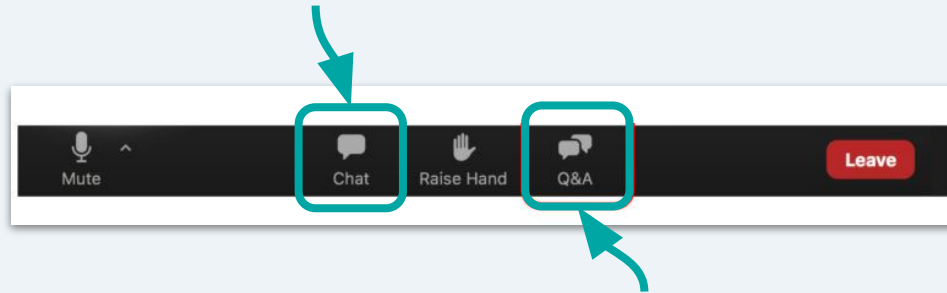




Cracking the Code to Holiday eCommerce Success: Insights from the Beauty Sector

Join the Conversation!

Use **Chat** to message all attendees and/or to respond to the speakers.



Use **Q&A** to ask questions that you'd like answered live.

This webinar is being recorded and a copy of the recording will be sent out to all registrants.

Meet Your Speakers



MikMak

Kayla Darcey
Principal Account
Manager



 **SALSIFY**

Carla El Gawly
Director, Strategic
Retail EMEA

MikMak

A global eCommerce enablement and analytics platform for multichannel brands, helping them to better convert customers.



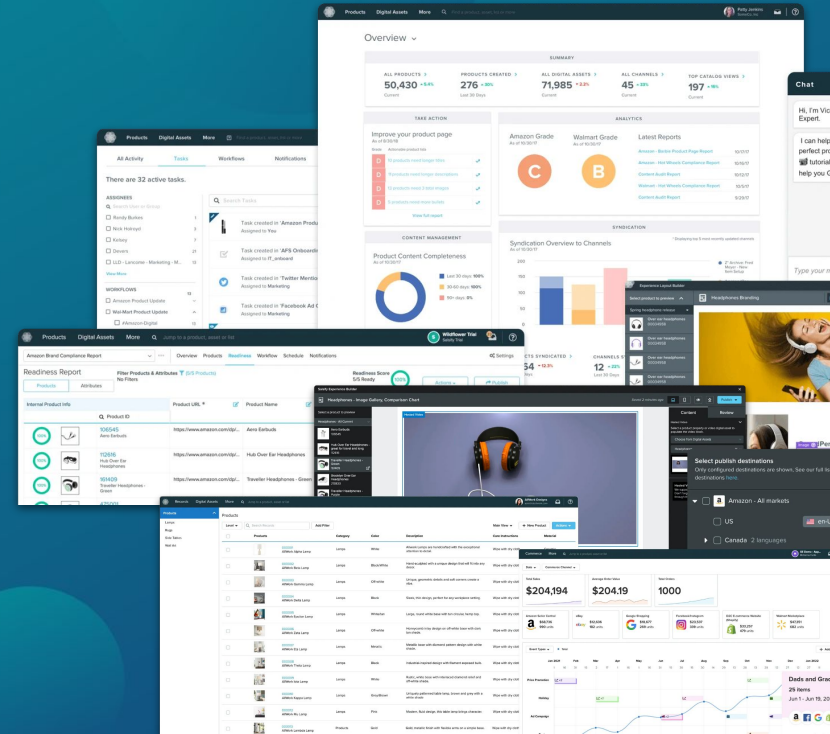


SALSIFY

Product Experience Management (PXM) Platform.

Empowering brands, retailers, and distributors to manage omnichannel product experiences through centralising managing and optimising product information. Syndicating to all digital touchpoints.

