

Crafting the Ideal Digital Experience: **BEAUTY & COSMETICS**

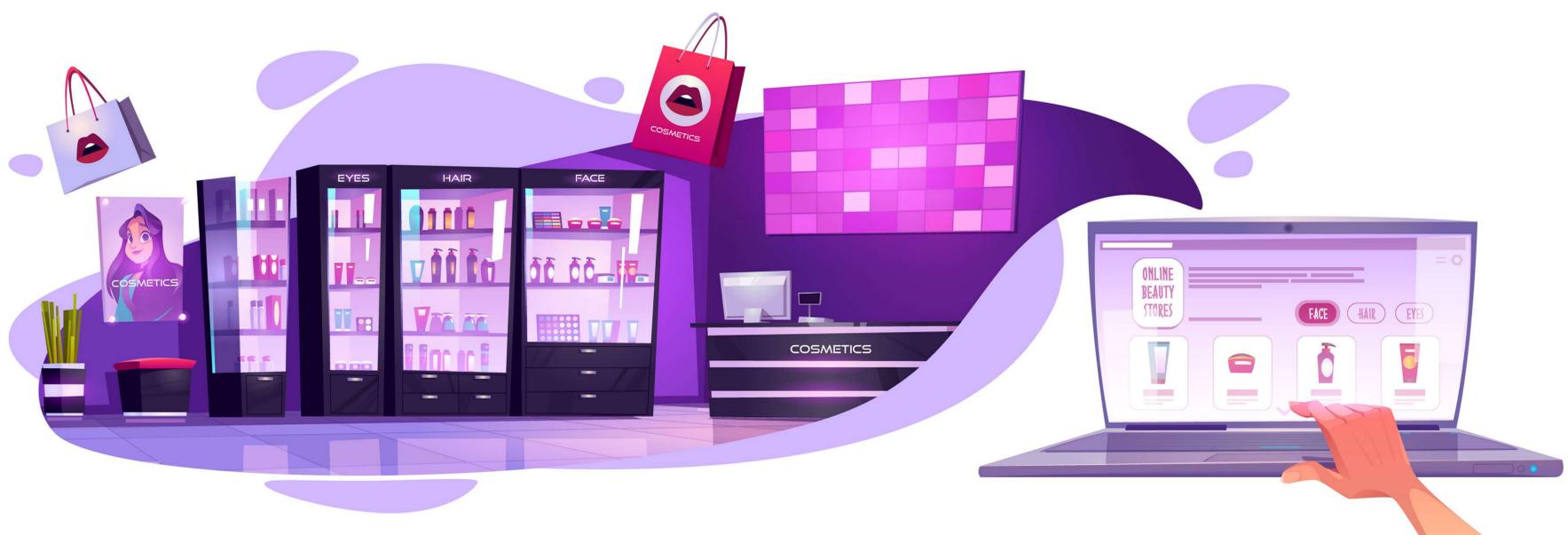
Recreating the Excitement of the In-Store Beauty & Cosmetics Shopping Experience Through an Agile, Seamless Digital Journey



The Importance of the Digital Experience In Beauty & Cosmetics

The beauty and cosmetics industry is visual by nature. It's no coincidence that the most influential brands often have the greatest use of imagery, as visuals often serve as the essence of the product for beauty and cosmetics brands. This is accentuated in digital mediums, where other senses are limited.

The growing importance of compelling digital experiences has only been accelerated in this industry. Now, brands must deliver a personalized and interactive digital journey to recreate the intimacy and authenticity of the real-world.



Catering to Digital Natives

As Millennials and Gen Zers continue to take over as the driving forces among beauty and cosmetics consumers, brands must adapt to these audiences. The most notable change compared to prior generations is that Millennials and Gen Z are digital natives—those who were raised during the age of digital technology.

For audiences across the board, the digital landscape is increasingly where they interact with beauty and cosmetics brands.

According to a study from PowerReviews, 49% of beauty and cosmetics consumers say they now spend more than \$50 online on beauty products (compared to 16% when we asked the same question in 2019). And in 2020, 57% of shoppers said that more than a quarter of their online purchases were products they'd never tried.

