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# THE ONLINE STATE OF SKINCARE BRANDS.

Search interest and e-commerce best practices



The global beauty market is undergoing radical changes.

Over the past five years, the market has dramatically shifted focus, thanks largely in part to digital and the rise of direct-to-consumer brands like Glossier, whose marketing strategies are centered on building a sense of community around its brand, product and experience.

More established skincare brands have been slower to adopt these new consumer strategies with a few exceptions leading the way.

Advanced technology-based skincare products are on the rise, with pioneering brands such as Augustinus Bader blazing a trail, alongside historic brands such as Neutrogena, SkinCeuticals and La Roche-Posay.

As our research will show, there is a lot that can be learnt from disruptive brands, but also more traditional brands when it comes to digital activation, the customer journey and e-commerce.



**Benjamin Dubuc**  
*Head of Search and  
Performance Media at DLG*

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# EXECUTIVE SUMMARY.

**Augustinus Bader  
Drunk Elephant  
Glossier**



Top **fastest growing skincare brands** of the past three years (2016-2019) feature **newcomers and established brands**.

**77%**



**Total share** of skincare searches in 2019 were **performed on mobile**.

**Clinique  
Estée Lauder  
Neutrogena**



Skincare brands from conglomerates **Estée Lauder** and **L'Oréal Group** are the **most sought-after** in 2019.

# METHODOLOGY.

Based on **research** conducted by DLG Search and Performance Media team, this report aims to provide a landscape of the online performance of **28 beauty brands that have skincare as their main product\***. We have excluded brands whose beauty segment is not the main focus (e.g., Dolce & Gabbana, Yves Saint Laurent, Chanel, etc.).

We have also excluded companies whose brand name are homographs (e.g., Vichy as the French city versus the skincare brand), in English, and potential misspells (e.g., Kiehls instead of Kiehl's).

The panel includes **established brands** in the industry **together with newcomers/challengers**. They are mid-range to high-end brands.

The whole panel offers **direct-to-consumer e-commerce services**, at least in the United States, meaning that when buying a skincare product, the full commercial transaction is conducted on the brand's platform (users are not being redirected to a wholesaler, for instance).

*\*This research is not exhaustive, it aims to give a sense of the trends*

This report is divided in two parts:

## Part I: Search Interest

We first explored the skincare search interest on Google, in English, on branded and category searches, aiming to demonstrate user intent, from awareness and research, to e-commerce or physical purchase. The branded search part includes both brand and specific product keywords, with a total of 11,989 analyzed keywords. For the category search element, we analyzed a total of 15,085 keywords which we grouped into topics related to the skincare search, identified and categorized search patterns by *concerns, products, ingredients and skin type*.

## Part II: E-Commerce Environment

We analyzed a selection of websites features from 12 skincare brands: the top 6 fastest-growing brands (3 newcomers and 3 established) and 6 from the top 10 most-searched brands.

The objective was to define the best practices when it comes to experiencing their e-commerce services.

28 BRANDS  
ANALYZED.



PART



# SEARCH INTEREST.

BRAND SEARCH

CATEGORY SEARCH



#1

Users mostly search  
using **brand-related**  
keywords.

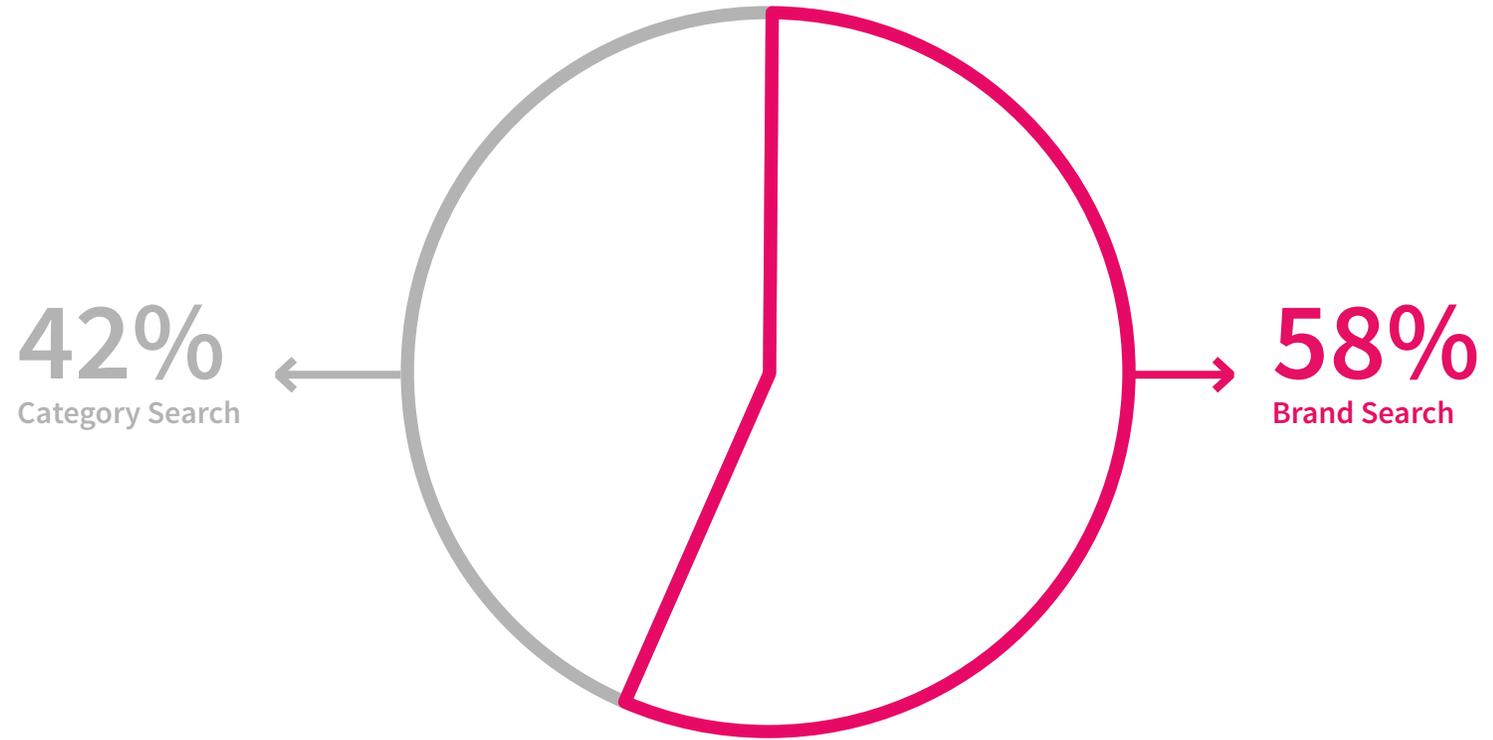


# USERS MAINLY SEARCH USING BRAND KEYWORDS.

Brand search versus  
category search in 2019.

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Monthly Average Search Volumes in 2019



Part I: Search Interest - Brand Search

The majority of brand searches are **based on branded keywords** such as “glossier” for example, rather than by category type (skin type, ingredient product type or concern), for example “dry skin”, “retinol”, “moisturizer” or “acne”.

Direct-to-consumer beauty brands have increasingly been investing in consumers’ loyalty and advertising to ensure they are top of mind.

PART



# SEARCH INTEREST.

BRAND SEARCH

CATEGORY SEARCH



#2

Search interest for skincare brands is **growing**.  
With **mobile** accounting for almost 80% of searches.



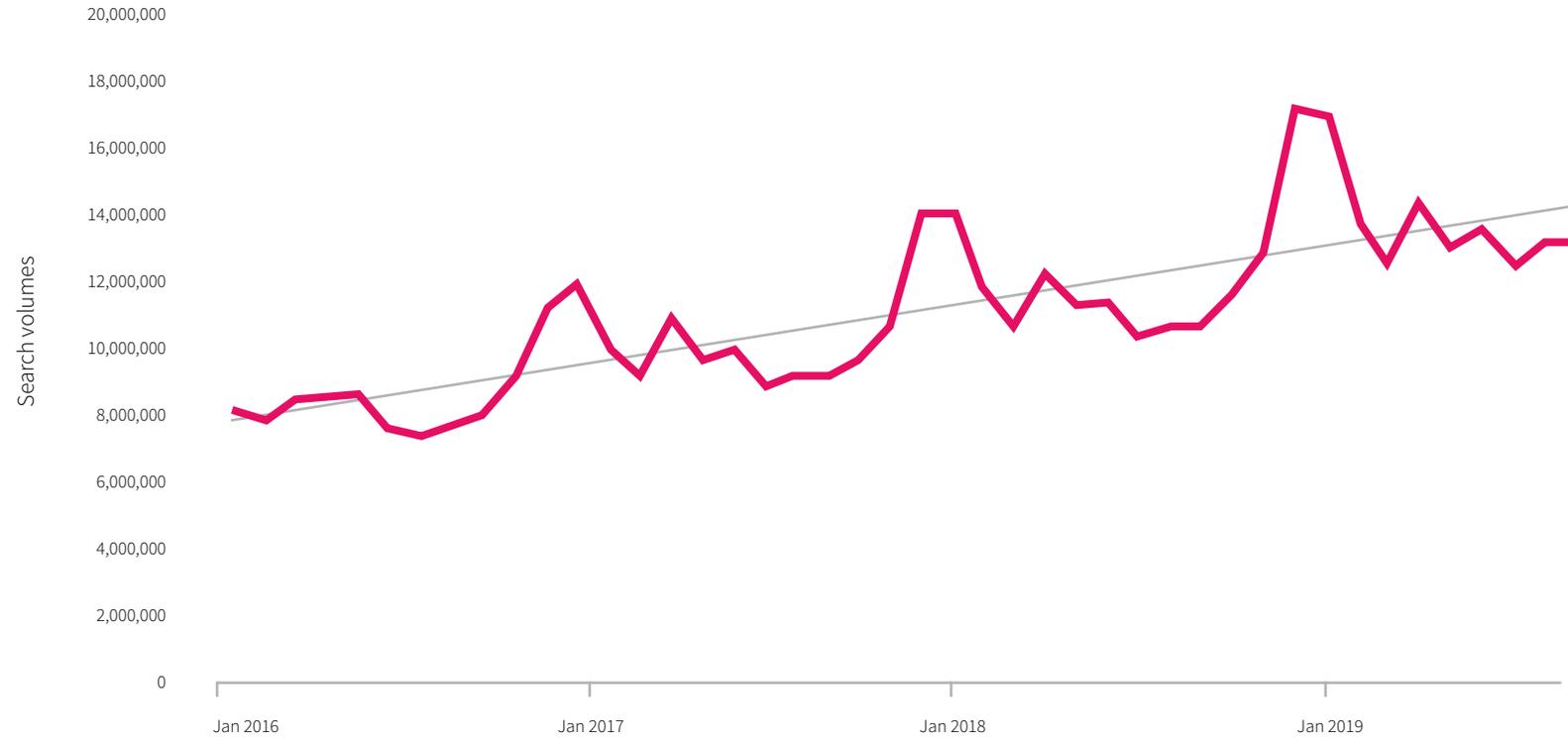
# MARKET GROWTH.

Industry seasonality:  
a constant growth over  
the time period.

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Part I: Search Interest - Brand Search

## Skincare Searches



# +51%

Growth of skincare brand search  
interest in the past 3 years

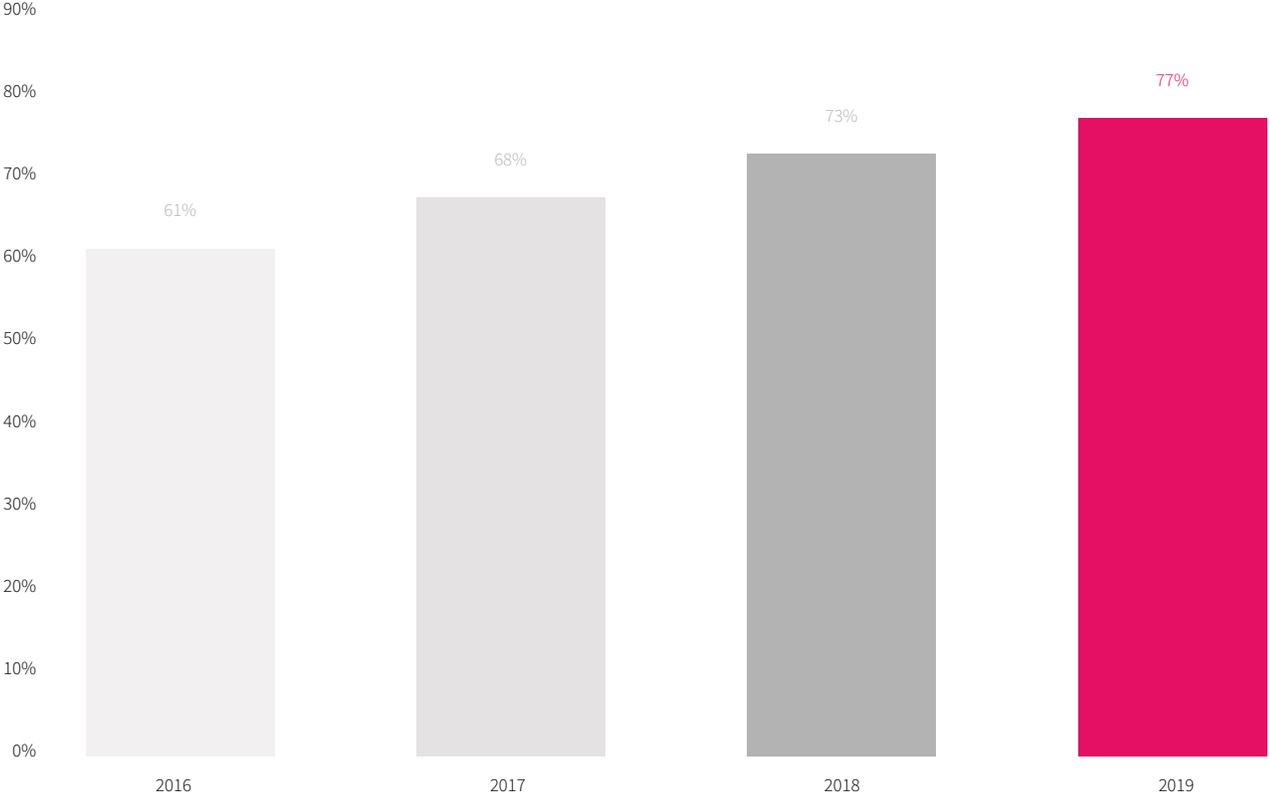
# SHARE OF MOBILE SEARCHES.

Steady growth of searches through mobile.



Part I: Search Interest - Brand Search

Share Of Mobile Searches



**+26%**

Since 2016

# THE AGE OF ASSISTANCE.

It has never been easier  
to search online.

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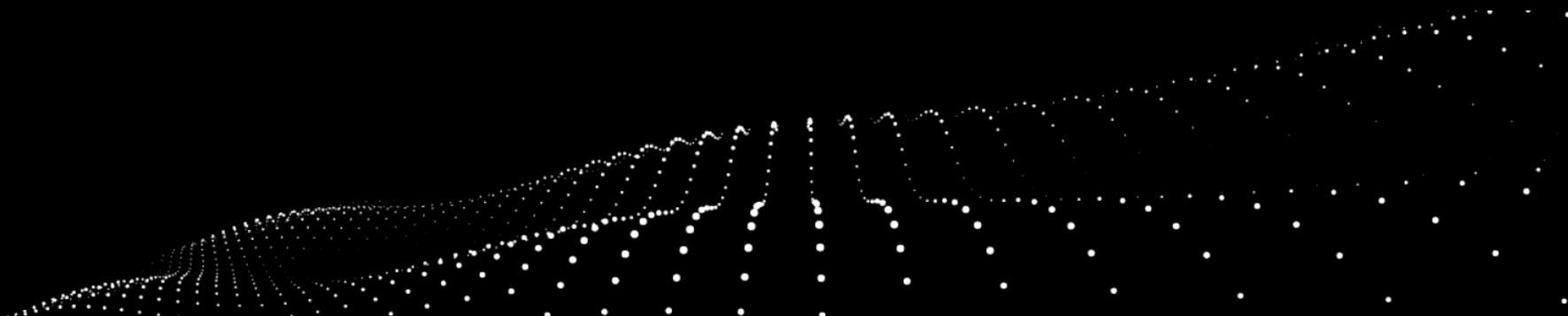
Part I: Search Interest - Brand Search

- It has never been easier to search on the go, with mobile devices empowering users to search anywhere at any time. Since 2016, the **share of mobile searches grew by 26 percentage points, with 77% of searches in 2019 being performed on mobile.**
- Consumers have become more educated, researching products or services before buying, or even visiting a physical store. From brand recommendations, checking reviews and comparing prices, to looking up social media content, consumers make their purchase by being more informed than ever... as seen in **the growth of skincare brands' search interest (51%) over the past 3 years.**
- Even when consumers are at a physical store, they can search about their product of interest to make sure it is the right fit for them, compare prices or even hunt for deals. According to a Google research<sup>1</sup>, **mobile search queries that take place in-store have grown by 15% in recent years.**
- Creating a **personalized and frictionless experience** has become the new normal for every shopping.

