bienfaits des produits Aboca

Minj

Thank you

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