These audiences are also driven by social issues. 76% of beauty and cosmetics consumers focus on buying products that are sustainably made. 50% actively seek out products made by Black-owned beauty brands.

Bypassing Traditional Sales Channels

As beauty and cosmetics brands shift toward an online focus, traditional sales channels are being replaced by digital ones. Social media, online shopping, and influencer marketing are the tools of the most successful brands in this space.

Companies like Estée Lauder allow consumers to see how products look on themselves virtually. And while the brick-and-mortar experience fades into the background, brands are immersing shoppers in virtual versions of their stores, enabling consumers to browse from the comfort of their homes.

The Brand-Consumer Digital Relationship

Establishing and nurturing healthy, profitable relationships between brands and their consumers requires intimate knowledge of today's consumer expectations.

Beauty & Cosmetics Consumer Expectations

Availability of Beauty Tech

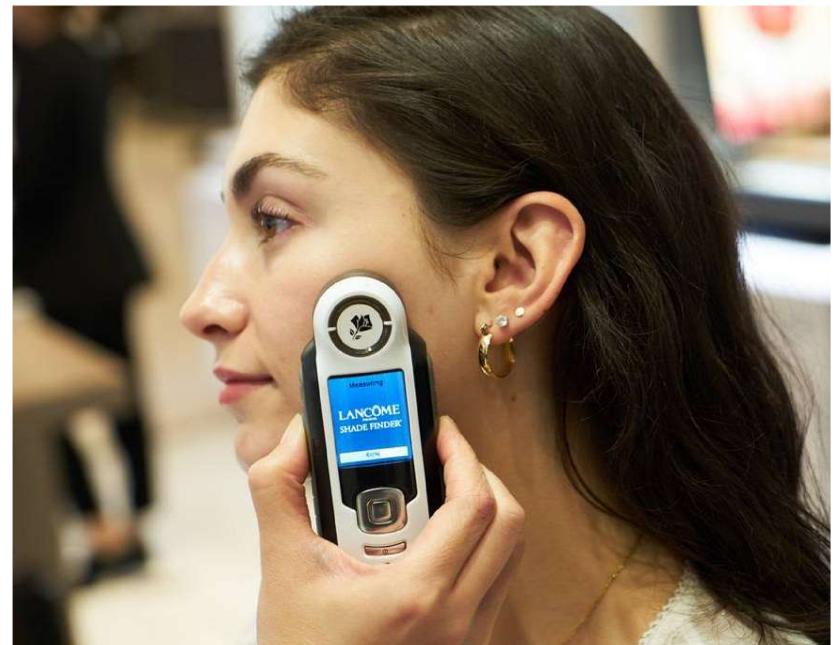
Some technologies require decades for true adoption. In the case of technology within beauty and cosmetics, adoption has been instant. Accelerated by the pandemic, consumers now expect the availability of augmented reality, virtual try-on, skin scanning devices, and other beauty tech.

Convenient Buying Experiences

Beauty tech is part of a larger expectation for an easy, convenient buying experience. Consumers want ease of use, such as accessible choices and few required actions to reach their destination. For example, a consumer trying on lipstick may want to see how multiple shades look on themselves. The customer who is able to quickly cycle through shades on an easy-to-use interactive tool directly on a brand's website is far more likely to purchase.

Personalization

Beauty and cosmetics consumers want to feel shopped for rather than sold to. This means creating a consumer journey that ends with product recommendations best suited for the individual shopper. The next level of this expectation is when brands can anticipate the requirements their consumers have before they begin actively searching for them.