<sup>1</sup>Source: Think with Google [www.thinkwithgoogle.com/consumer-insights/online-in-store-shopping-search/](http://www.thinkwithgoogle.com/consumer-insights/online-in-store-shopping-search/)

#3

Startup skincare brands show the **fastest growing** search demand.



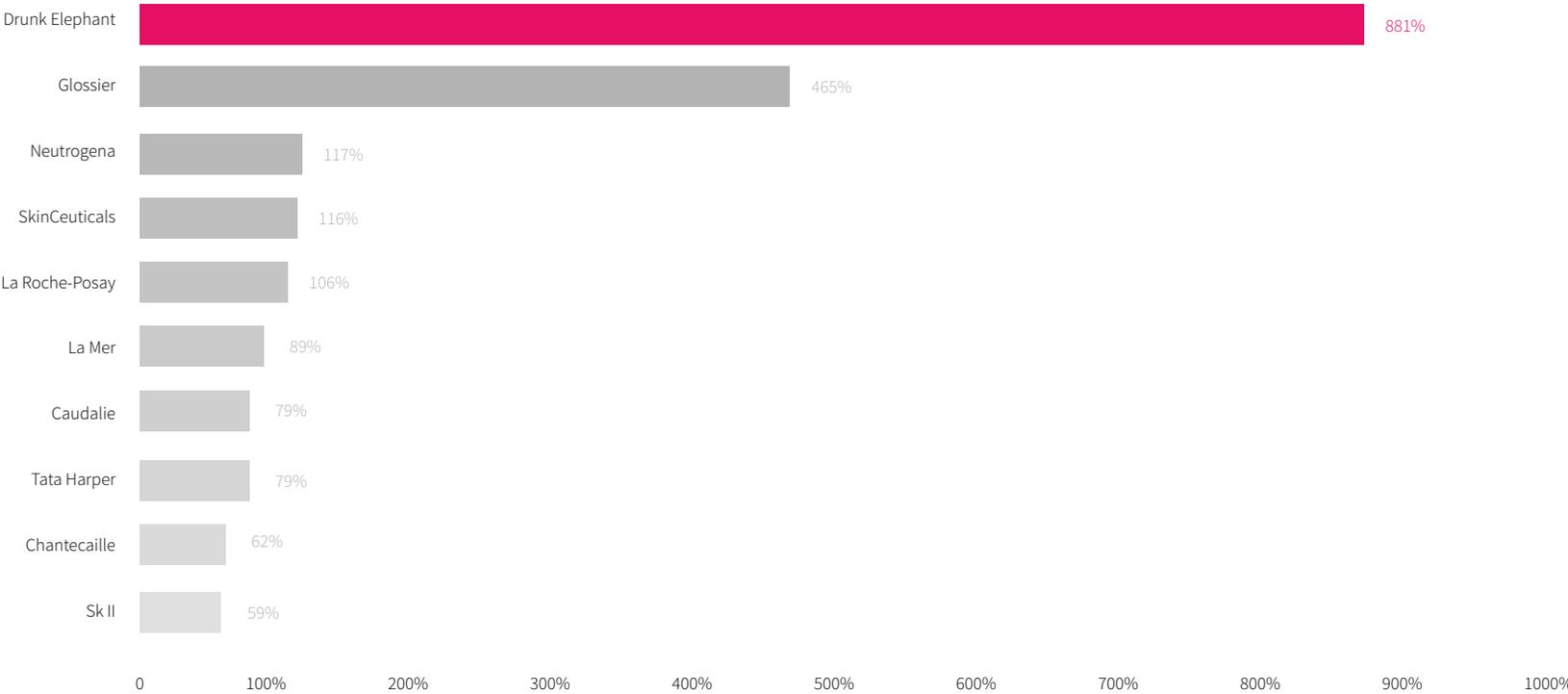
# FASTEST GROWING ONLINE DEMAND.

New skincare brands  
Drunk Elephant and Glossier  
are less than 10 years old.



Part I: Search Interest - Brand Search

### Brand Search Growth (2016-2019)



# DRUNK ELEPHANT.

Internet-born, with a strong Instagram community, and fast customer feedback reaction.

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Part I: Search Interest - Brand Search

- Acquired by the Japanese group Shiseido in early October 2019, **Drunk Elephant took its first steps in 2012** in Houston, Texas. It launched its own website **with six core products set at a premium pricing on its own website**. For example, the Lala Retro Whipped Cream moisturizer is \$60 for 50ml.
- Later, with a deliberately slow distribution, the brand started **selling exclusively with Sephora in the United States**, becoming one of the fastest-growing skincare companies in the retailer's history.

- Its success can be attributed to diverse factors: natural and transparent formula of ingredients, minimalistic packaging, leveraging the power of social media through free influencer endorsement, product placement, sponsored content and strong consumer engagement.
- Also, **receiving and responding effectively to its customer feedback on Instagram, aligned with the brand's minimal line-up has allowed the brand to quickly adapt their products**. An example of this is the Umbra sunscreen formula update, which was a direct result of customer feedback.

Source: Drunk Elephant  
Customer review, Instagram



Umbra product launch announcement, Instagram



# GLOSSIER.

## Millennial-friendly marketing and social media strategy.

- This privately-owned brand started in 2014 with a simple offering of four products: Soothing Face Mist, Priming Moisturizer, Balm Dotcom salve and Perfecting Skin Tint foundation.
- Since its creation, **the strategy and communication has had an emphasis on millennial-friendly marketing and social media**, with the founder's blog "Into the Gloss" being used as a focus-group platform to receive feedback on current and interest for future products.
- With its pink-and-white minimalist packaging, direct-to-consumer business model and accessible prices (for example its Lash Slick mascara costs \$16), the brand acquired popularity not only among young people but also gained celebrity approval.
- **Starting as digital-only, Glossier's brand identity was primarily formed on Instagram**, it later opened its pop-up shops to build a buzz before launching its first flagship in New York City. The brand capitalizes on its technology and brand design to provide its users with the perfect Instagrammable experience.

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Source: Glossier  
Flagship in New York

Flagship in Austin

Glossier's Instagram

Part I: Search Interest - Brand Search



**Glossier.**

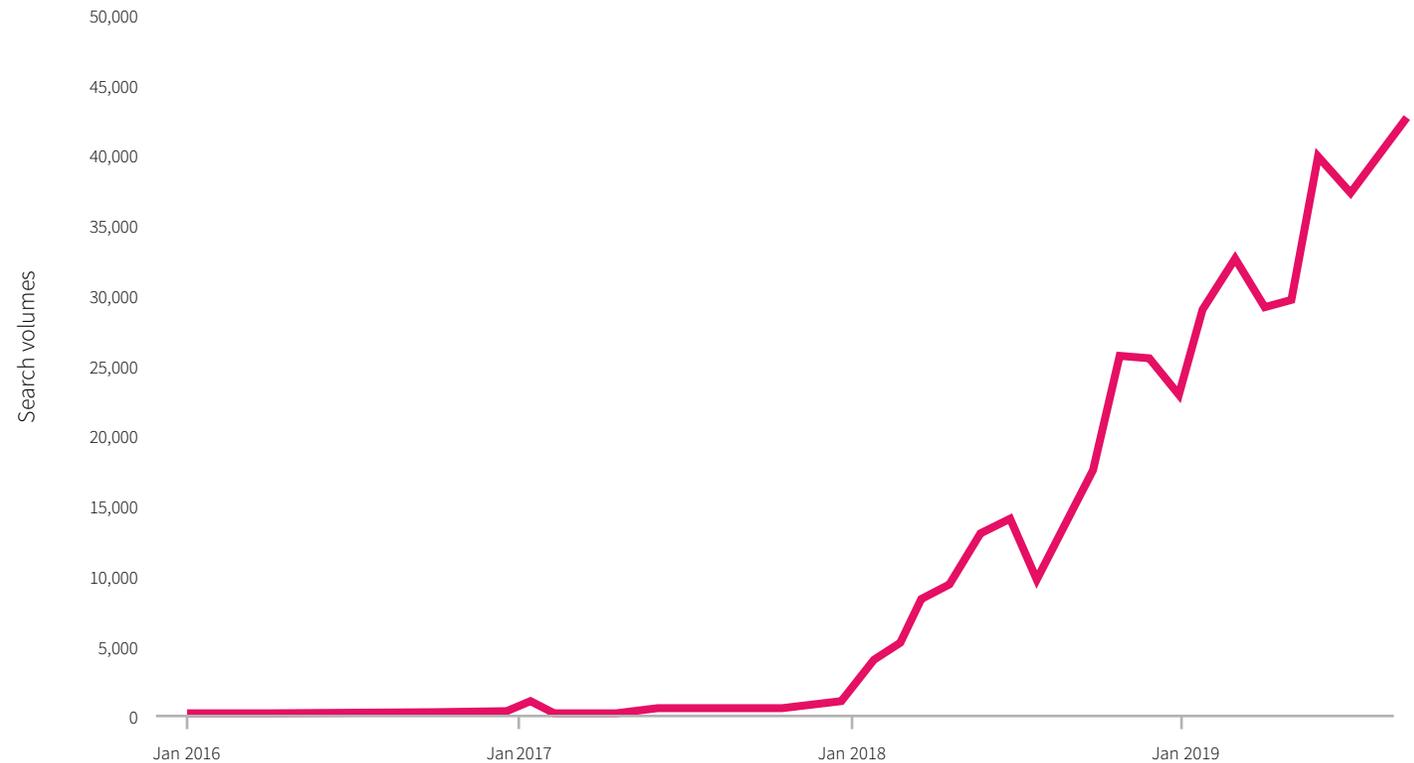
# AUGUSTINUS BADER.

Best launch of the past  
3 years.

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Part I: Search Interest - Brand Search

### Augustinus Bader Branded Searches



Augustinus Bader is the « genuine » fastest growing brand, growing from 5,000 searches in February 2018 to more than 40,000 a year later, representing a **30783% growth**.

launched in February 2018, this luxury skincare brand currently shows **as much search volume as more established brands** such as Malin + Goetz, Eve Lom & Rodial.

Augustinus Bader

# AUGUSTINUS

## BADER.

Results-oriented German brand, where science is the new "sexy".

- Augustinus Bader, world-leading stem-cell and biomedical scientist, founded his namesake **skincare line with just two products** (The Cream and The Rich Cream) offered at a **high-range luxury price**. Bader's face moisturizer The Rich Cream is priced at \$265 for 50ml.
- The company initially started selling through their website, opening their Paris flagship store in April 2018 and later selling exclusively at beauty retailer Violet Grey.
- Its rapid growth is a reflection of the brand leveraging **its authority through word-of-mouth, rave reviews and celebrity endorsement, making it an A-lister favourite** (Naomi Campbell and Kim Kardashian) and achieving cult status.
- The brand recently launched the Cell Rejuvenating Priming Moisturizer in partnership with Victoria Beckham Beauty.
- 10% of Augustinus Bader's profits go towards its foundation's further research of healing technologies.

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Source: Augustinus Bader  
Victoria Beckham X Augustinus Bader

The Rich Cream



Augustinus Bader

# WHAT DO THEY HAVE IN COMMON?

New skincare products have the fastest growing demand.

- All new skincare brands **offer a simple and limited product line offering**, Drunk Elephant with six products, Augustinus Bader two main products, and Glossier four.
- Also, **they are digitally-born brands, meaning that they started their business model and marketing activities already adapted to the online landscape**. Each company ethos is centered on building a sense of community around their brand, product and experience.
- Glossier and Drunk Elephant expanded to brick-in-mortar with their own flagships with the mission **of extending their consumer's online experience**.
- Both Glossier and Drunk Elephant also **provide strong consumer support through their social media**, especially on Instagram. In addition to leveraging consumer engagement with personalized conversations, they are able to turn their feedback into products quickly. Their agility and flexible business models allow them to listen to consumer opinion, and rapidly adapt the product packaging and ingredients according to the consumer views and needs.

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Part I: Search Interest - Brand Search

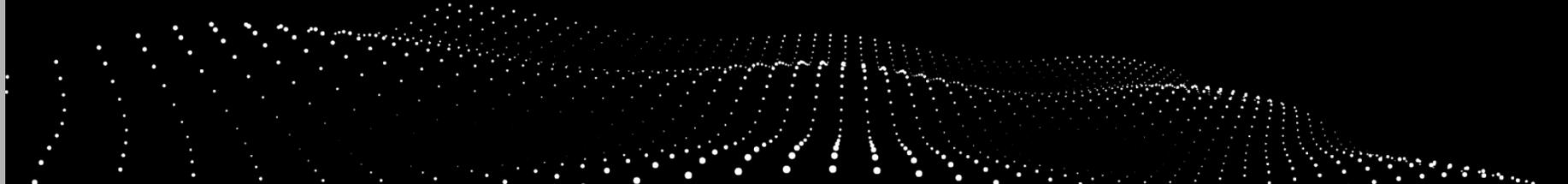


**Glossier.**

Augustinus Bader

#4

**Established brands  
Neutrogena, SkinCeuticals  
and La Roche-Posay  
are keeping pace with  
the younger upstarts  
in the market.**



**SOME  
ESTABLISHED  
BRANDS ARE  
KEEPING UP.**

Search growth in the past 3 years (2016-2019)

**+117%**

**Neutrogena®**

Part of Johnson & Johnson

**+116%**

 **SKINCEUTICALS**

Part of L'Oréal Group

**+106%**

 **LA ROCHE-POSAY**

Part of L'Oréal Group

**+89%**

**LA MER**

Part of The Estée Lauder Companies

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Part I: Search Interest - Brand Search

# NEUTROGENA.

Low-costs and high credibility brand, strategically activating its channels to the target audience.

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- Neutrogena was founded in 1930 in Belgium, and was acquired by Johnson & Johnson in 1994. **The brand's strong relationship with dermatologists in the early 60s gave the company an exceptional competitive advantage.** Neutrogena positions itself as the #1 dermatologist-recommended skincare brand, offering a “kind to the skin”, residue-free soap formulated from pH balance, with a product range covering all skin-types.

- Distribution-wise, Neutrogena partners with several hospitals, clinics and hotel chains, aligned with a **widespread supply chain and distribution network**, from supermarkets to convenience stores and drugstores, nevertheless maintaining its high-quality status.

- With a strong presence across all channels, Neutrogena's communication is strategically adapted by channel/ audience; with big-screen celebrities such as Nicole Kidman in TV commercials, to small-screen influencers such as Angelique Miles in Instagram, both endorsing the same product.

