The Pocket Guide to

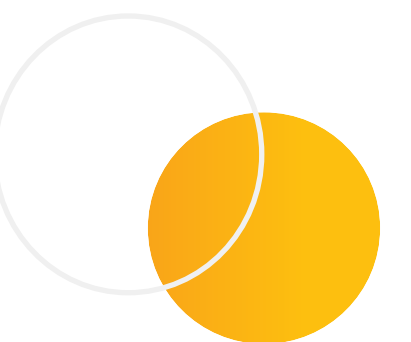# Health & Beauty Marketing

Social, Video, Mobile

criteo.

From skincare, haircare, fragrances, toiletries, and deodorants, to soaps, shower gels, and suncare, the health and beauty industry provides us with some of our most personal items. Basic bathroom essentials and luxurious products for pampering never go out of style, come at every price point, and apply to every age group and gender.

According to Orbis Research, the global cosmetics market was valued at USD 532.43 billion in 2017 and is projected to hit USD 805.61 billion by 2023, a CAGR of 7.14% from 2018-2023. In this quick guide, we'll cover the top trends, research, and tips on how to make your health and beauty marketing glow.

TABLE OF CONTENTS

criteo.

#Instagood: The Who, What, Wear
of Social Media Marketing

When it comes to health and beauty marketing, the channel that's emerged as more influential than ever is social media, where content is king (er, queen). Instagram, with its celebration of breathtaking imagery and self-expression, seems custom-made for the beauty world.

The platform has fundamentally changed the way consumers discover and share new products, especially discerning Millennial and Gen Z shoppers. Fast-growing younger brands have leveraged the platform to inspire huge devoted followings in record time. Glossier founder and figurehead Emily Weiss credits 90% of her company's explosive revenue growth to word-of-mouth brand advocates.

More established brands are doing cool stuff, too. Sephora offers nearly 300 brands of personal care products and lets consumers shop directly from their posts.

criteo.
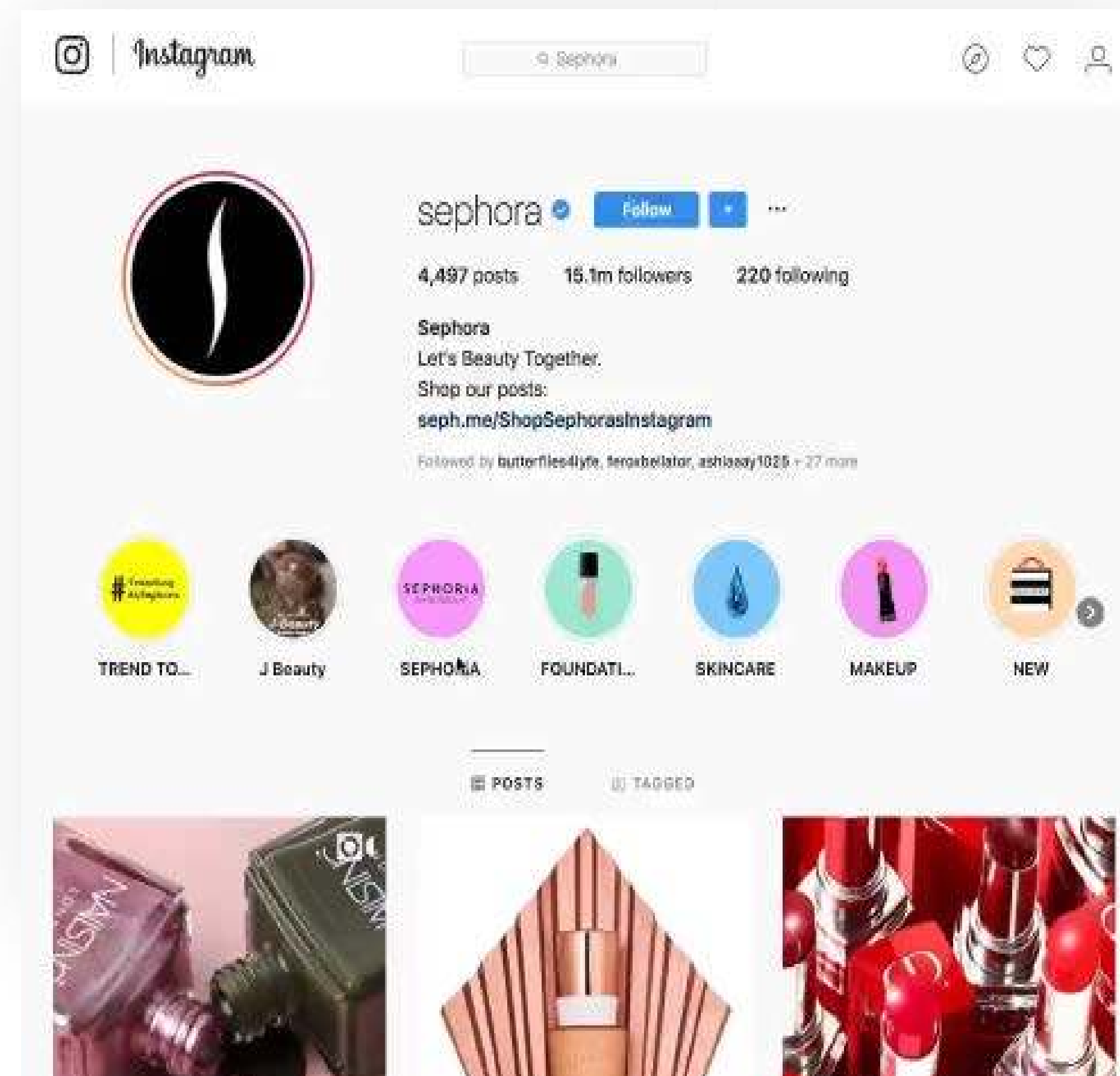
Why Video is Everything Right Now.