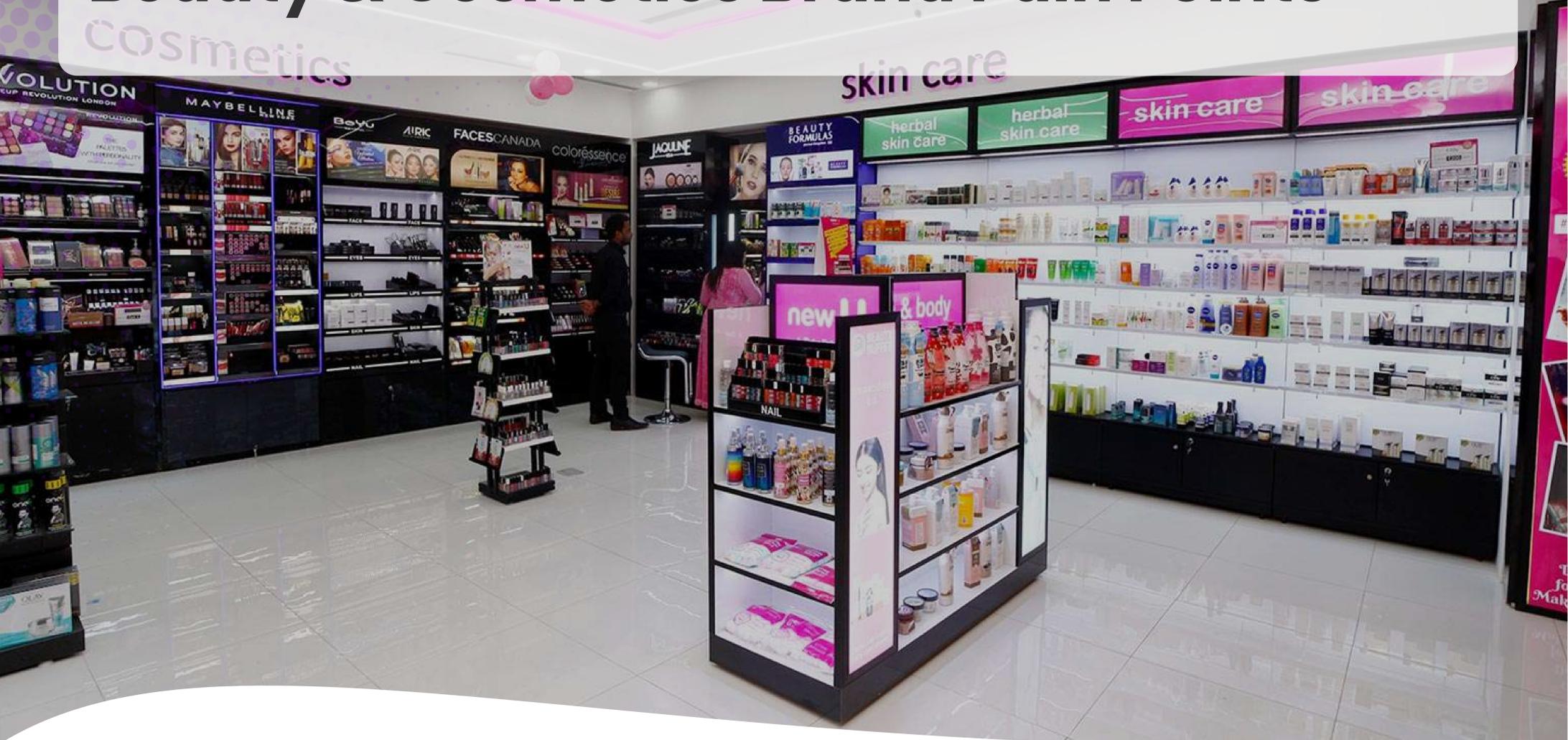
Transparent Social Media

Social media plays a vital role for beauty and cosmetics brands aiming to connect with younger audiences. A survey by GlobalWebIndex showed that 70% of beauty and cosmetics consumers discover brands via ads or recommendations on social media. And these audiences have their own social media expectations, of which inclusivity and social awareness are foundations.

Benefits of Meeting Consumer Expectations

When beauty and cosmetics brands proactively consider consumer expectations when crafting digital content, they'll inherently curate a customized journey for their ideal audience. In turn, those consumers will be more willing to try that brand's products, remain loyal, and actively engage with that brand.

Beauty & Cosmetics Brand Pain Points



Recreating the In-Person Shopping Experience

For beauty and cosmetics brands, a gigantic hurdle emerged as consumers shifted from brick-and-mortar stores to online shopping. While the in-person shopping experience was filled with excitement, satisfaction, and other emotions, the generic online shopping model is far less immersive. Now, these brands must leverage beauty tech and intimate consumer experiences to facilitate positive emotional experiences.