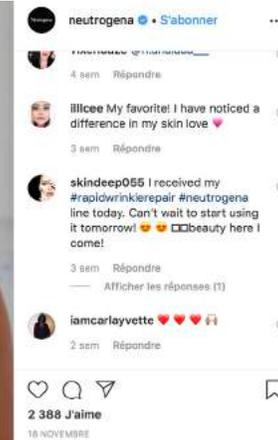
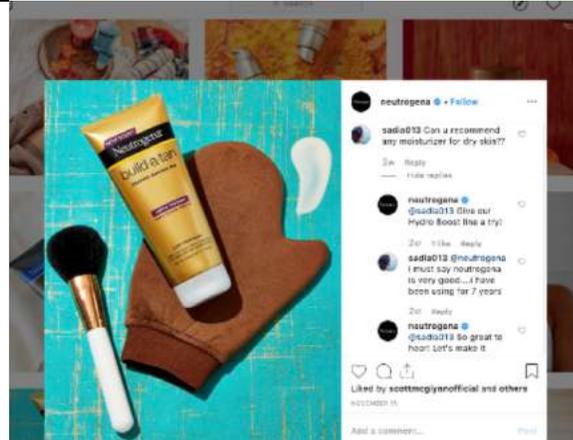
Source: Neutrogena  
Consumer engagement: Neutrogena's Instagram

Angelique Miles: Neutrogena's Instagram

Nicole Kidman: Neutrogena's TV Commercial



Part I: Search Interest - Brand Search



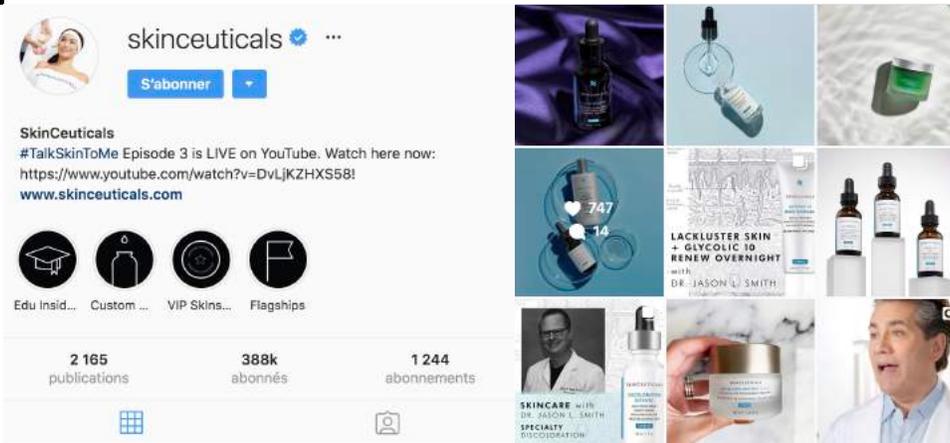
Neutrogena®

# SKINCEUTICALS.

Positioned as a medical aesthetic skincare brand with medical distribution network.

- Founded in 1997, SkinCeuticals has been part of the L'Oréal Group since 2005. **Positioned as a medical aesthetic skincare brand, it leverages its authority by showcasing its extensive research and scientific evidence**, in addition to being endorsed by dermatological and medical professionals. It is referenced multiple times in “mass reaching” platforms such as Allure.
- The brand’s regimen philosophy is centered around three pillars - prevent, protect and correct - which the brand successfully leverages to upsell.
- SkinCeuticals has a selective distribution network, both online and offline, including a **number of high-end beauty specialized retailers, luxury beauty boutiques, pharmacies, dermatologists, cosmetic surgeons and spas.**
- SkinCeuticals’ **pricing is high-range** with one of its online best-sellers, Triple Lipid Restore 2:4:2, anti-aging cream, priced at \$128 for 40ml.

Source: SkinCeuticals  
Instagram communication



 SKINCEUTICALS

# LA ROCHE-POSAY.

**Sensitive skincare brand recommended by numerous dermatologists worldwide.**

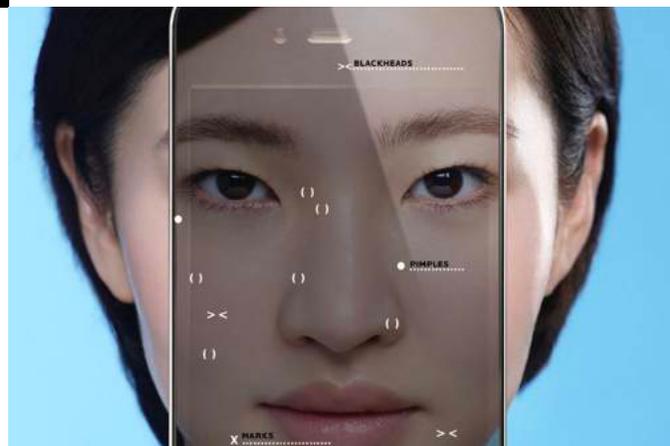
- With a history dating back to the 14th century with the discovery of La Roche-Posay thermal springs, the brand was created in 1975 and later acquired by L'Oréal Group in 2003.
- The brand positions itself as being **the industry leader in the development of minimalist formulas dedicated to sensitive skin**, with its products containing the La Roche-Posay Thermal spring water.
- Its authority and trustworthiness are strengthened by the numerous dermatologists' endorsements and partnerships in creating several awareness campaigns on the prevention of skin cancer.
- The brand has a **large distribution network**, both online and offline, with their own e-commerce and thermal center, retailer network such as Walgreens and Douglas (both online and offline), dermatologists and spas.
- La Roche-Posay has incorporated different technologies that help the consumer identify the best product for their skin and promote their products, such as Effaclar Spot scan and the UV Skin Tracker with Anthelios.

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Source: La Roche-Posay  
PoreScan

My Skin Tracker UV

Part I: Search Interest - Brand Search



**LA ROCHE-POSAY**

# LA MER.

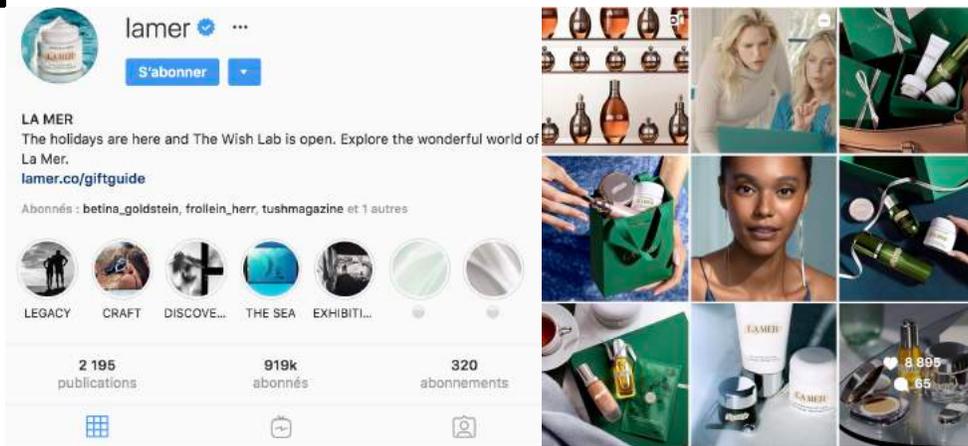
Gained cult status in the early 2000s; has made a recent comeback for its regenerative properties.

- Acquired by The Estée Lauder Companies in 1995, La Mer was founded by the German scientist Max Guver, who dedicated 12 years of research to create the product's formula, based on a variety of kelp found in the ocean near his California home.
- The **brand's luxury positioning** is visible in their communication, where the connection to the sea and regenerating properties stand out. **The brand practices high pricing**, with its signature product La Mer moisturizing cream starting at \$90 for 15 ml, to \$510 for 100 ml.
- La Mer makes its products available through its own e-commerce platform and through an extensive variety of retailers, from brick-and-mortar such as Sephora and Douglas stores, **to online platforms such luxury fashion retailer Net-A-Porter.**
- Considered a cult product, it was highly praised by the public and especially by celebrities such as Jennifer Lopez and Jennifer Aniston. In the recent years it has gained more popularity, through recent campaigns with the renowned fashion photographer Mario Sorrenti and his daughter Gray Sorrenti, who were invited to re-invent the iconic moisturizer.

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Part I: Search Interest - Brand Search

Source: La Mer  
Instagram's communication



LA MER

# SURFING THE TREND.

Established brands capitalizing on informed consumer's search interest.

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Part I: Search Interest - Brand Search

- Neutrogena, La Roche-Posay and La Mer have a **widespread distribution network, specially offline**, allowing their brand to have a strong and constant presence along the consumer journey.
- Besides their **strong endorsements backed-up by a network of medical professionals, particularly for SkinCeuticals**, the mentioned established brands have been properly leveraging their authority and positioning through social media communication.
- With consumers becoming increasingly informed about the dangers of sun exposure, and concerned with preserving a youthful appearance, a strong growth is expected for sun protection and anti-aging products. Aligning this concern with markets such as the emerging ones (China, Russia and India), where there's an overall rising income of the population, means that consumers have more purchasing power to acquire effective products rather than going for a cheaper option<sup>2</sup>. **The established brands, backed up by their group and dermatologist's endorsements, can leverage this knowledge to market their products as most results-effective to consumers.**
- **La Roche-Posay stands out with its skincare technology applications** which go hand-in-hand with the usage of its products.

<sup>2</sup>Source: Statista, <https://www.statista.com/markets/415/topic/467/cosmetics-personal-care/>

#5

L'Occitane, Eve Lom and Rodial show the **slowest** search interest growth.



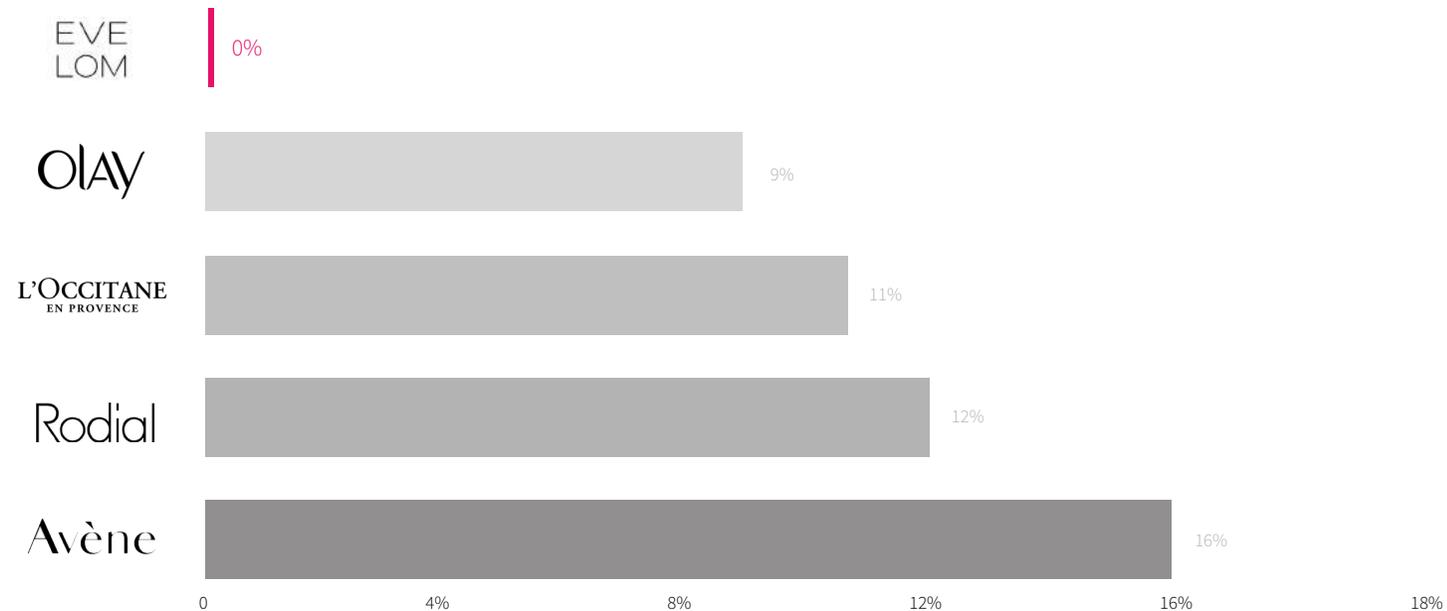
# SLOWEST GROWING ONLINE DEMAND.

Eve Lom shows 0% growth over the past 3 years.

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Part I: Search Interest - Brand Search

Slowest Search Growth (2016-2019)



• The overall skincare beauty market is growing, due to available ingredient information, consumers' growing awareness of sun exposure consequences aligned with their increase of willingness to pay for a perceived effective product, among other things; but not all brands are growing at the same pace.

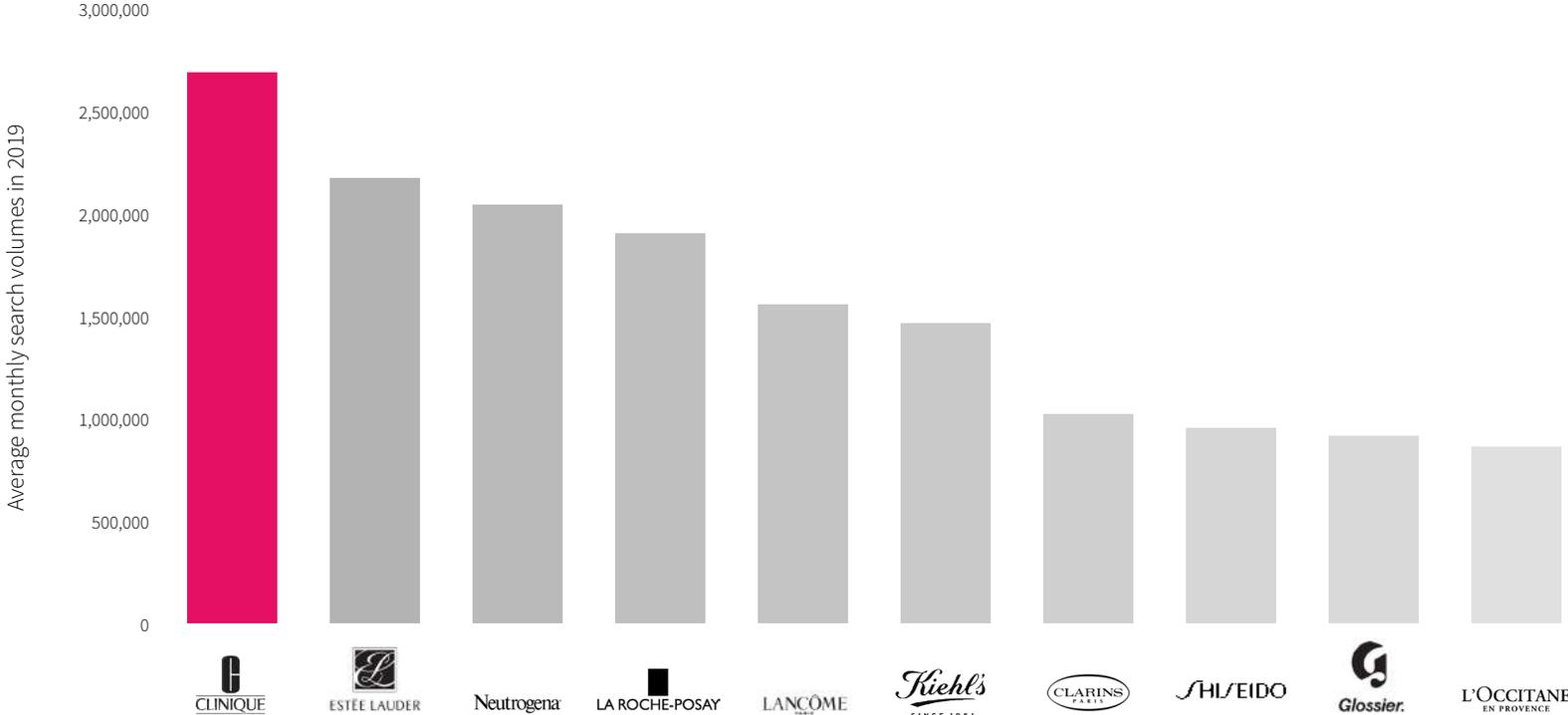
• **Eve Lom has had no search interest growth over the past years**, followed by Olay the second slowest growing registering a 9% growth, and L'Occitane with 11% growth.

#6

**Brands belonging to  
conglomerates are  
the most searched in 2019.**

# MOST SEARCHED SKINCARE BRANDS IN 2019.

Top skincare brands searched in 2019, by monthly search volume



Part I: Search Interest - Brand Search

# CONGLOMERATES' BRANDS ARE TOP RANKED.

Glossier is the only independent brand in the present upper ranking.