A study by IAB found that digital/mobile video ad spend increased across all market sectors over the past three years. The health and beauty sector spent an average of $7.2 million on digital video in 2018, a 99% change compared to 2016.

While video usually costs more than other advertising formats, businesses are finding that video advertising can deliver great ROI. According to Aberdeen Group, video marketers get 66% more qualified leads per year, and experience a 54% increase in brand awareness.

For beauty shoppers, YouTube is the go-to destination for streaming tutorials on the best way to apply products to achieve any given look.

Cult-status brand Glossier is known for harnessing user generated content in powerful ways on both the brand's blog and product site. When it comes to video, the team produces content that doesn't just feature their products — these videos also teach viewers how to use them.

When launching their Wowder makeup finishing powder, Glossier deployed three videos on the brand's YouTube channel, website, and across social media, featuring three women with different skin tones applying Wowder.

At the top corner of the video is a call-to-action that takes viewers directly to the Wowder product page for more information and the chance to check out.

criteo.
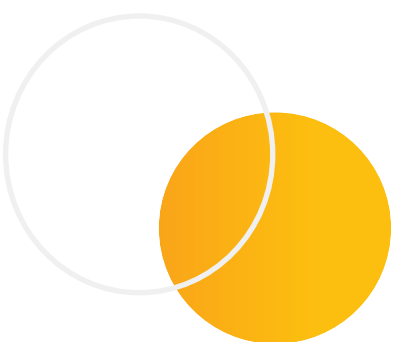
Mobile, or the Future of the World as We Know It

According to Statista, in 2016 nearly two-thirds of the population (62.9%) already owned a mobile phone. By 2019 the number of mobile phone users is projected to surpass 5 billion, and the number of smartphone users is expected to reach 2.7 billion.

App usage continues to rise globally across verticals. In health and beauty, people aren't just using apps to browse and buy, they're virtually trying on makeup, experimenting with colors, and sharing different looks on their social networks.

In 2018 great beauty apps abound. Features include makeup application tutorials to complexion analyzers and nail color libraries. The Sephora app lets users shop products, try on false eyelashes, book reservations for in-store appointments, and more. Exclusive offers, previews, and promotions are also available, including deals you can't find on their website.

Maybelline's Makeup Genius

To create a more personalized digital experience, Maybelline rolled out Makeup Genius, a mobile app that allows shoppers to apply makeup virtually. The popular app was downloaded over 14 million times.

It works by scanning a person's face, analyzing over 60 characteristics, then displays how different products and shades can be used to achieve various looks.

Shoppers can browse through a library of looks from expert makeup artists or just enjoy trying on different products and shades. After users 'apply' their makeup, the app can follow their movements so they can see what they'd look like from any angle. Once shoppers pick a look they love, they can save it, share on social media, and order those products with the touch of a button.