Transparency & Sustainability

Virtually every beauty and cosmetics brand claims to use sustainable practices and products. But how does a brand prove that? How does a beauty and cosmetics brand gain a perception of transparency? These brands leverage video and interactivity to highlight their sustainable practices.

Why Beauty & Cosmetics Leaders are Turning to Creator by Zmags

Creator by Zmags is the only Digital Experience Platform (DXP) built exclusively for marketers. It's the fastest way to easily publish and optimize digital experiences across any channel, better leverage and maximize the value of your existing tech stack, and turbocharge eCommerce sales.

Creator eliminates your need for coding, IT, development, or agency resources. As a result, you stay in control of the digital experience and have the capability to match your target audience's changing needs with maximum efficiency.

Why the Benefits of Creator by Zmags Matter to the C Suite & Other Decision Makers

200%

Increase in eCommerce conversions

87%

Decrease in bounce rates and abandoned carts

30%

Savings on third party costs

400%

Increase in interactive experience output

Now more than ever, beauty and cosmetics brands need a flexible, agile, and lightweight digital experience platform. Why?

- ✔ Rapid deployment saves your team time, which can be spent on other marketing initiatives.
- ✔ Ease of use and flexibility allow you to meet the changing needs of your target audience.
- ✔ Customization (such as custom calls to action) directly increases conversion rates.
- ✔ Interactivity, including animations, hotspots, and multi-merchandising shopability, keeps consumers engaged throughout the consumer journey.
- ✔ Custom email experiences create stronger relationships with your subscribers.

Shortening the Path to Purchase

Beauty and cosmetics consumers don't want to participate in a marathon of pages, clicks, and links. They want a direct interactive experience sitting in the palm of their hand. Through a flexible and personalized experience, you can streamline a customized consumer journey for a quicker path to purchase. Quickviews and on-page add-to-cart buttons simplify the buying process.

Adaptability That Moves the Needle

We live in a world of headless eCommerce where your content hub must be able to serve limitless points of engagement between brand and audience. Native apps, social commerce, web apps, voice commerce—these all represent interfaces used by visitors to interact with your business.

In this world, your digital presence can't afford to be restricted by technology. Your digital processes must cater to both technical and non-technical teams. The only path to measurable success (conversions, sales, retention, etc.) is through a suite of digital solutions that are open, agile, and easily connected to the rest of the tech stack.

Case Study: Transformed a Static Website Into a Conversion Machine

The Deborah Lippmann eCommerce team was aiming for an agile, creative website powered by digital content. However, their rigid homepage template only allowed for a static customer experience. Within minutes of onboarding Creator, this team was experimenting with video, animation, quick view shopping, and other creative elements that weren't originally possible.

As a result of creatively mixing digital content without limitation, the Deborah Lippmann eCommerce team is experiencing a 106% increase in mobile conversions, a 244% increase in desktop conversions, and 4x higher conversions on their "Cuticle Care" experience.

How to Get Started

Creator by Zmags is helping beauty and cosmetics marketers create immersive digital experiences without the need for any IT involvement. Creator delivers the sort of flexibility and capability that keeps you in control of the creative process while keeping shoppability at the core of every experience. With Creator, what used to take four hours now takes just 15 minutes, all while optimizing ROI.

Ready to optimize every consumer engagement with Creator by Zmags?

Follow us on all social platforms for more inspiring content



Visit CreatorByZmags.com to Request a Demo

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Nobis

Director of eCommerce

The team behind Creator is world-class, available to help day or night if required, but the tool is very easy to use. It has given us the capability of publishing high-quality page experiences in hour versus weeks.

“



Ricki's

Content Manager

Not only does it allow the design and marketing team to create more engaging content for our customers, but it does so without the need for any in-depth knowledge of coding, or involvement from our development team. Features that might typically take a while to introduce on our site are now added with ease.

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Ciara R.

Graphic Designer

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+Bob Williams**