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Part I: Search Interest - Brand Search

#01



#02



Part of The Estée Lauder Companies

#03



Part of Johnson & Johnson

#04



#05



#06



Part of L'Oréal Group

#07



Part of Clarins Group

#08



Part of Shiseido Group

#09



Independent

#10



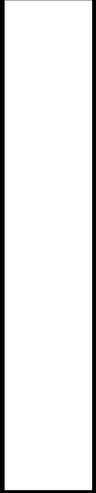
Part of L'Occitane Group

- Brands belonging to conglomerates like Estée Lauder and L'Oréal Group are still leading the way in terms of search volumes, thanks to their extensive distribution networks, experience in handling multiple categories in e-commerce and investment in digital transformation, enabling them to become more agile.

## KEY TAKEAWAYS.

- ✓ There has been a 51% rise in search growth of skincare brands in the past three years, with searches through mobile increasing by 26 percentage points in the same period. This demonstrates a clear signal on the growing importance of having brand strategies adapted for a seamless omnichannel consumer experience and providing a frictionless shopping encounter, assisting the consumer's purchase throughout the different touchpoints in their journey.
- ✓ Established brands **Neutrogena, SkinCeuticals, La Roche-Posay and La Mer** are following newcomers as the **fastest growing skincare brands**, leveraging the consumer's growing concern for effective products, showcasing the possibility for historical brands to maintain the momentum.
- ✓ Interestingly, new brands **Glossier and Drunk Elephant** started as digital natives and then moved to brick-and-mortar, while traditional brands have done the reverse- aiming to become more digitally-centered and transforming their organizations to become more agile.
- ✓ A simple product offering, streamlined and unfussy packaging, and strong consumer feedback and engagement, allows brands to be more agile in adapting their products to consumer demands.

PART



# SEARCH INTEREST.

BRAND SEARCH

CATEGORY SEARCH



#7

Consumers perform more than **15M** generic searches on average per month.

# MULTIPLE WAYS TO SEARCH.

## CONCERNS

E.g. “Eye bags”



**7,7M**

Avg. searches per month

## PRODUCTS

E.g. “Antioxidant serum”



**3,6M**

Avg. searches per month

## INGREDIENTS

E.g. “Marula oil”



**3M**

Avg. searches per month

## SKIN TYPE

E.g. “Oily skin”



**1,2M**

Avg. searches per month

Source: Google Keyword Planner, last 12 months

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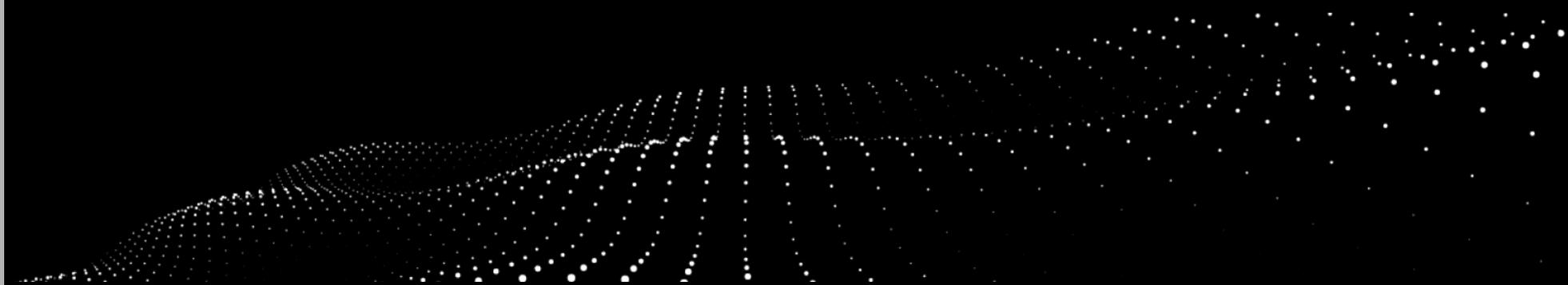
Part I: Search Interest - Category Search

- Using Google Keyword Planner, ~~we analyzed and grouped 15,085 keywords~~ into topics related to the skincare search, then identified and categorized search patterns by *concerns, products, ingredients and skin type*.

- Based on this, we identified search volumes, specific topics and search trends.

#8

**Top 5 fastest growing search topics are within the Ingredients and Product types categories.**



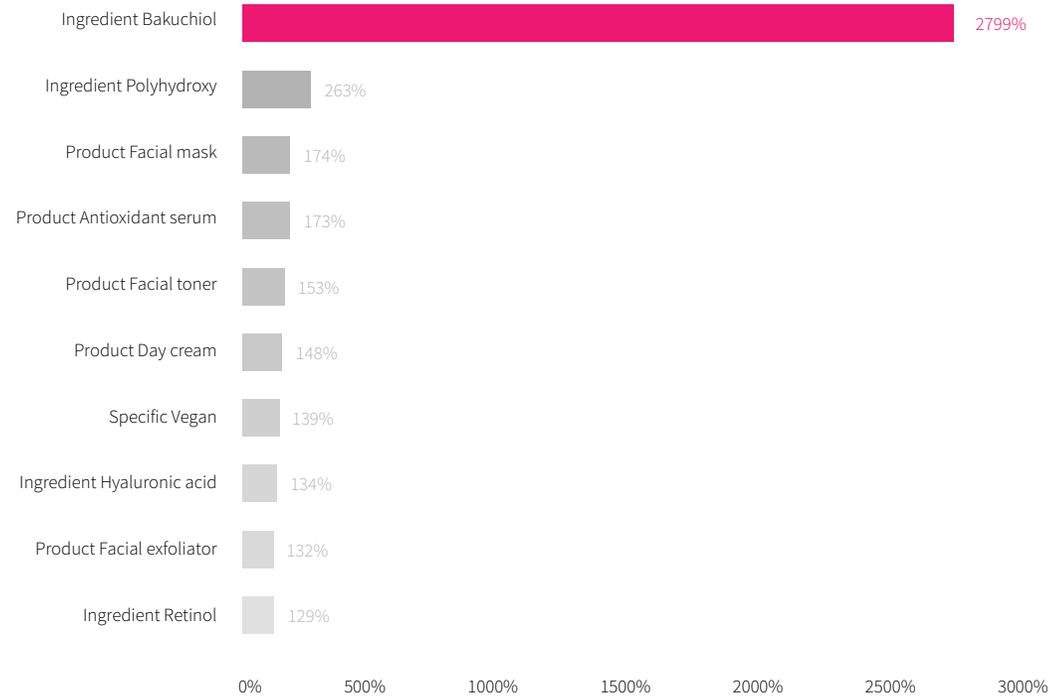
# FASTEST GROWING SUBTOPICS IN SEARCH.

Ingredients category ranking high in the search growth, with Bakuchiol leading the way.

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Part I: Search Interest - Category Search

Search growth by subtopics (2016-2019)



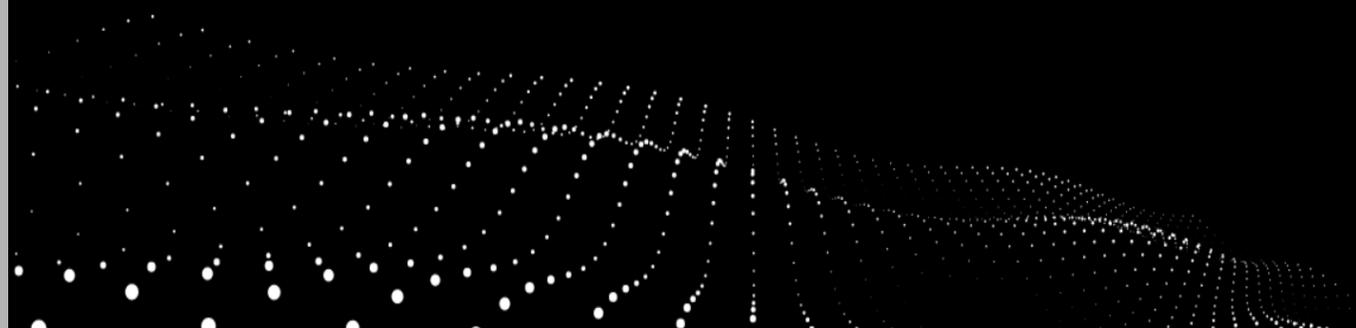
• With consumers becoming increasingly well-informed about the properties of certain ingredients, **the growing concern for natural ingredients over synthetic ones, and the ability to easily search** it is clear to see why Ingredients rank high in the search growth.

• The ingredient Bakuchiol has similar properties as Retinol, boosting collagen and elastin production and reducing photo-aging like fine lines and wrinkles. However, it is a natural ingredient, unlike Retinol which is a synthetic derivative of vitamin A.

• By careful analysis of search trends, brands **can adapt and tailor their product offering**, their landing pages and their media activities to capitalize on trends.

#9

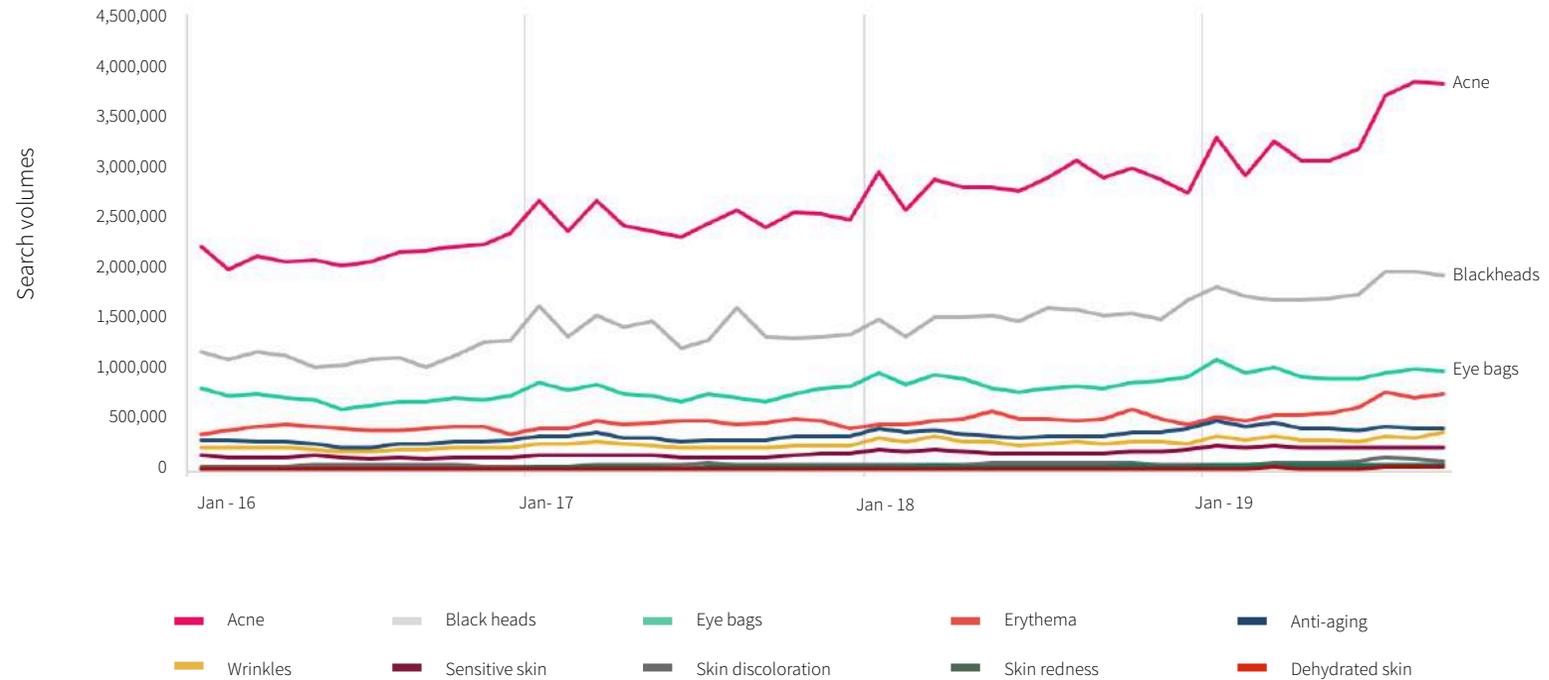
Even though “acne” is the **most searched concern**, “skin redness” is the **fastest growing**.



# “ACNE” IS THE MOST SEARCHED CONCERN.

Steady growth, with seasonal spikes in January, March and a slight spike in August.

Search volumes by Concern (2016-2019)

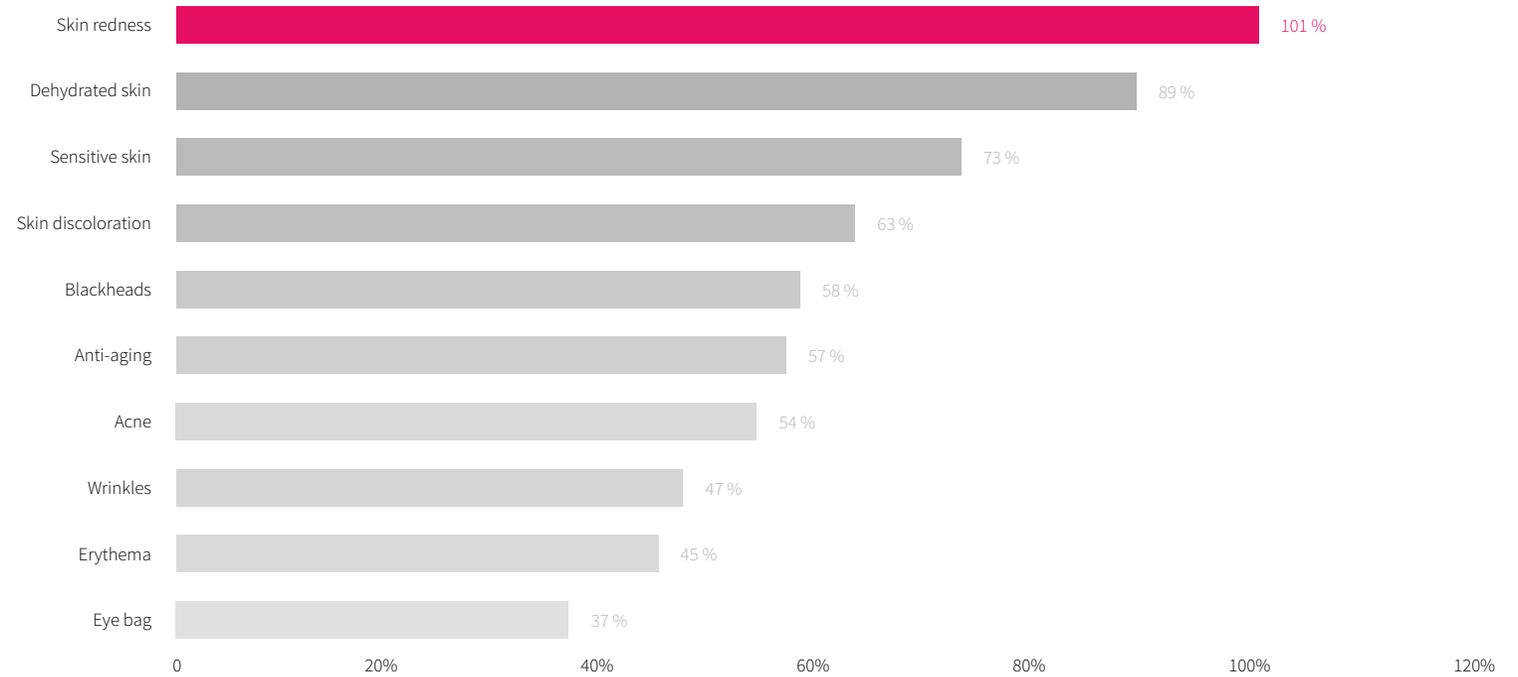


# “SKIN REDNESS” IS THE FASTEST GROWING CONCERN.

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Part I: Search Interest - Category Search

Search growth by Concern (2016-2019)



Even though “acne” had the highest search volume, the 3-year growth rate was one of the lowest (54%), in comparison to “skin redness” at 101%, and “dehydrated skin” at 89%.

# #10

“Moisturizer” is the **most searched product type** but “facial mask” is the **fastest growing**.