The takeaway? The Makeup Genius app wasn't built to mirror Maybelline's ecommerce experience. As both a branded outlet and as an intake channel for gathering data about how shoppers engage, it's a unique asset that allows the beauty brand to understand customer needs and personalize experiences just for them.

HOVER TO INTERACT

L'ORÉAL
PARIS

LATEST LOOKS

LATEST PRODUCTS   LATEST

L'ORÉAL
PARIS

criteo.
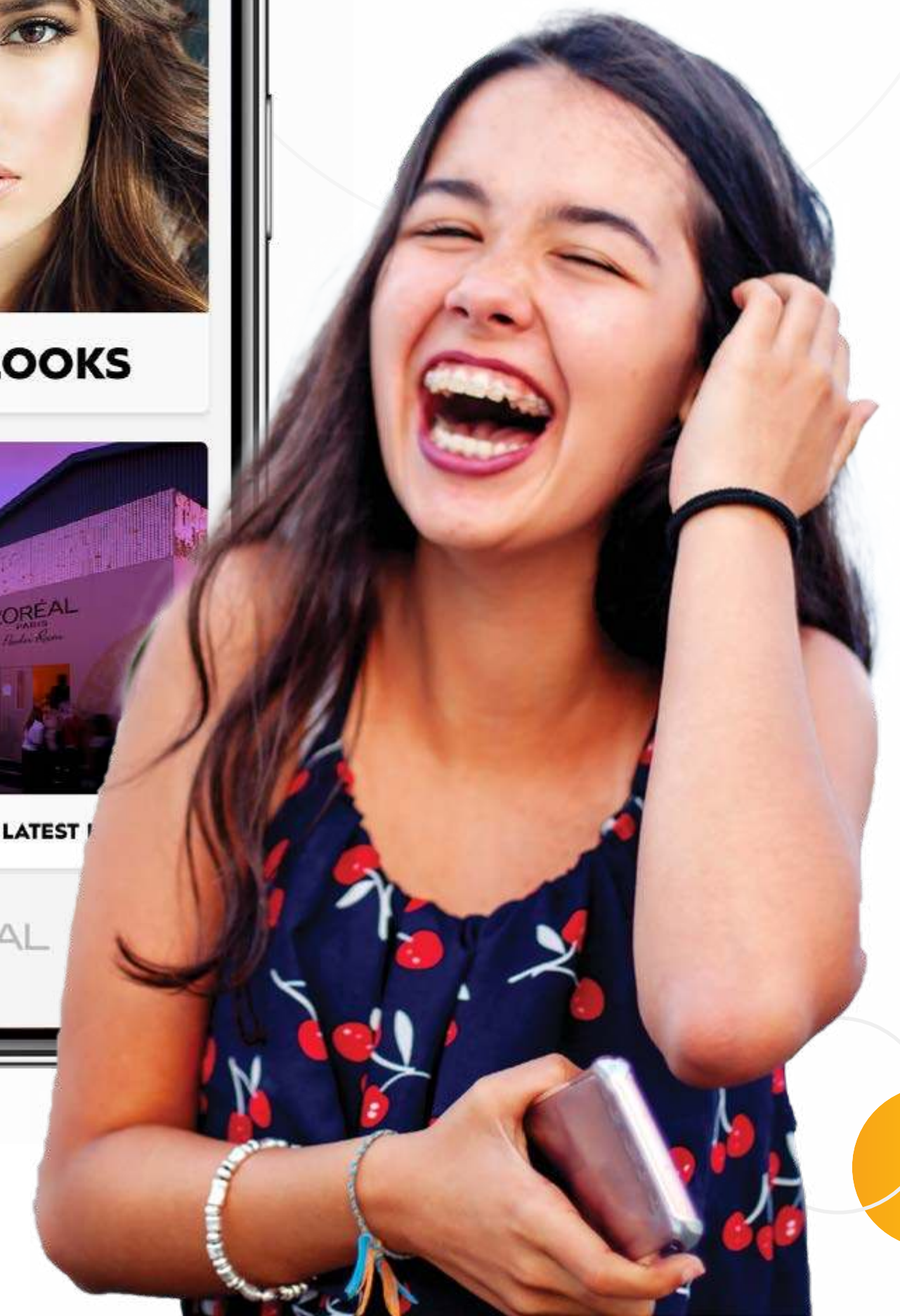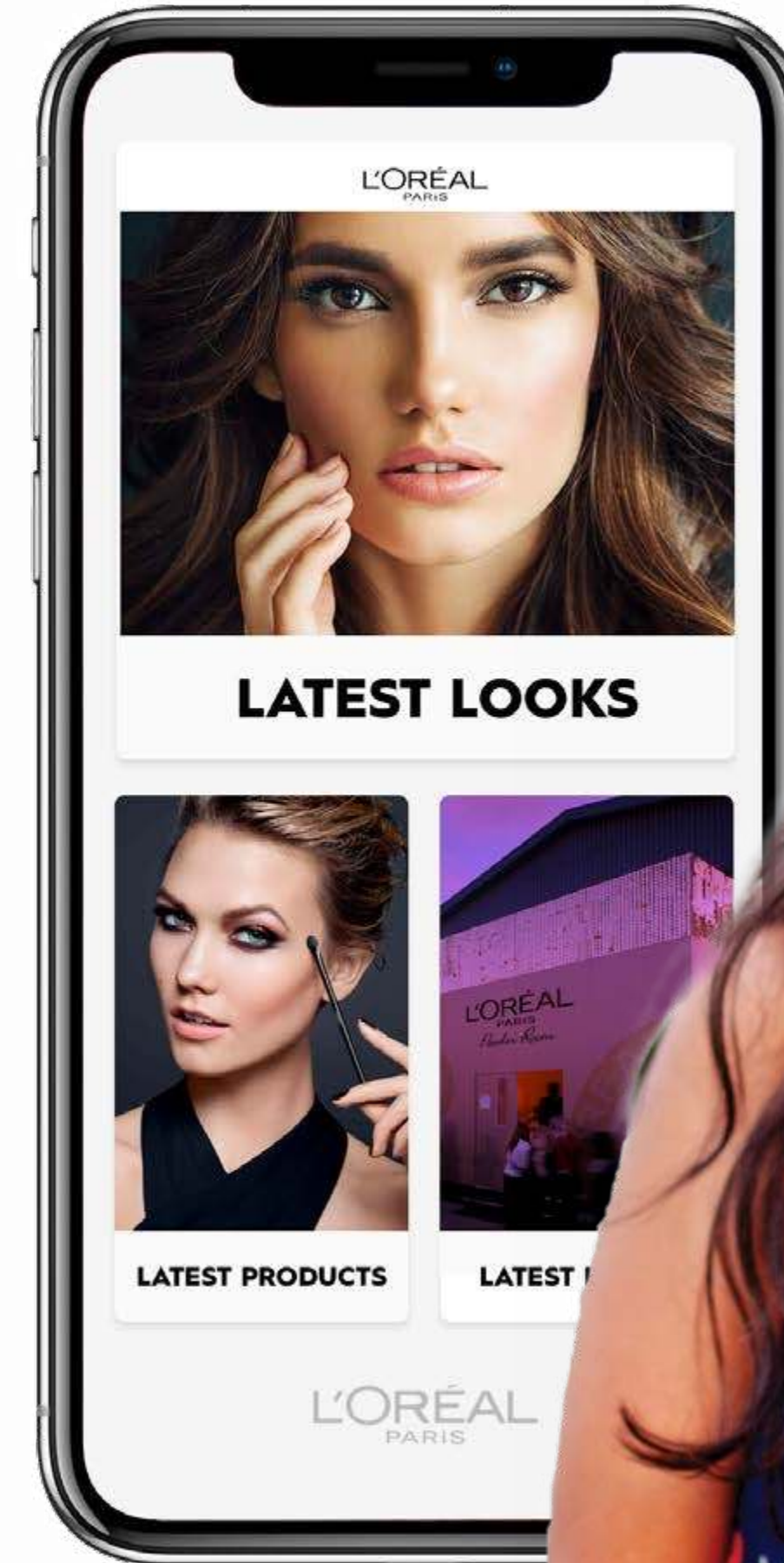
Top Takeaways for Health and Beauty Marketers

Get your social strategy in order.

Facebook and Instagram are key players in the health and beauty marketing space. Shoppers aren't just browsing online, they're paying attention to what their friends are doing (and products they're using), looking at influencer and brand feeds, and posting their own content at all hours of the day and night. Be sure you're ready to capture all those opportunities.