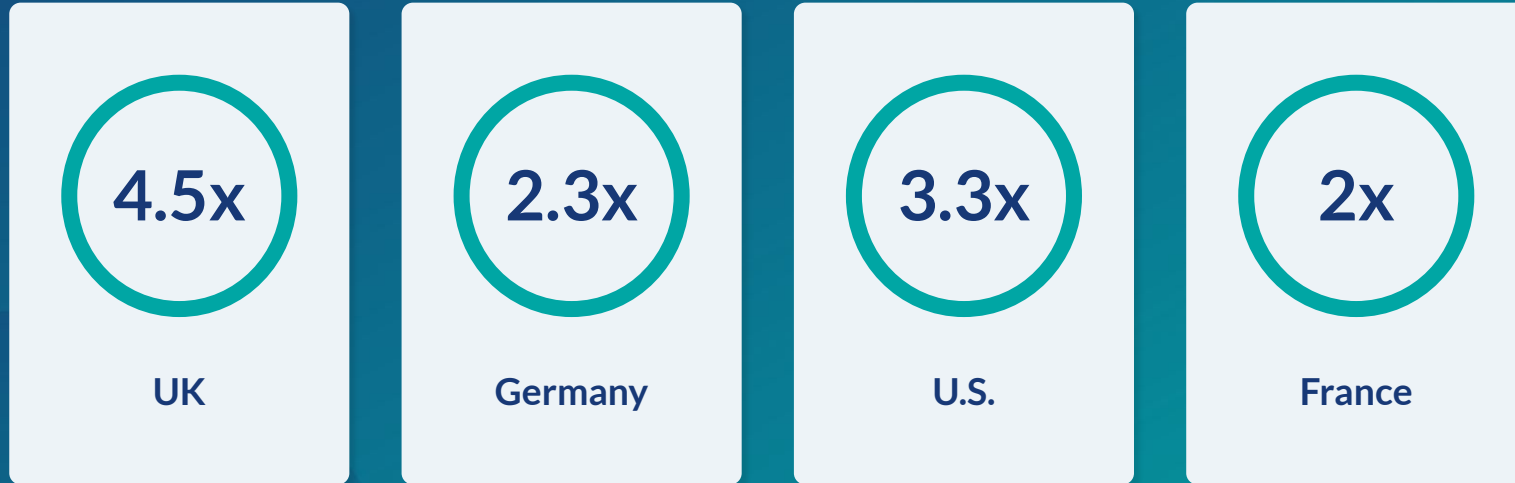
Creating digital shelf excellence to help increase brand trust, amplify product differentiation, boost conversion and increase time to market.



Agenda

- eCommerce market overview
- 2023 Holiday consumer trends
- Beauty specific consumer trends & benchmarks
- Tips for driving holiday sales in 2023
- Key takeaways and checklist

eCommerce retail sales growth as a share of total retail sales



2023 Holiday Consumer Behaviour Trends



of consumers are adopting **cost-saving** behaviors

Source: PwC



of global consumers are researching more and prioritizing **product quality**

Source: Salsify



of global consumers say **delivery speed** and flexibility play a key role in where they choose to shop online

Source: Salsify

Consumers report that product quality is the #1 element that drives brand loyalty

80%

UK

78%

Germany

82%

U.S.

87%

France

Consumers aren't as concerned with brand names



of global consumers choose private labels over brands for lower prices

Source: Salsify

Consumers trust other consumers



of shoppers won't buy a product online if it has negative user reviews

Source: Salsify

Beauty-specific consumer trends

Ingredients



of additional searches
for ingredients online
(year on year)

Source: The Hut Group



Garnier 3.5% Vitamin C, Niacinamide,
Salicylic Acid, Brightening and Anti
Dark Spot Serum 30ml

Clinical Formulations
with Integrity.

The
Ordinary.

**Quality Skincare
Belongs to Everybody.**

Complete our regimen builder to find quality
products just right for you.