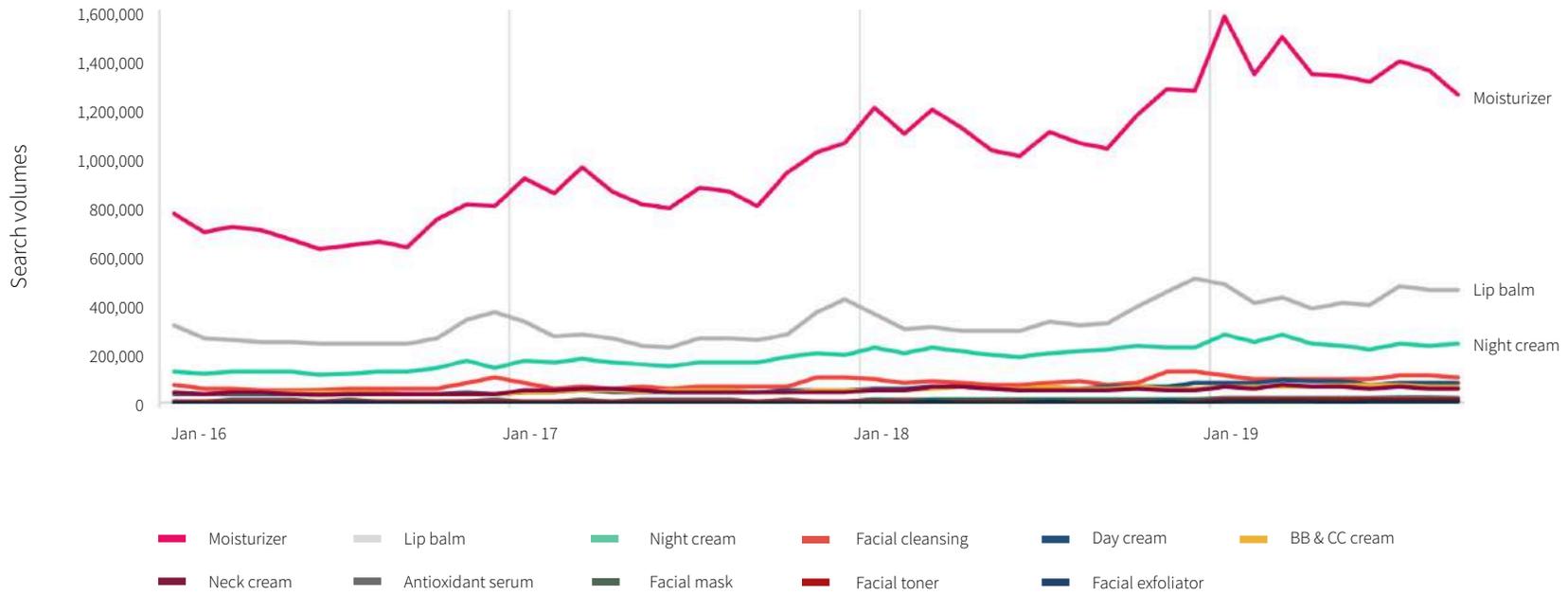
# MOST SEARCHED PRODUCT TYPE IS “MOISTURIZER”.

Steady growth, with seasonal spikes in January, March and July.



Part I: Search Interest - Category Search

Search volumes by Product (2016-2019)

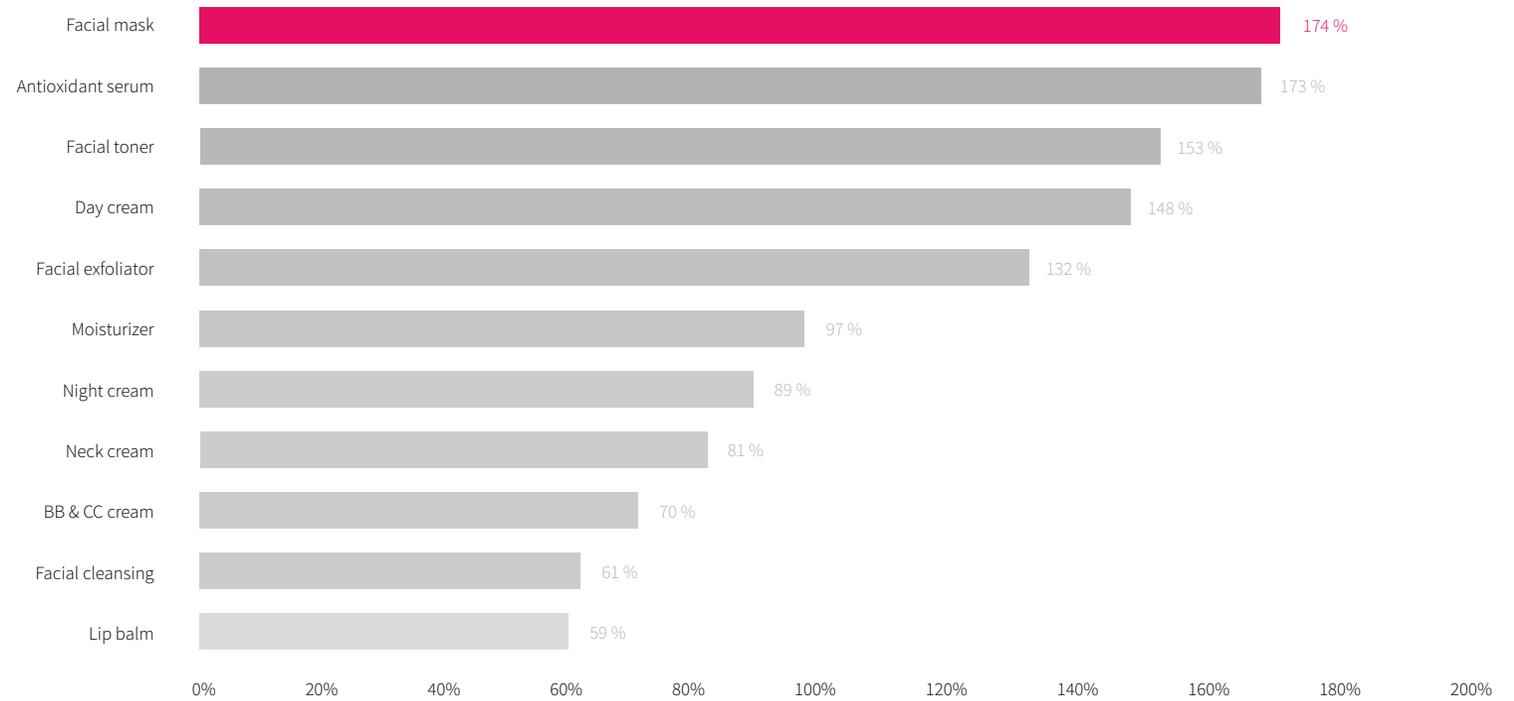


# “FACIAL MASK” IS THE FASTEST GROWING PRODUCT.



Part I: Search Interest - Category Search

Search growth by Product (2016-2019)



Brands can address interest in this product type by adapting their communication efforts and **maximizing consumer's purchase intent.**

**THERE ARE ALWAYS  
CONSUMERS IN  
MARKET DESPITE  
SLIGHT  
SEASONALITY.**

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Part I: Search Interest - Category Search

Search volumes by Product Lip balm (2016-2019)



- Brands need to address seasonal interest and capitalize on the spikes. However, **consumers are always-on**, continuously searching and looking to shop on their own terms 24/7.

- Not addressing this demand means losing revenue and leaving the exposure to your competitors.

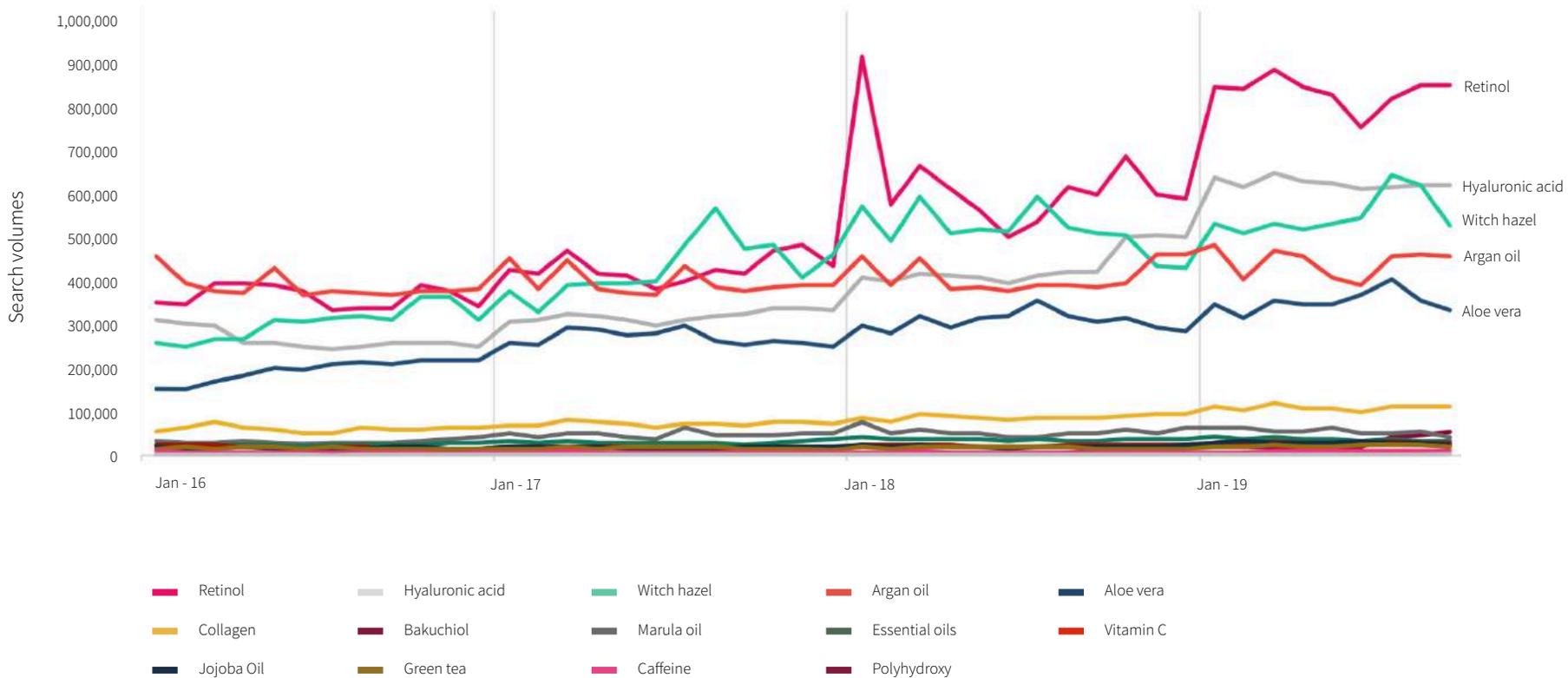
#11

“Retinol” is the **most searched** ingredient type but “polyhydroxy” is the **fastest growing**.



# “RETINOL” IS THE MOST SEARCHED INGREDIENT.

Search volumes by Ingredient (2016-2019)

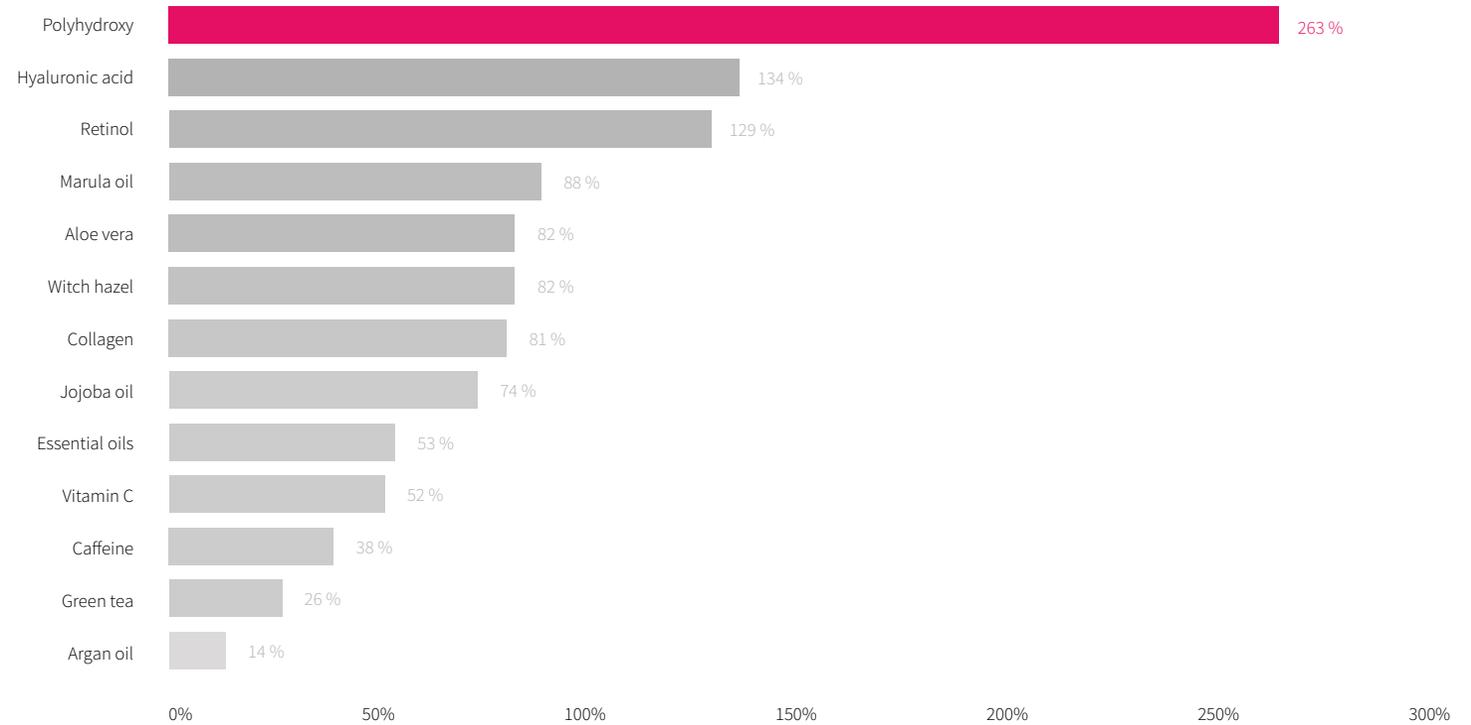


# “POLYHYDROXY” IS THE FASTEST GROWING INGREDIENT.



Part I: Search Interest - Category Search

### Search growth by Ingredient (2016-2019)



With 2799% growth, “Bakuchiol” was removed from the graph.

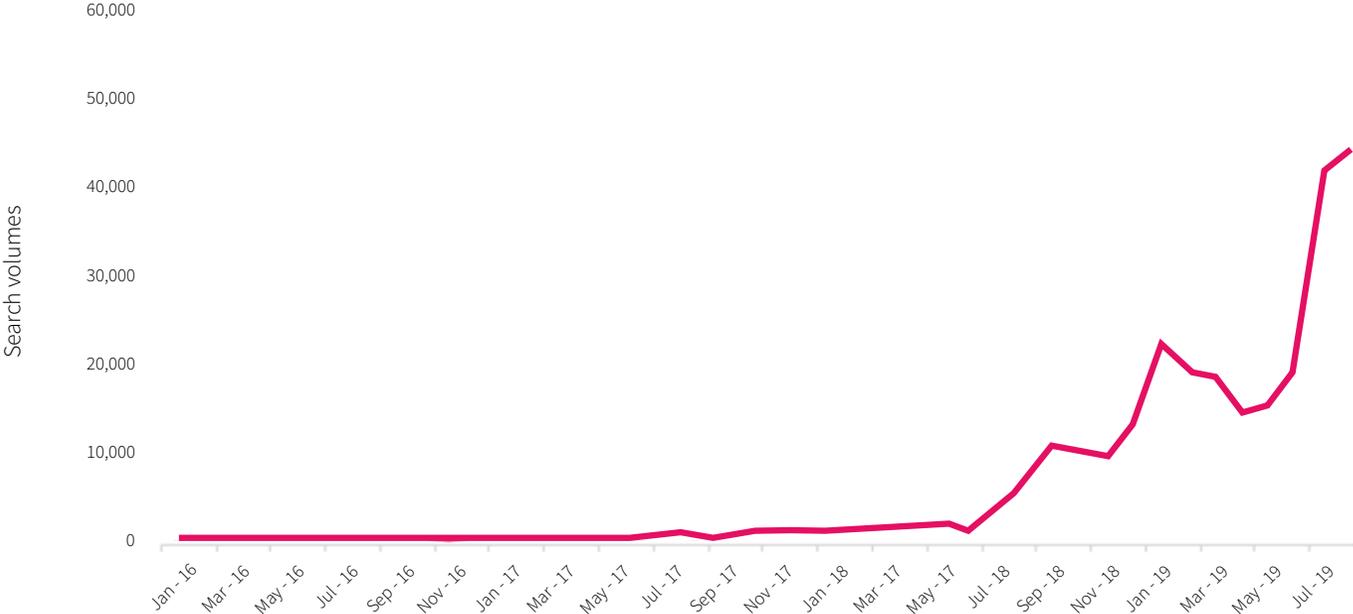
# TRENDING SKINCARE INGREDIENT.