Dynamic retargeting ads can help. With about 1 billion monthly active users (Instagram) and 2.23 billion monthly active users (Facebook), both platforms are extremely valuable for retargeting campaigns. Re-engage shoppers that are most likely to buy with highly personalized ads and you could see a sales uplift of 12% or better.

When used strategically, social retargeting can be an incredibly effective way to capture more sales by helping re-engage savvy and on-the-fence shoppers who are already engaging or are likely to engage with your brand.

Use video retargeting to bring shoppers back.

Video retargeting is a strategy you can't ignore. Shoppers spend a third of their time online watching video content. With more and more people engaging with video across all devices, video advertising is increasing 40% year-over-year and Cisco forecasts that in two years' time, more than 80% of internet traffic will be video-based.

Criteo Dynamic Retargeting generates 20-second video ads featuring a branded intro and outro, relevant product recommendations from your live catalog, and an accompanying music track – all delivered in real-time and at huge scale.

The results speak for themselves. Look at how much health and beauty retailers increased abandoned cart conversions, shopper time spent on site, and conversion rates across devices.

criteo.
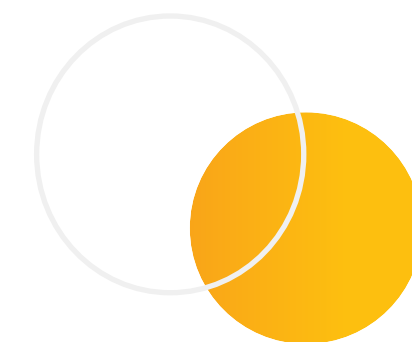
Top Takeaways for Health and Beauty Marketers

Make your mobile experiences awesome.

As our Global Commerce Review shows, more of the world shops from the palm of their hands than ever before, and app usage is growing.

Responsive design, images that read on phone screens, carts that are persistent across devices, and the ability to call up online accounts at in-store registers are all becoming the norm. That means you need to be sure your mobile presence is ready to capture all the on-the-go opportunities.

Criteo App Retargeting allows you to advertise your beauty apps across the most common apps (including social media), making it as easy as possible for shoppers to complete their health and beauty purchases.

Activate data to personalize your content.

Wherever your customers are hunting around online, from mobile browsers to apps, videos and social, you need to activate as much shopper data as possible to deliver the most relevant content.