Beauty-specific consumer trends

Natural



of shoppers either
already buy or want to
start buying **natural**
skincare products

Source: Statista



Beauty-specific consumer trends

Sources of information



of beauty shoppers
seek product
information from
social media
influencers

Source: HBS



of beauty shoppers
seek product
information from
beauty professionals

Source: HBS

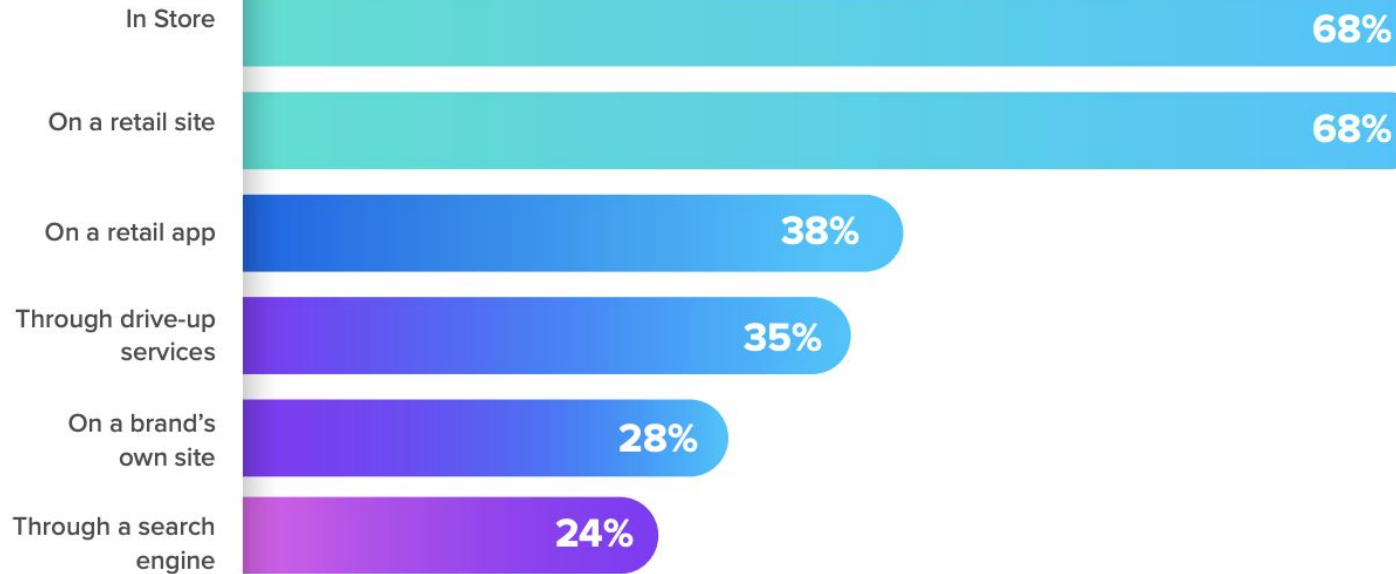