Bakuchiol ingredient search spike started in July 2018.



Part I: Search Interest - Category Search

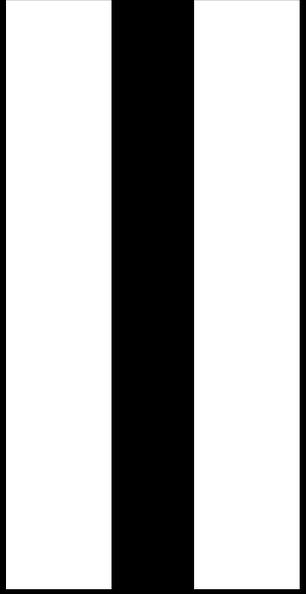
Search volumes by Ingredient Bakuchiol (2016-2019)



Exponential growth with 839 monthly average search volume in 2016 to 24,326 in 2019

# KEY TAKEAWAYS.

- ✓ Brands need to be **reactive to new trends** and aim to educate the consumer on their various concerns. For example, brands can educate on how they can help consumers with “skin redness”.
- ✓ There is a strong opportunity for brands to **personalize their advertising plan based on user’s search intent**, showcasing the right products or content that can help the consumer in order to accelerate their purchase decision.
- ✓ **Also, brands can increase their revenues through performance marketing.** By digging deep into consumers’ keyword search interests, and identifying demand trends, brands can guide their communication/production efforts accordingly. It’s time for brands to predict intent instead of chasing it.
- ✓ Knowing **how their users search allow brands to deliver more effectively additional marketing efforts**. For example, if a consumer bought a skincare product for “dry skin”, and if there is a sample offering, brands need to leverage this signal and offer related-products.
- ✓ **Identifying trends on the rise**, such as natural-based ingredients like Bakuchiol, can leverage brand’s positioning by showcasing **the right information** on ingredients, testing, benefits, and core technology, helping consumers make the right decision and accelerate their purchasing journey.



# E-COMMERCE ENVIRONMENT.



**Objective:** understand how a great experience on the website impacts the brand authority.

What are the best practices in terms of User Experience when it comes to purchasing skincare products on brands websites?

What are the features that will take the experience to the next level?

To answer those questions in the part II of the research, we analyzed a panel of brands that includes the 6 fastest growing brands in terms of search volume on Google in English, from the last 3 years, and 6 of the top 10 brands with biggest search volumes in 2019. We focused on the offering on the US market, the biggest for most of the skincare brands.

# CONSIDERED BRANDS.

12 brands were considered for the e-commerce analysis

DL  
G.

Part II: E-Commerce Environment

## FASTEST-GROWING BRANDS (NEWCOMERS)

Augustinus Bader

Independent brand



Part of Shiseido Group



Glossier.

Independent brand

## FASTEST-GROWING BRANDS (ESTABLISHED BRANDS)

LA MER

Part of The Estée Lauder Companies



Part of L'Oréal Group

## SOME OF THE TOP 10 MOST SEARCHED BRANDS

L'OCCITANE  
EN PROVENCE

Part of L'Occitane Group



Part of Clarins Group

LANCÔME  
PARIS



Part of L'Oréal Group



Part of The Estée Lauder Companies



ESTÉE LAUDER

# 24 CRITERIA.

## I. PRODUCT DISCOVERY

1. Detailed and clear product description
2. Product search multifilter options
3. Product-level videos/tutorials
4. User-generated content
5. Product recommendations
6. Blog / Press articles

## II. CONSUMER FEEDBACK

7. Ratings & reviews
8. Product performance transparency

## III. CONSUMER SERVICE

9. Chat function enabled
10. FAQ
11. Q&A

## IV. INCENTIVES

12. Gifting/digital cards
13. Peer to peer recommendations
14. Samples offered (with & without order)
15. Loyalty program

## V. PAYMENT

16. Payment by eWallet
17. Innovative payment methods

## VI. OMNI-CHANNEL

18. Ship to store
19. Ship from store
20. Return to store

## VII. CHECK-OUT EXPERIENCE

21. Free shipping
22. Free return
23. Auto-replenishment feature
24. Cross-sell at checkout

#1

**Multi-Filtering options**  
**support a frictionless**  
**experience.**



# MAKE IT EASY TO FIND WHAT CONSUMERS WANT.

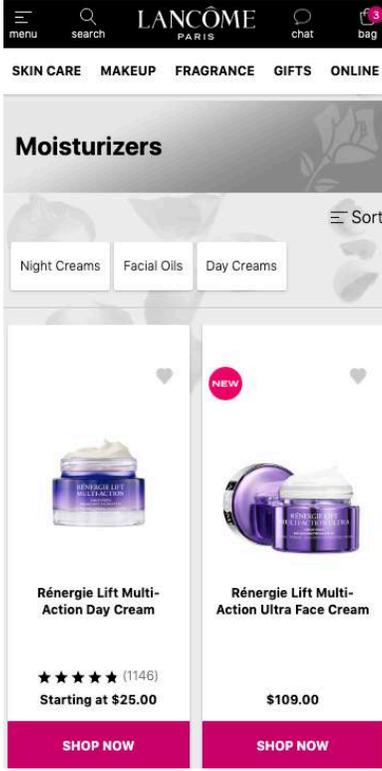
## Ticking the box

- ✓ Consumers value frictionless experience and being able to find the product they are looking for quickly is really important.
- ✓ Most advanced brands offer a great mobile UX by including app-like navigation to their mobile site.
- ✓ Established brands, with several lines of products, offer multiple choice filtering system, to increase the chances for the consumer to find what he/she is looking for.
- ✓ The multiple-choice filtering includes filters by skin types, skin concerns, highest and lowest prices.
- ✓ Hovering over the products makes a window appear with all the relevant information, allowing the user to navigate from one product to another without leaving the collection page until he/she finds the desired product.

# LANCÔME MOBILE HOMEPAGE.

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Part II: E-Commerce Environment



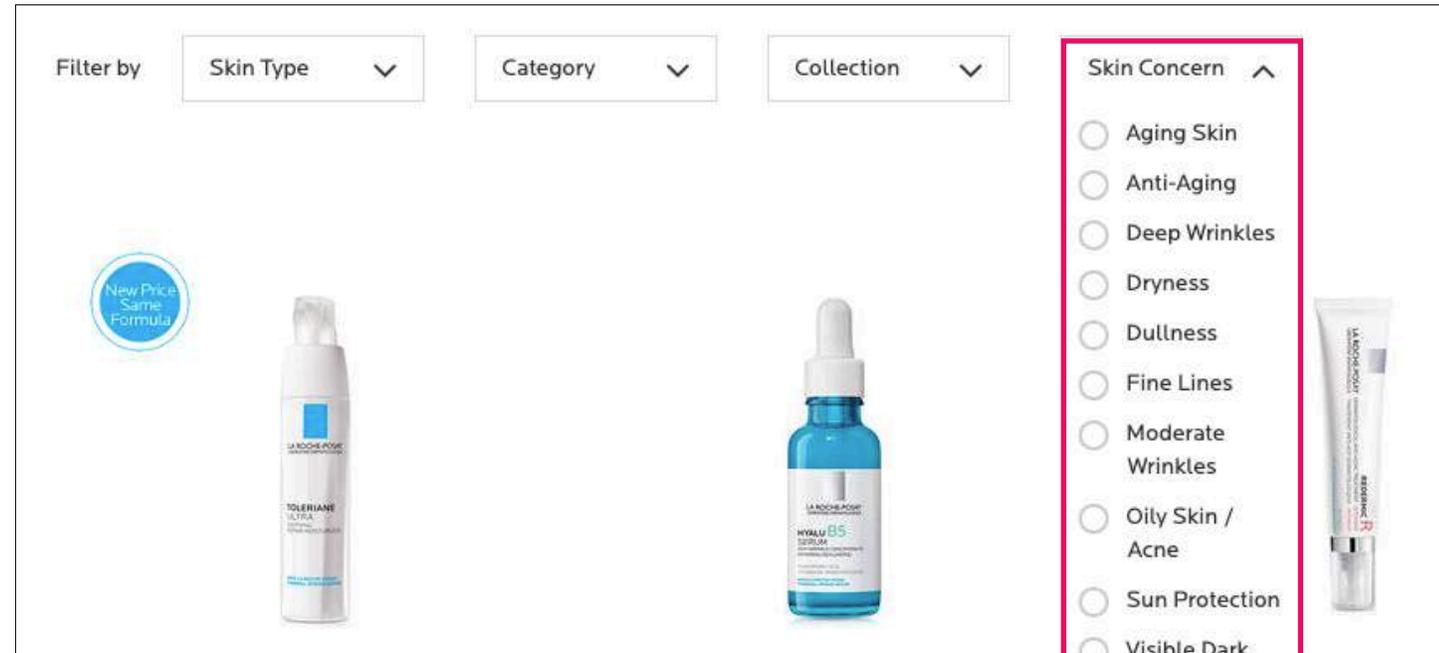
Source: Lancôme

• Lancôme mobile homepage is considered best practice as it is an effective mix of brand and consumer centric information.

• They promote some products while ensuring easy access to main product categories.

# LA ROCHE-POSAY FILTERING SYSTEM.

Source: La Roche-Posay



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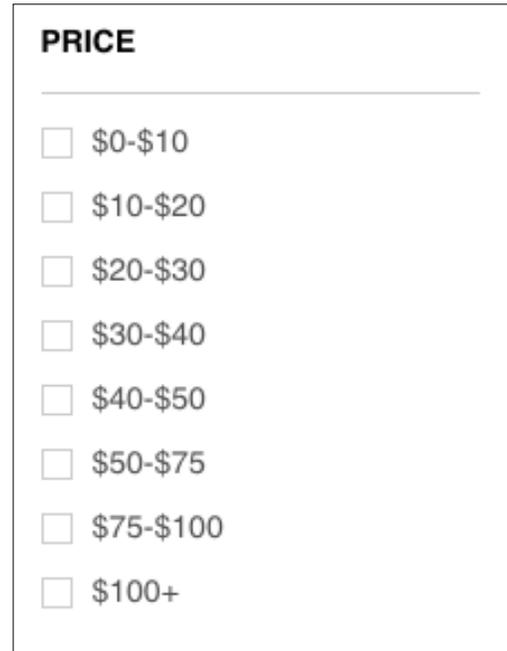
Part II: E-Commerce Environment

• La Roche-Posay filtering system allows consumers to find products based on the skin type, product category, collection and skin concern.

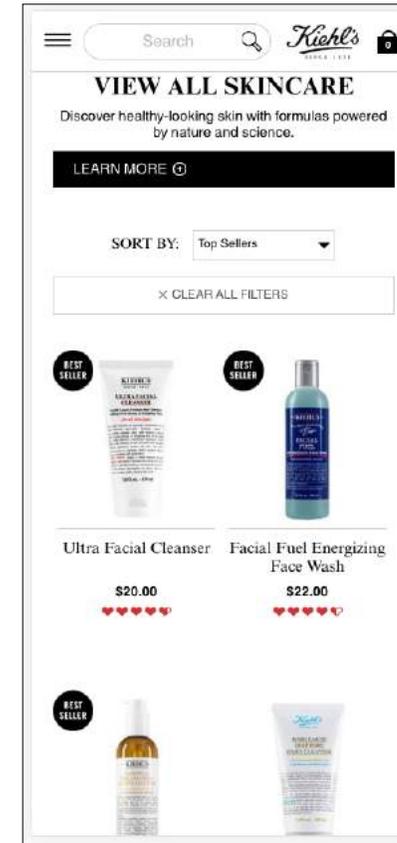
# KIEHL'S PRICE FILTERING TO PLEASE ALL WALLETS.

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Part II: E-Commerce Environment



Source: Kiehl's



## Differentiating feature

- Kiehl's offers a detailed filter option for prices suit to all budgets, ranging from \$10 to \$100.

- Kiehl's also has "Best Seller" badges that help the user make a decision by reducing the choice paralysis.

# SKINCEUTICALS PRODUCT LISTING PAGE COMPARISON.

			
	C E FERULIC® WITH 15% L-ASCORBIC Vitamin C serum for skin	DISCOLORATION DEFENSE Skin discoloration serum	METACELL RENEWAL B3 Lightweight lotion for skin with niacinamide (vitamin B3)
	407 Reviews	70 Reviews	26 Reviews
	\$166.00	\$98.00	\$112.00
AWARDS			
CUSTOMER RATING	★★★★★	★★★★☆	★★★★★
CORE TECHNOLOGY	prevent	correct	correct
SKIN TYPES	Dry, Normal, Sensitive	Dry, Normal, Oily, Combination	Dry, Normal, Oily, Combination, Sensitive
SKIN CONDITION	Sensitized, Dehydrated, Discolorations, Aging	Discolorations	Dehydrated, Discolorations, Aging

Source: SkinCeuticals

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Part II: E-Commerce Environment

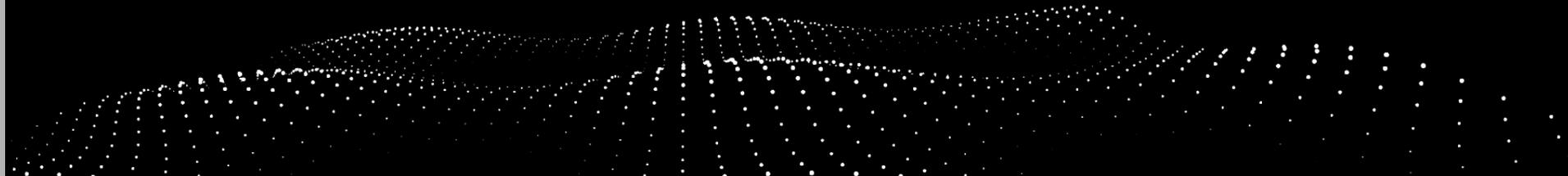
## Differentiating feature

On top of proposing a complete filtering options system (skin type, category, skin conditions, prices, bestsellers, alphabetical), **SkinCeuticals** also provides a comparison option. The user can select a few products and collate them onto a page in order to compare their prices, ingredients, benefits and core technology, among others, to perfect his/her choice.

Looking for full transparency, consumers want to make better choices. Helping them compare products easily allows them to reduce choice paralysis.

# #2

**Product descriptions are not enough. Brands like Glossier consider **tutorials** as a must.**



# DRUNK ELEPHANT'S CLARITY AND TRANSPARENCY.

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Part II: E-Commerce Environment

Source: Drunk Elephant

HOME > CLEANSERS > SLAAI™ MAKEUP-MELTING BUTTER CLEANSER



Slaai™ Makeup-Melting Butter Cleanser

\$34.00

QTY - 1 + ADD TO BAG

★★★★★ 134 REVIEWS

**Description** How to use Ingredients Video Philosophy

**WHAT IT IS:**  
Slaai™ is an innovative cleansing balm that melts all traces of dirt, makeup and sunscreen from skin. Gentle enough to be used around the eye area, it quickly transforms from oil to milk upon contact with water. Skin compatible Slaai™ effortlessly removes even water-resistant formulations and is free of PEGs and essential oils.

**WHAT IT IS FORMULATED TO DO:**  
Formulated with clean, antioxidant-rich fruit extracts and oils to help soothe, plus a nourishing African oil blend of marula, baobob, kalahari melon, mongongo and ximenia, Slaai™ Makeup-Melting Butter Cleanser cleanses and moisturizes without any irritants or sensitizers.