Criteo Shopper Graph lets you tap into three data collectives that allow you to get a fuller picture of the purchase journey, helping you reach your health and beauty customers based on factors like browsing data, shopping history, and more.
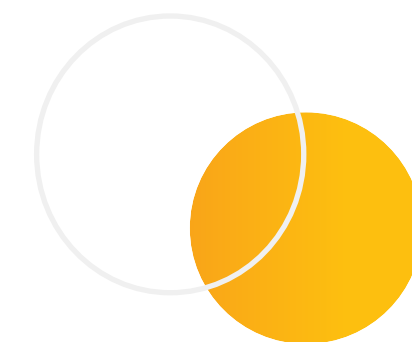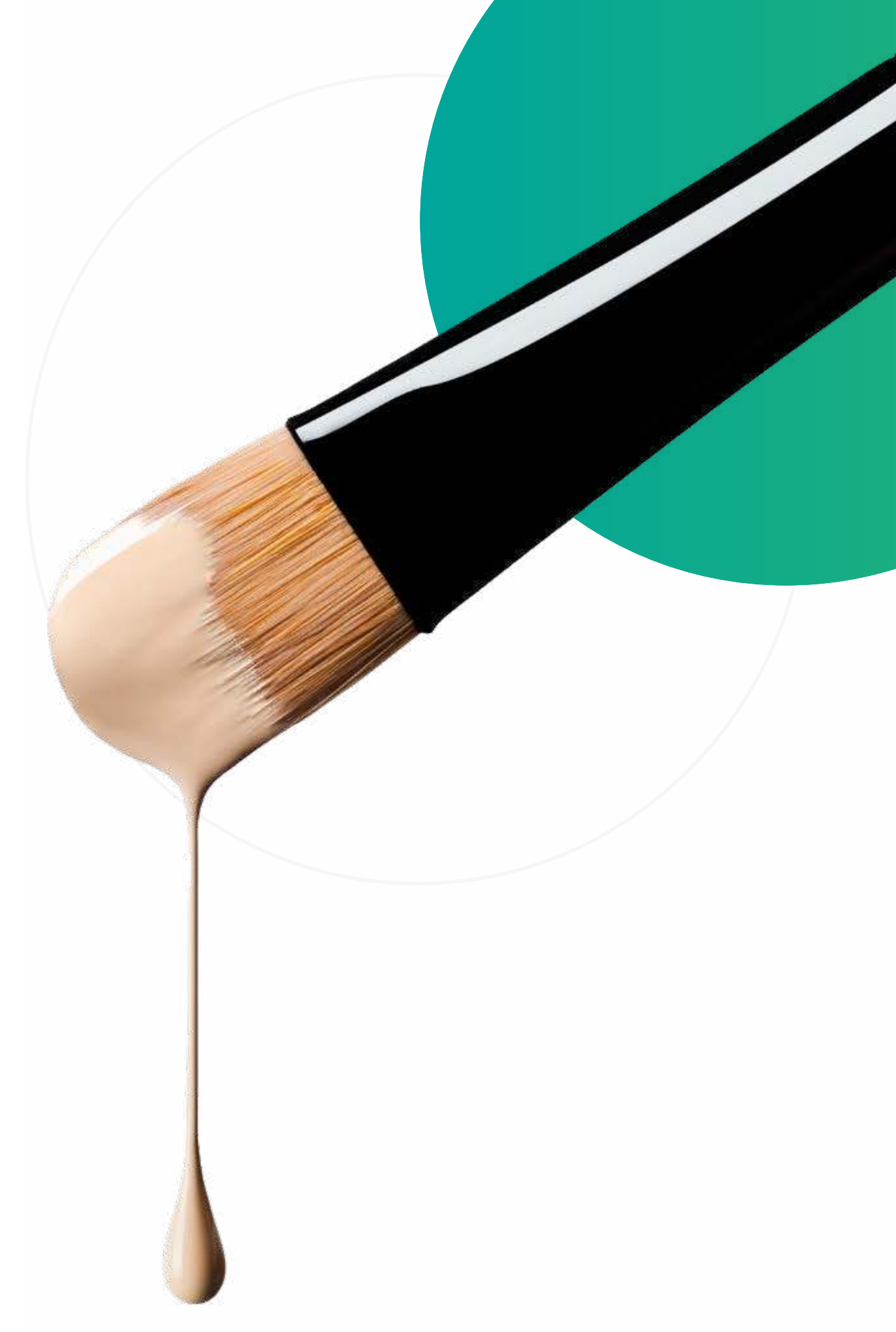
criteo.

Spotlight on SEPHORA

+725% ROI. +45% unique users. Here's how Sephora did it.

Sephora started a Criteo Audience Match campaign to target its Beauty Club customers.

Customers who were impacted by the Criteo Dynamic Retargeting campaign and were part of the Beauty Club were automatically placed in this new campaign and were shown banners with special and customized offers different from those shown to retargeting campaigners who are not part of the loyalty program.

15 days after starting the Criteo Audience Match campaign, Sephora launched an acquisition campaign with Criteo Customer Acquisition to generate qualified traffic to their site.

With the ideal user profiles identified from the retargeting and Audience Match campaigns, Criteo searched for similar profiles within the Criteo Shopper Graph, with the goal of finding and connecting with users who had never purchased on the Sephora website.

725% increase in campaign ROI

45% of unique users in the Criteo Audience Match campaign were engaged in the retargeting campaign

+2600 user sales generated from a combination of Criteo Audience Match and Criteo Dynamic Retargeting campaigns

+1.7M unique users were reached with the Criteo Customer Acquisition campaign

85% of unique users from the Criteo Customer Acquisiton campaign were subsequently engaged in the retargeting campaign

criteo.

Reviewing our online strategy and having a partner that brought results across all points of contact was critical if we were to increase our brand presence and conversion. Now we have actions that impact users in a meaningful way throughout the online shopping journey.

– Simone Sancho, Digital Marketing
 & CRM Executive, LATAM, Sephora

criteo.

For a brand that's virtually flawless, data should be your foundation.