of beauty shoppers
seek product
information from
**Public
figures/Celebrities**

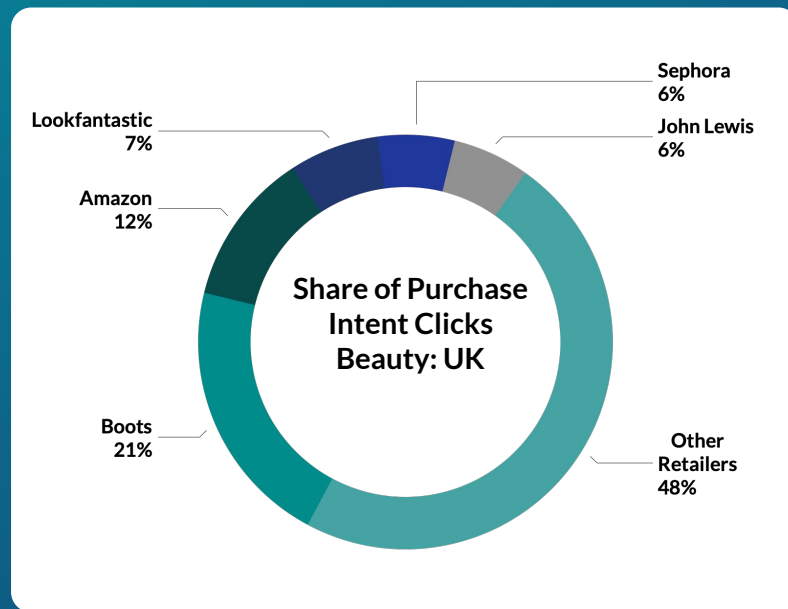
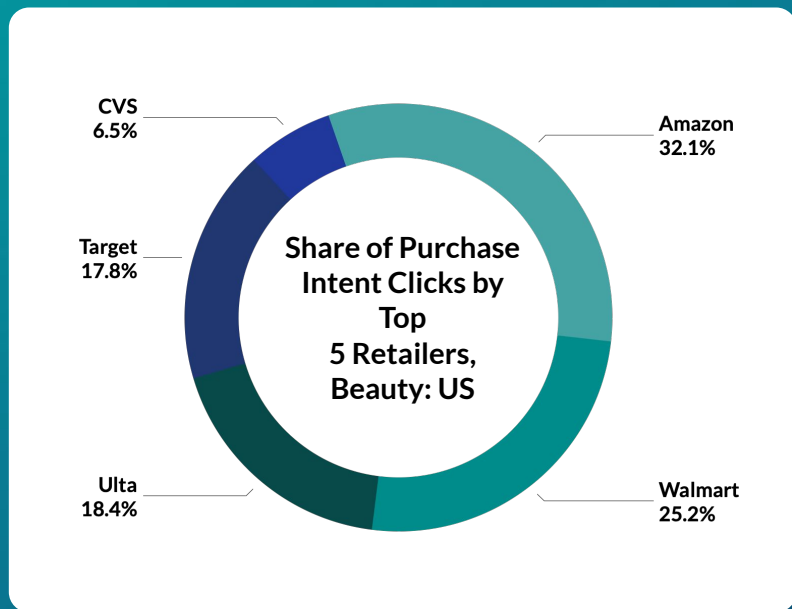
Source: HBS

Where and When they are shopping

Where shoppers are most likely to buy in 2023



Mass Merchant Retailers Play a Big Role Beauty eCommerce

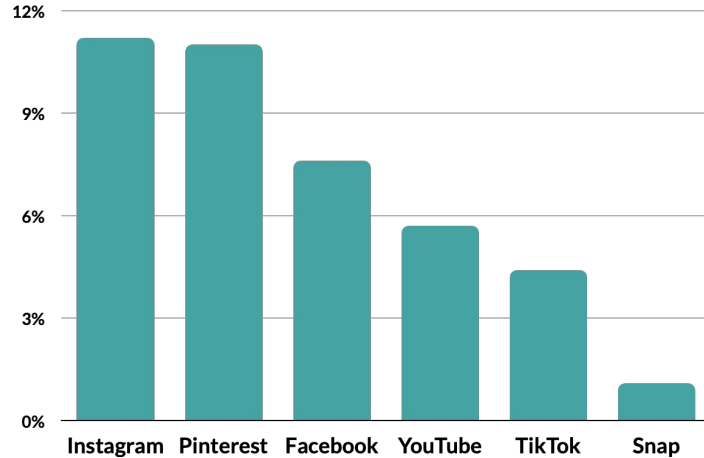


*Purchase Intent Clicks:

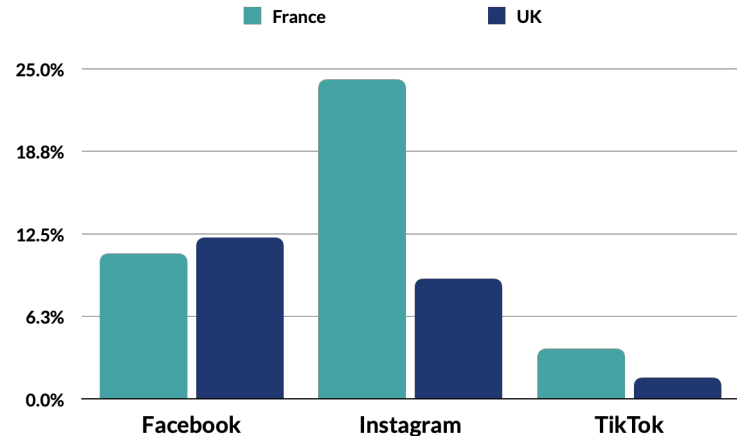
The number of times a shopper has clicked through to at least one retailer during a single session.

Instagram is the top social channel for US Beauty shoppers, Facebook for UK

Beauty Purchase Intent Rate by Social Channel



Top 3 Social Media for Beauty By Purchase Intent Rate France vs United Kingdom

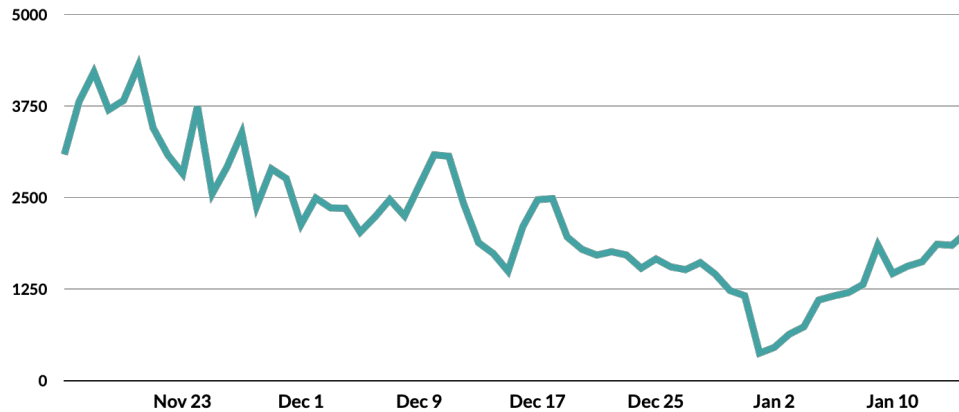


*Purchase Intent Rate:

The percentage of shoppers who clicked through to at least one retailer.

Holiday Shopping for Beauty Products is Heavy in Early November

Beauty Purchase Intent Clicks, US



Current Category
Benchmark:

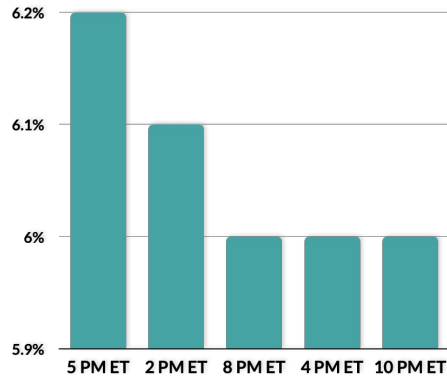
5.9% Purchase
Intent Rate

*Purchase Intent Clicks:

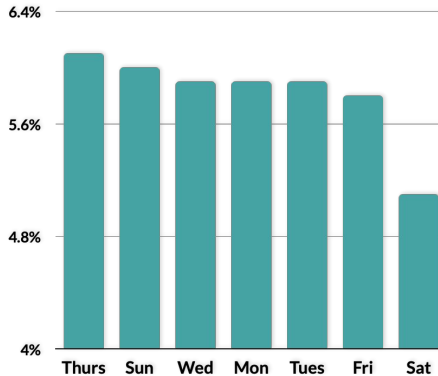
The number of times a shopper has clicked through to at least one retailer during a single session.