Designed to be used on dry skin, Slaai™ removes excess oil, grime and makeup from skin. Adding water activates Slaai™ into a milk that rinses away cleanly, leaving behind a dewy glow.

**WHAT ELSE YOU NEED TO KNOW:**  
Slaai™ Makeup-Melting Butter Cleanser is a unique formulation that must be applied to a dry face with dry hands to begin melting impurities away.

100% Free of essential oils, silicones, fragrance and PEGs. Irritant-free.

## Ticking the box

✓ Does the consumer get all the information needed to make a purchase of an item? A simple product description is not enough: it is not about giving maximum detail; but the correct detail. Drunk Elephant's is a good example.

✓ Their product page contains all the information consumers need to make a decision: photos of the product, ingredients and their benefits, practical advice on how to use it, the philosophy around the product, among others.

✓ The brand creates and strengthens trust in their product with their “science proof section” and user reviews.

# AUGUSTINUS BADER'S TUTORIAL VIDEO.

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Part II: E-Commerce Environment

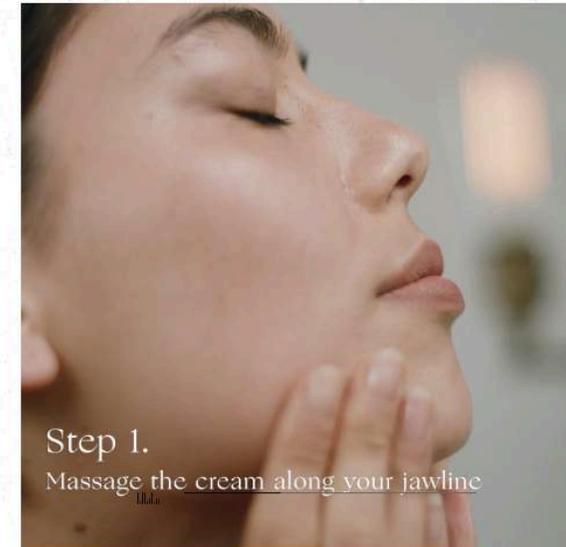
Source: Augustinus Bader

## Application Technique

For optimum usage, on cleansed, dry skin, smooth two pumps over the face, neck and decollete morning and evening.

To activate our patented TFC8®, we recommend you follow the below steps.

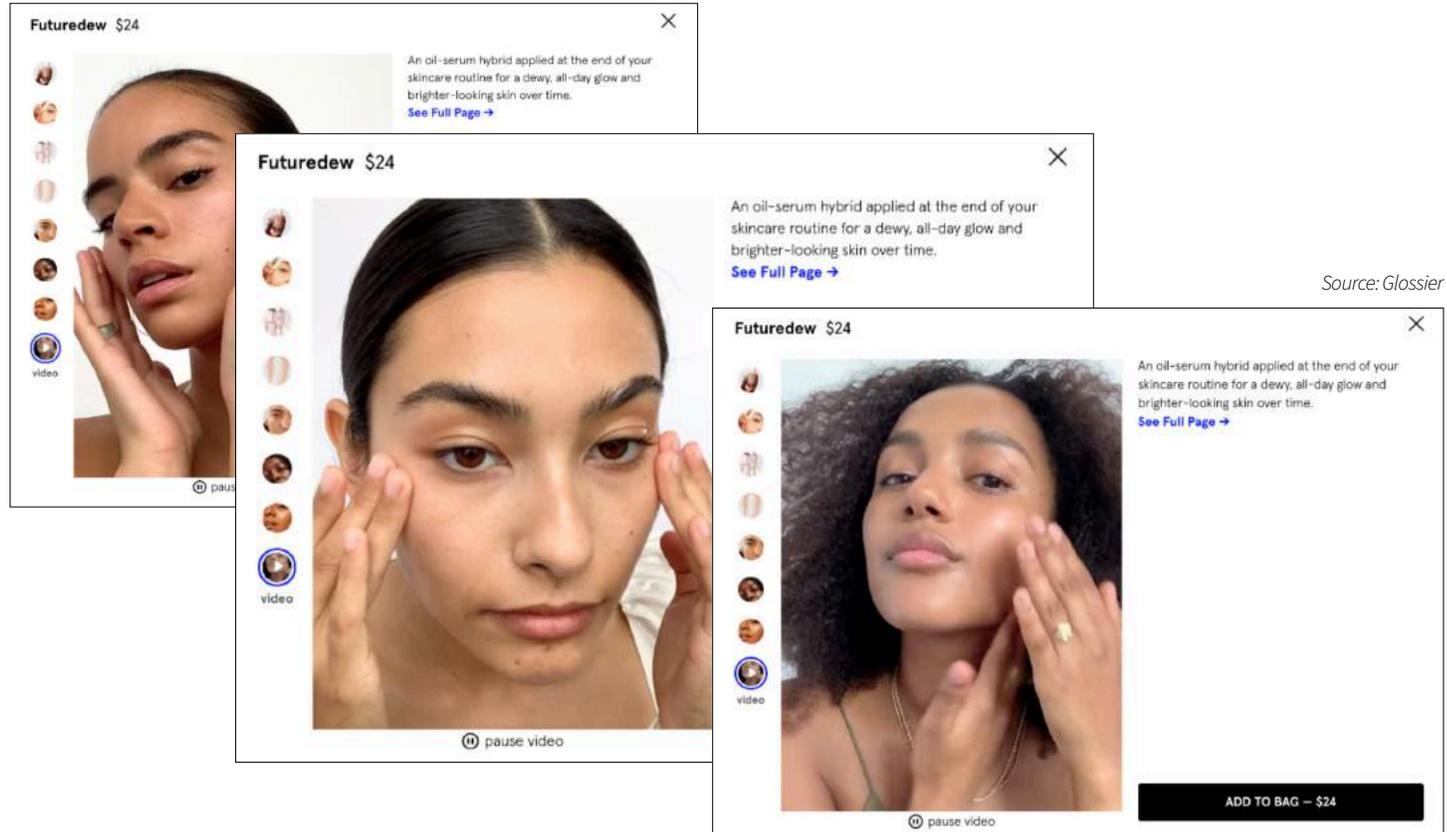
1. In upward sweeping motions, massage the cream along your jawline
2. Sweep from your nose to your ears and across your forehead and massage cream over the cheeks to your temples
3. Apply from the base of the neck to the tip of the chin and take any excess cream and massage over the decollete



### Differentiating feature

- E-commerce is all about making sure consumers have all the information they need to buy a product. While in-store it is easy to receive advice from an expert, it is not always the case online.
- Building “How To” tutorials on how to apply each product like Augustinus Bader does, is a great way to educate consumers.

# GLOSSIER'S MULTIPLE-USER TUTORIAL VIDEO.



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Part II: E-Commerce Environment

## Differentiating feature

- **Glossier** incorporates in its product page a tutorial video showcasing different users applying the product.

# GLOSSIER'S BEFORE/AFTER SOLUTION AND SURVEY.

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Part II: E-Commerce Environment

### Solution Clinical Trial

In a clinical trial of Solution daily users, 3 out of 4 people said...

**AFTER 24 HOURS**  
\_Skin felt cleaner and softer; they felt Solution working right after they applied it.

**AFTER 1 WEEK**  
\_Skin looked smoother, brighter, and clearer.

**AFTER 2 WEEKS**  
\_Pores looked smaller and skin looked glowy; Solution reduced blackheads including around the nose.

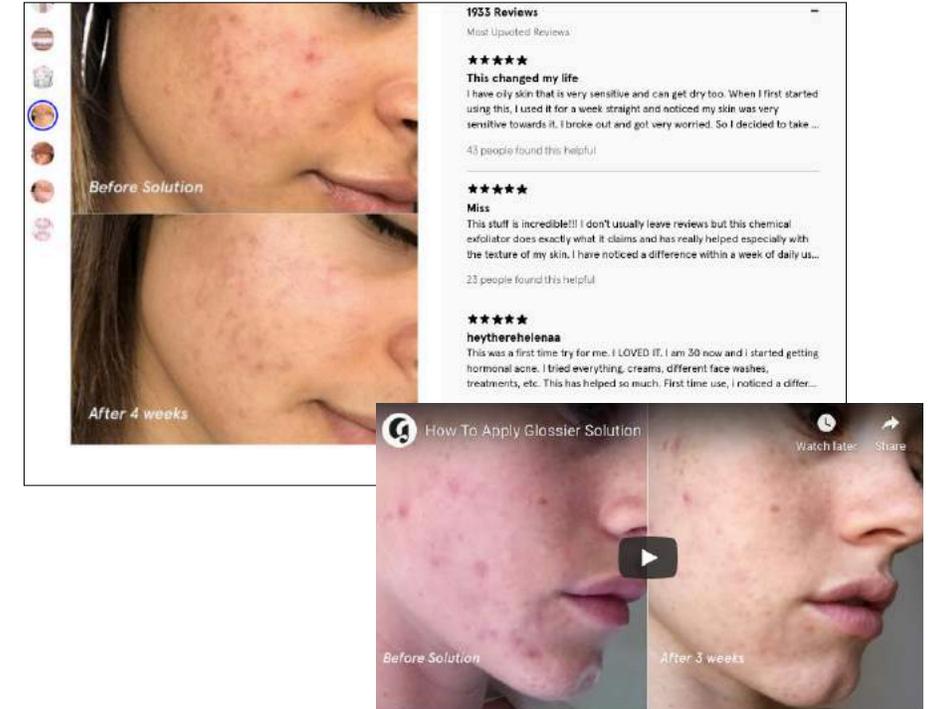
**AFTER 3 WEEKS**  
\_Solution unclogged pores and visibly reduced redness; skin looked more even.

**AFTER 4 WEEKS**  
\_7 out of 10 people said skin looked transformed.  
\_3 out of 4 people said this was the solution they were looking for.  
\_In a poll of Solution daily users with acne-prone skin, 94% said their skin looked clearer.

**About the Solution trial**

The Solution clinical trial was conducted by a third-party lab and included 60 people between the ages of 14 and 40. The participants tried "a novel exfoliating facial skin perfecting product" in lab packaging, with no brand affiliation. They used Solution for four weeks, and tracked their progress and opinions throughout the trial.

Source: Glossier



## Differentiating feature

- On **Glossier's** product page, besides explaining the product's properties and benefits, it showcases the user reviews, its Clinical Trials, a "before and after" using the product videos, alongside "How to Use" videos, increasing consumer purchasing by suggesting complementary products.

#3

**Transparency in ratings and reviews: brands like Clarins highlight the most helpful **critical reviews**.**



# TRANSPARENT RATINGS & REVIEWS.

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Part II: E-Commerce Environment

Source: L'Occitane

Source: L'Occitane

Source: Clarins

Source: Clarins

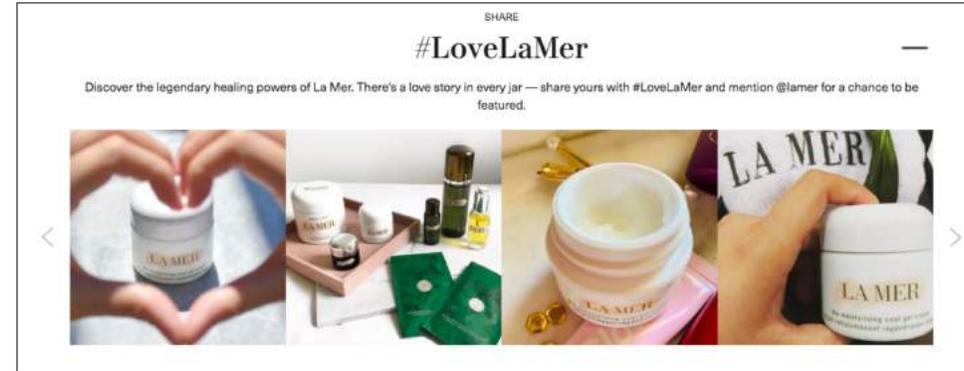
## Differentiating feature

- Some brands have taken it further. In its review section, **L'Occitane** have added a field where the reviewer can mention if he/she has received a free product to write the review.

- **Clarins**, on the other hand, showcase both the most helpful favorable review, and the most helpful critical ones.

# USER-GENERATED CONTENT.

Source: La Mer



Source: Lancôme



Source: Drunk Elephant



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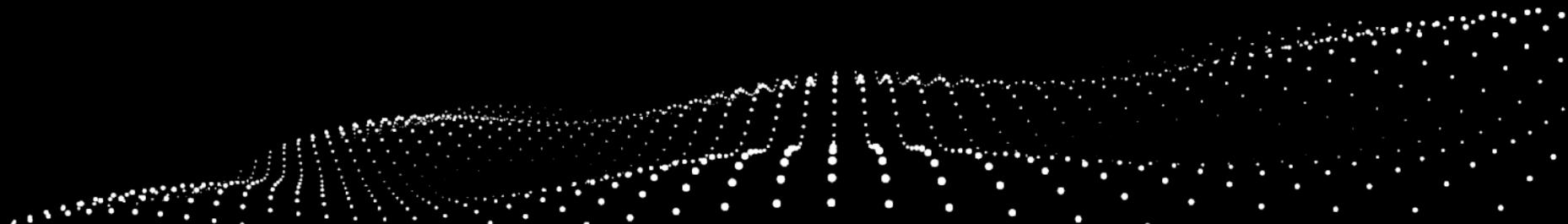
Part II: E-Commerce Environment

## Differentiating feature

- With user-generated content (UGC), Drunk Elephant, La Mer and Lancôme, not only boost their social media reach and growth, building brand awareness and establishing credibility as thought leaders, but also gain unique audience insights and improve their SEO ranking.

#4

Brands like **Clarins**  
offer personalized chat  
services with their  
community members.

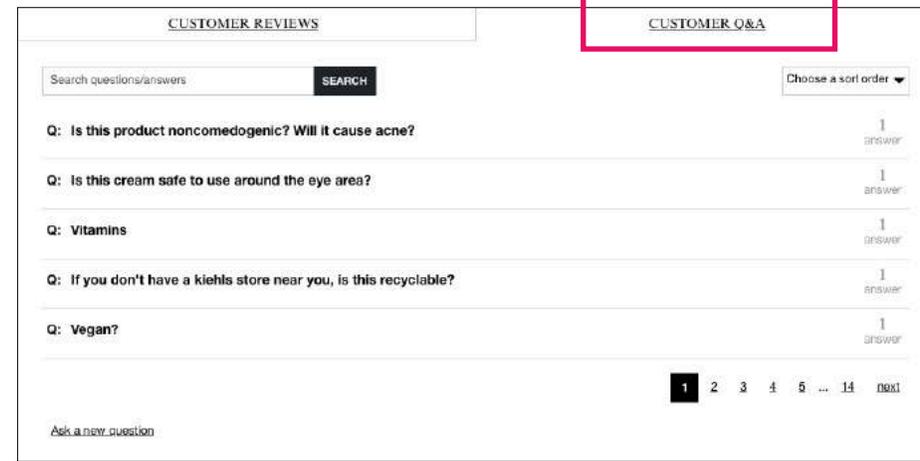


# LANCÔME'S Q&A WITH BRAND CONSULTANTS.

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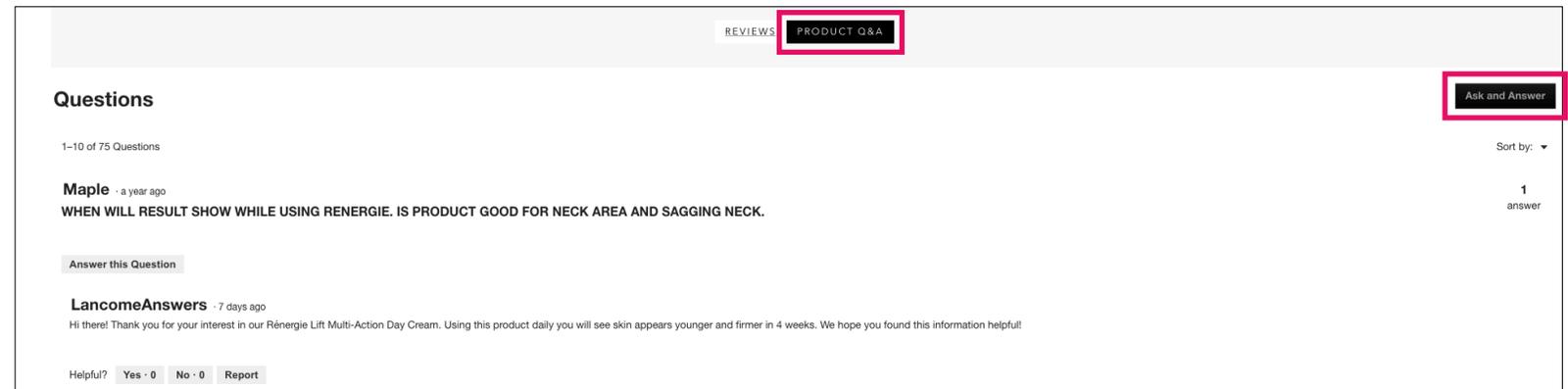
Part II: E-Commerce Environment

Source: Kiehl's



The screenshot shows the 'CUSTOMER Q&A' section of Kiehl's website. It features a search bar with the text 'Search questions/answers' and a 'SEARCH' button. To the right is a 'Choose a sort order' dropdown menu. Below the search bar, there are five questions listed, each with a '1 answer' indicator on the right. The questions are: 'Q: Is this product noncomedogenic? Will it cause acne?', 'Q: Is this cream safe to use around the eye area?', 'Q: Vitamins', 'Q: If you don't have a kiehls store near you, is this recyclable?', and 'Q: Vegan?'. At the bottom, there is a pagination bar with '1' highlighted, followed by '2', '3', '4', '5', '...', '14', and 'Next'. A link 'Ask a new question' is located at the bottom left.