Omnichannel is the new normal, making a connected online and offline marketing strategy the latest must-have. Given all the ways shoppers are drowning in content, the opportunity for health and beauty brands to cut through the noise with personalized advertising across channels is limitless. Businesses that win in the long term will have one thing in common: They'll be using data to create personalized experiences at every point in the purchase journey, from social media, to apps, on the web, and in-store.
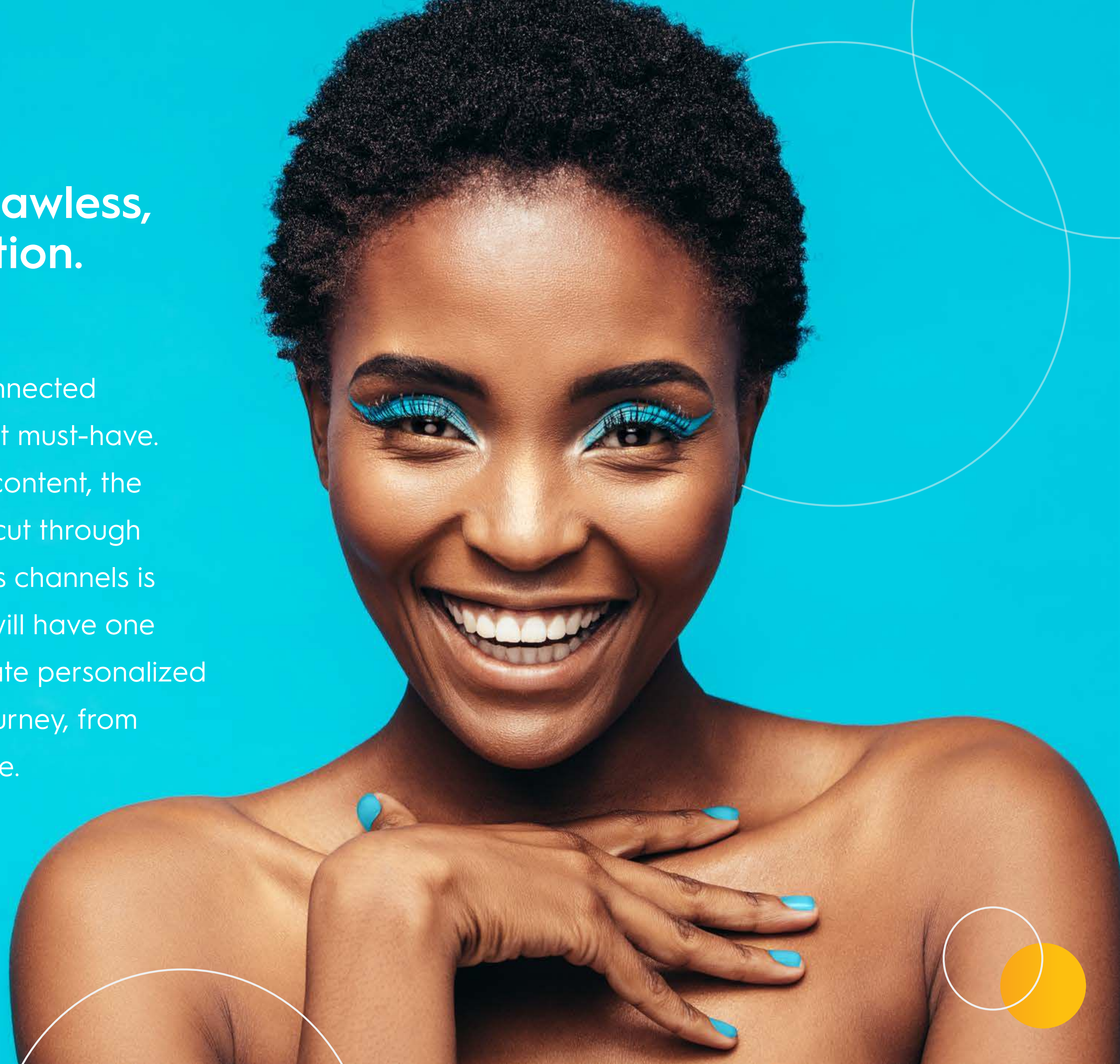
criteo.

About Criteo

Criteo (NASDAQ: CRTO) is the advertising platform for the open Internet, an ecosystem that favors neutrality, transparency and inclusiveness. 2,700 Criteo team members partner with over 18,000 customers and thousands of publishers around the globe to deliver effective advertising across all channels, by applying advanced machine learning to unparalleled data sets. Criteo empowers companies of all sizes with the technology they need to better know and serve their customers.

For more marketing tips, tricks, and tactics, visit **criteo.com/insights**.

Like data? Check out our interactive sales dashboard.

criteo.