Thursday at 5 PM is the best time to reach beauty consumers

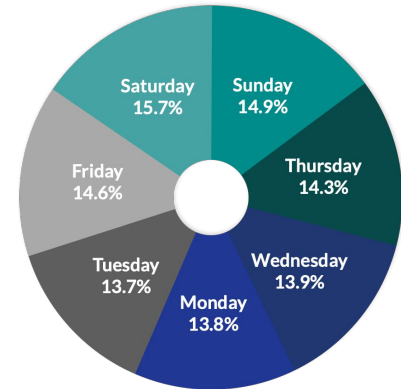
Top 5 Hours for Online Beauty Purchase
(by Purchase Intent Rate)



Top Days of the Week for Beauty eCommerce
(by Purchase Intent Rate)



Top Days of the Week for Beauty eCommerce
(by Purchase Intent Clicks)



Beauty consumers have 6-7 items in their carts for each shopping trip

Top 10 Products by Type (Based on Sales)

- | | | | |
|----|-------------------------|-----|-------------------|
| 1. | Color Correcting Primer | 6. | Gel Nail Polish |
| 2. | Concealer | 7. | Eyeliner |
| 3. | Nail Polish | 8. | Hair Dye |
| 4. | Eyelashes | 9. | Press-On Nails |
| 5. | Mascara | 10. | Liquid Foundation |

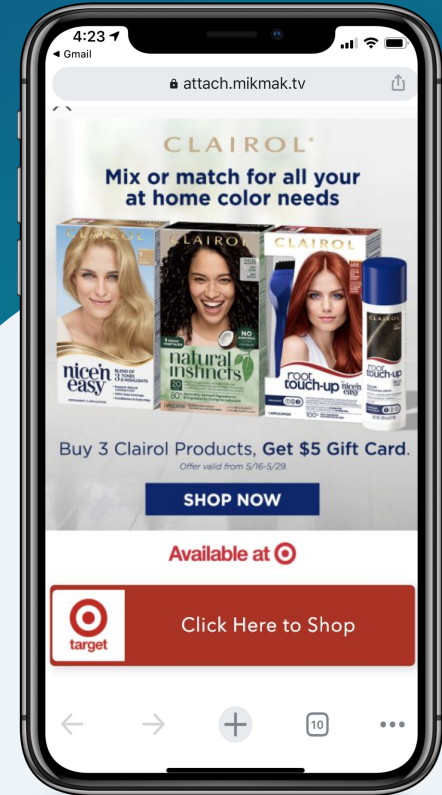


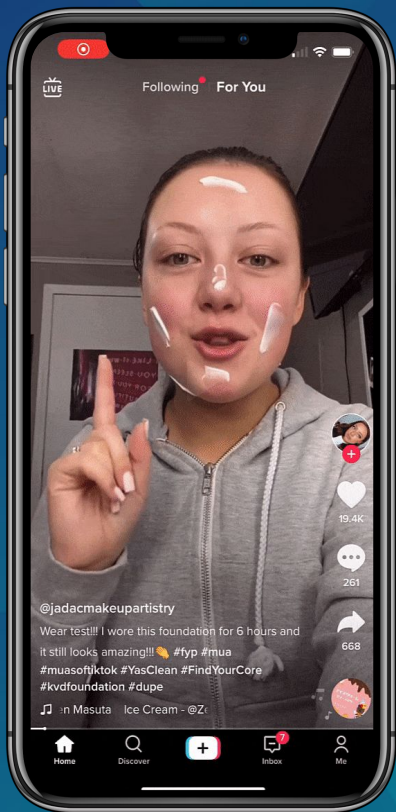
Average Basket Size
6.3 items

Tips for driving holiday sales in 2023

Effective eCommerce ads for holiday season

- Bold, eye-catching creative
- Product first imagery
- A clear call to action
- Flexible checkout options: MikMak Commerce, MikMak Commerce for Retail Media, + Brand.com
- All formats: i.e.: QR Code, OTT, etc.





COVERGIRL increased sales and gained valuable first-party consumer insights by making viral influencer content shoppable in TikTok

- TikTok creator (@jadacmakeupartistry) posted an organic TikTok on featuring the COVERGIRL Simply Ageless 3-in-1 Foundation product
- COVERGIRL noticed the post was going viral and wanted to amplify its reach and make the influencer's content shoppable

5.4x

Higher Purchase Intent Rate than the category benchmark on TikTok

38%

Higher Purchase Intent Rate than the next highest performing channel in the time period

62%

Of shoppers preferred checking out at Walmart or Amazon

Invest in Product Content - Top Tips

- Display **varied product content** types:
 - Enhanced content
 - Feature bullets/tours
 - Text, imagery, Videos
 - Comparison charts
 - User-generated content / reviews

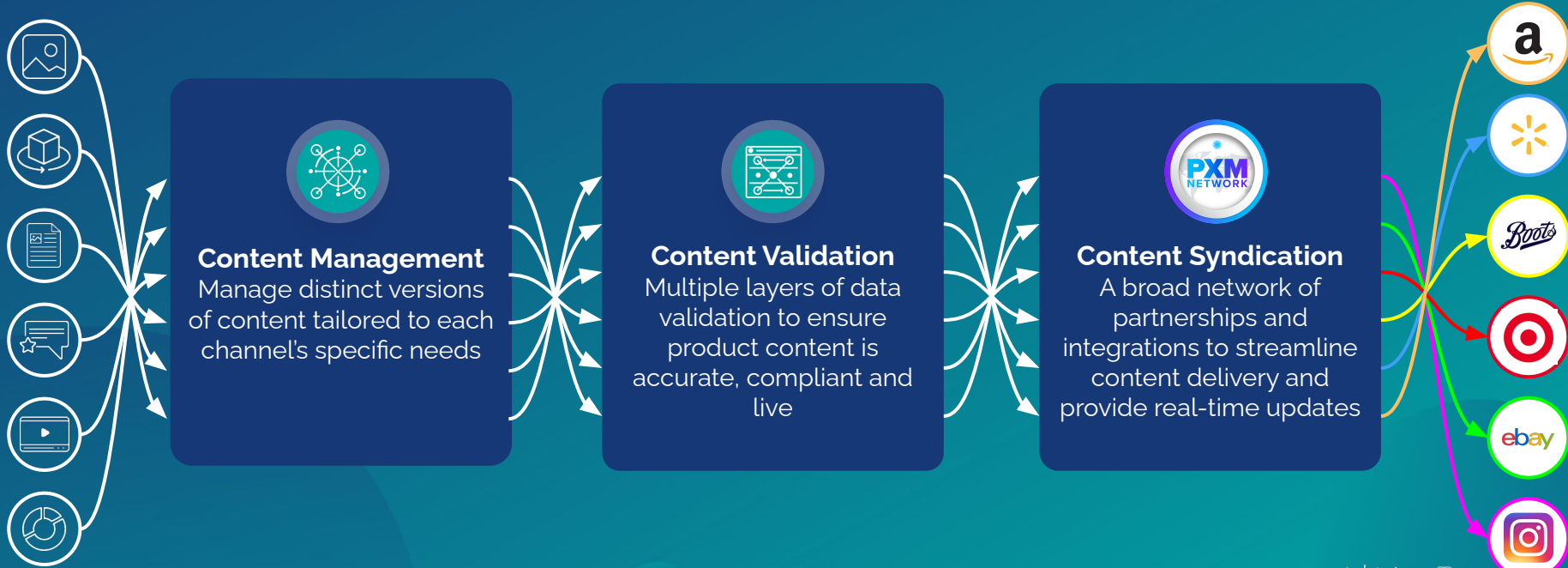
- Ensure effective processes are in place to share **most up to date content** with all digital touchpoints - avoiding post holiday returns.

- **Fine-tune product content format** across all channels to provide a cohesive shopping experience - adapt content for social media.

- **Optimize** product content visibility on the PDP - try not to distract with too much cross-selling or promotions.

Invest in purpose-built tools for Omnichannel

Salsify is uniquely architected from the ground-up for managing product experiences across multiple channels and requirements



The impact of content on performance



Increase in sales after adding video content to product page

Source: Profitero



Increase in sales after adding images to product page

Source: Profitero

Enhanced Content increases conversion by 15%

48 SHADES

99.5% FOUND THEIR TRUE MATCH

FIND YOURS

At-home, 15-to-20-minute coverage

True Match Liquid Foundation

The True Match Liquid Foundation blends for flawless, natural-looking skin and matches with a foundation that offers superior benefits. It offers 24-hour hydration thanks to its hydrating cream formula that soothes and protects skin. The skin-loving, lightweight oil-free formula is also formulated to provide extra moisture. The foundation provides your natural glow while allowing your skin to breathe. The undertone range from Cool, Neutral and Warm.

Find Your Perfect Match

Match	Finish	Match
Light	Coverage	Light
Longwear	SPF	✓
Anti-Shade Range	SPF	15
Anti-Fading	Applicator	Powder with brush

Other Products You Might Like

	Hydrating Acid Serum	Retinol Serum	Day Cream	Anti-Aging Day Cream	Skin Care Serum
Description	Anti-wrinkle serum	Anti-wrinkle face serum	SPF 30	For dry, mature skin	Anti-Aging
Benefits	Replenishes	Fights the signs of aging	Anti-aging, firming	A healthy, supple glow	Smooths wrinkles, re-texturizes
Volume	50 ml	50 ml	50 ml	50 ml	50 ml
For daily use	✓	✓	✓	✓	✓
Brand	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal

TWEEZERMAN
The Beauty Tool Experts

Learn About the Tool

COMBO PAPER SET

Meet The Beauty Tool Experts

Key Features

How To Use:

Step 1: Preparation

Step 2: Application

Step 3: Styling

Step 4: Maintenance

Step 5: Storage

REVLON COLORSILK

COLOR LIKE A PRO

The #1 Ammonia-free hair color in the USA.

Color Like a Pro at Home With Revlon ColorSilk

Long-Lasting, Multi-Dimensional Color and Shine

- Ammonia Free
- 100% Gray Coverage
- Enriched with Keratin
- Revlon 3D Color GEL Technology

Find Your Shade

How to Apply ColorSilk at Home

FAQ:

- Will it still say color? No!
- Do I need to shampoo before I color?
- Will permanent hair color lighten or alter my permanent hair color?
- Why has my permanent gray hair turned gray? What should I do?
- What does this hair oil do?

Holiday Strategy Checklist

1 Research

4 Implement

2 Plan

5 Monitor

3 Optimize

6 Analyze

Want more? Check out our resources



Salsify 2023
Holiday Toolkit



MikMak Beauty
eCommerce
Insights

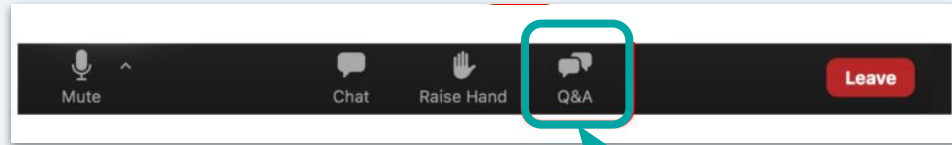


BRAVE
COMMERCE: Coty's
Kevin Shapiro



Salsify Consumer
Research Report

Questions?



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Thank you!



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