Source: Lancôme



The screenshot shows the 'PRODUCT Q&A' section of Lancôme's website. It has a 'REVIEW'S' tab and a 'PRODUCT Q&A' tab, with the latter highlighted. The section is titled 'Questions' and shows '1-10 of 75 Questions'. A question from user 'Maple' (posted 'a year ago') asks: 'WHEN WILL RESULT SHOW WHILE USING RENERGIE. IS PRODUCT GOOD FOR NECK AREA AND SAGGING NECK.' To the right of the question is a 'Sort by:' dropdown and a '1 answer' indicator. Below the question is an 'Answer this Question' button. A response from 'LancomeAnswers' (posted '7 days ago') reads: 'Hi there! Thank you for your interest in our Rénergie Lift Multi-Action Day Cream. Using this product daily you will see skin appears younger and firmer in 4 weeks. We hope you found this information helpful!'. At the bottom, there is a 'Helpful?' section with 'Yes - 0', 'No - 0', and 'Report' buttons. An 'Ask and Answer' button is highlighted in the top right corner.

## Ticking the box

✓ Even though the majority of the brands do offer a platform for users to review and rate the products in a generic way, not all offer a personalized customer service through a dedicated Q&A section or chat service.

✓ **Lancôme** has an “Ask & Answer” section where the brand’s consultants reply to the users.

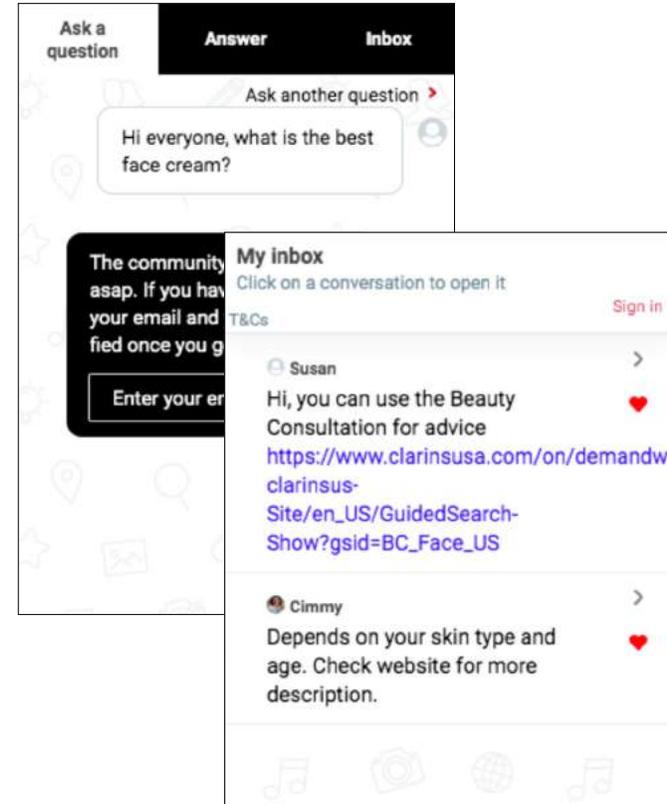
✓ **Kiehl's** has a “Customer Q&A” section where users can become contributors and support in answering other user’s questions.

# PERSONALIZED CHAT SERVICES.

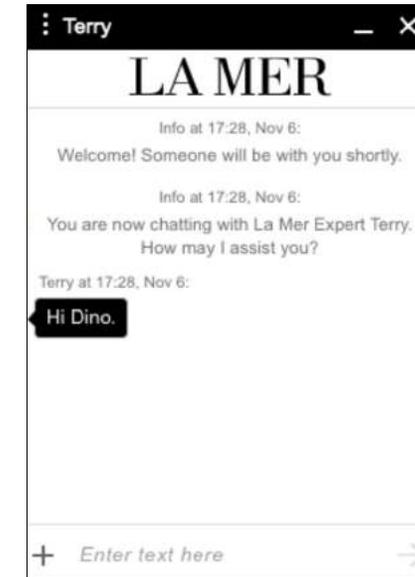
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Part II: E-Commerce Environment

Source: Clarins



Source: La Mer



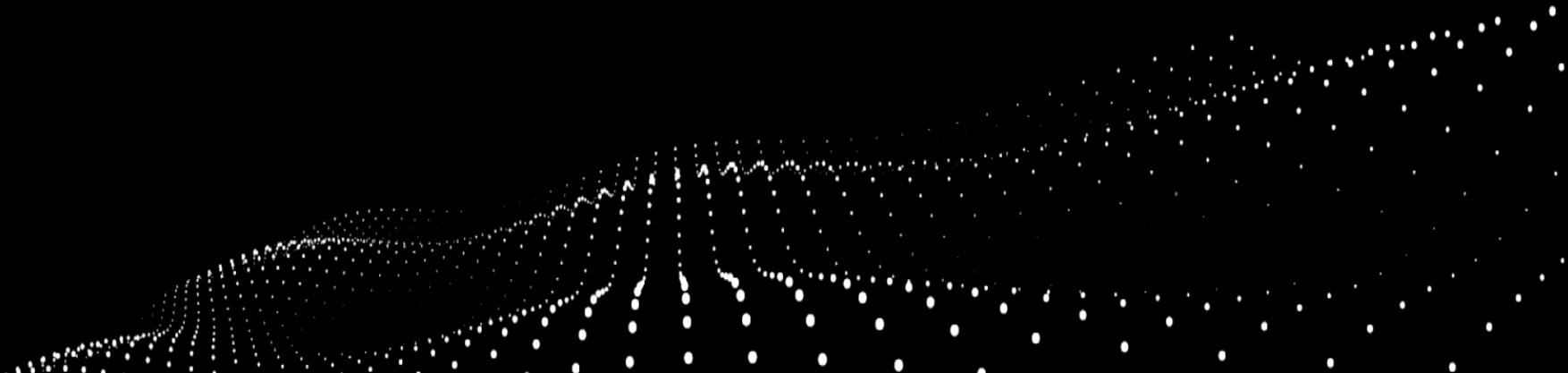
## Differentiating feature

- **Clarins** offers a chat service where users can ask and answer questions.

- **La Mer** offers a chat service with their experts.

#5

**Product recommendation  
should be personalized  
based on user's searches.**



# OTHER PRODUCT SUGGESTIONS.

Source: Drunk Elephant

Companion Products



Virgin Marula Luxury Facial Oil  
\$40.00 - \$72.00

Shelf-Respect™ Day Kit (\$124 Value)  
\$88.00

Umbra Tinte™ Physical Daily Defense SPF 30  
\$36.00

Source: Clarins

You might also like



Exfoliating Body Scrub For Smooth Skin  
\$38.00  
★★★★★  
6.9 Oz. Net Wt.

Tonic Body Treatment Oil  
BEST SELLER  
\$65.00  
★★★★★  
3.4 Fl. Oz.

Foot Beauty Treatment Cream  
ONLINE EXCLUSIVE  
\$27.00  
★★★★★  
4 Oz. Net Wt.

Hand and Nail Treatment Cream  
\$30.00  
★★★★★  
3.4 Oz. Net Wt.

DL  
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Part II: E-Commerce Environment

## Differentiating feature

- **Drunk Elephant** showcases other product suggestions in a relevant way, including them in the daily beauty routine to complete the regimen for instance.
- **Clarins** focuses on the benefits of the ingredients, and suggests products that contain these ingredients.

- Key opportunities to cross-sell and up-sell are on the product page, in the cart, and during the checkout process. This allows brands to easily increase their average basket price. One of the most important aspects when it comes to product recommendations is to make

sure to use a personalization engine like **DynamicYield** that ensures each recommendation is personalized for each user based on who they are and what they are interested in.

# OTHER PRODUCT SUGGESTIONS.

Source: Glossier

**Instructions:**

Apply two pumps all over face as the last step in your skincare routine (after sunscreen). Wear alone or under makeup.

How Futuredew fits into a skincare routine:

- Cleanse with [Milky Jelly Cleanser](#). Rinse and pat dry.



**Milky Jelly Cleanser**  
conditioning face wash

**CHOOSE SIZE — \$9+**

- Need extra hydration? Apply 3–4 drops of [Super Bounce](#) serum into hands and gently press onto skin.



**Super Bounce**  
hyaluronic acid + vitamin b5 serum

**ADD TO BAG — \$28**

- Create the perfect canvas with a coat of our [Priming Moisturizer](#).



**Priming Moisturizer**  
buildable hydrating creme

**ADD TO BAG — \$22**

Source: Lancôme (when hovering the cart)

YOUR BAG	QTY.	PRICE	YOU MAY ALSO LIKE
 RÉNERGIE LIFT MULTI-ACTION DAY CREAM 1.7 OZ. * Remove	01	\$99.00	 RÉNERGIE LIFT MULTI-ACTION DAY CREAM LIFTING AND FIRMING MOISTURIZER FOR ALL SKIN TYPES   VISIONNAIRE ADVANCED SKIN CORRECTOR FACE SERUM FOR WRINKLES, PORES AND SKIN'S TEXTURE
 HOLIDAY BEAUTY BOX GLOW COLLECTION GIFT SET * 60008487000	01	\$68.00	
 ADVANCED GÉNIFIQUE YOUTH ACTIVATING SERUM 3.9 OZ. * Remove	01	\$192.00	
		\$109.00	

Lancôme's (check-out page)

LANCÔME PARIS

SKIN CARE MAKEUP FRAGRANCE GIFTS ONLINE

**Recommended Products For You**



**Advanced Génifique Youth Activating**

★★★★★ (17503)

**\$192.00**

**ADD TO BAG**



**Rénergie Lift Multi-Action Night Cream**  
A Lifting and Firming Face And Neck Cream

★★★★★ (393)

**\$122.00**

**ADD TO BAG**

ORDER SUBTOTAL	\$468.00
SHIPPING	\$7.00
SHIPPING DISCOUNT	-\$7.00
SALES TAX	\$0.00
<b>TOTAL:</b>	<b>\$468.00</b>

[Go To Checkout](#)

## Differentiating feature

- **Glossier** and **Lancôme** showcase other items in a relevant way by including the suggested products in the “How to Use” section of the chosen product, to demonstrate what the consumer would need for their daily routine.

#6

**La Mer and La Roche-Posay  
create differentiating  
incentives to reinforce  
brand advocacy.**

# CREATE A LOYALTY PROGRAM.

THE BENEFITS	MARINE <i>Up to 499 points</i>	AQUAMARINE <i>500 to 1,499 points</i>	ULTRAMARINE <i>1,500 points or more</i>
\$75 off your purchase of \$350 or more	●	●	●
An indulgent treat with purchase on your birthday	●	●	●
Complimentary engraving for a personal touch	●	●	●
2 complimentary samples with every purchase	●	●	●
Complimentary standard shipping and returns on all orders	●	●	●
Complimentary 2-day shipping upgrade		On orders over \$300	On all orders
Access to our rewards gallery featuring full-size products		●	●

Source: La Mer



### Ticking the box

- ✓ Create a loyalty program to increase sales on your website.
- ✓ It's common for customers to choose a website where they have already made other purchases if that site offers advantages to loyal users.
- ✓ Offer a multi-level loyalty program. The higher the 'points'; the greater the advantages.
- ✓ La Mer offers a **gaming-type loyalty program** to encourage consumer loyalty.

# PEER TO PEER RECOMMENDATIONS.

DL  
G.

Part II: E-Commerce Environment



## How it works

For every friend you refer who purchases, you earn 15% off your next order!\*

Need more details? [Terms and Conditions.](#)

\*Must enter promotion code at checkout. Offer not valid for existing customers. Offer not valid in combination with other offers. Offer not applicable to prior orders. Certain exclusions apply. We reserve the right to cancel any order due to unauthorized, altered, or ineligible use of offer and to modify or cancel this promotion due to system error or unforeseen problems.

Source: La Roche-Posay

### Differentiating feature

- Creating brand advocacy is not an easy task. To increase the chance of word-of-mouth, La Roche-Posay is among the few brands that have created specific incentives that encourage customers to recommend the brand to their friends and family.

#7

L'Occitane, Lancôme  
and Kiehl's  
reduce **check-out  
abandonment** with  
differentiating features.

# CHECK-OUT OPTIONS.

- On an e-commerce website, the number of users dropping at the checkout can be substantial and leads to a huge loss in revenue.
- Leaders are leveraging marketing automation such as web push notification or email to recover abandoned cart.
- To avoid people abandoning their cart, it is important to ensure that the checkout process is highly optimized, starting with the payment systems you provide.

### **Ticking the box**

✓ In addition to multiple delivery options, clear shipping/ return information, and more, other check-out options are a must for brands to retain and offer the best e-commerce experience to their customers.

### **Auto-replenishment feature:**

- Automating the order and retaining.

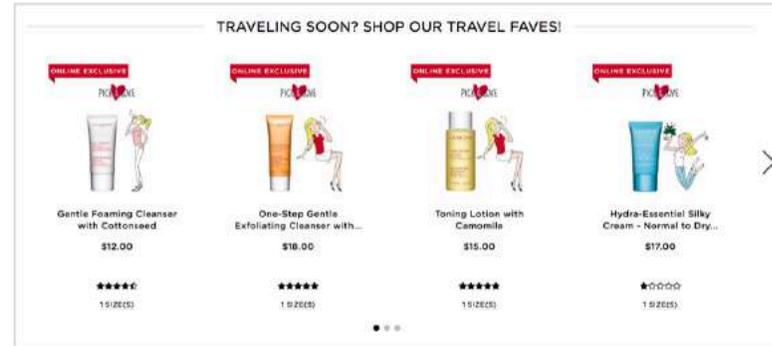
### **Gifting:**

- Boxes, wrapping, personalized message on a card.

### **Selection of samples:**

- Having the possibility to select the samples you'd like to receive according to your needs and/or interest.

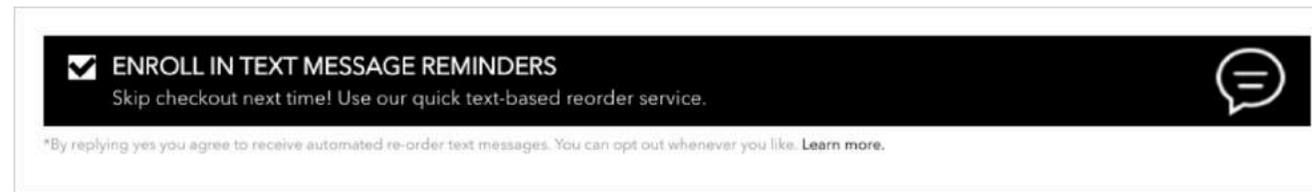
# CHECK-OUT OPTIONS.



Source: Clairs



Source: Kiehl's



Source: Lancôme

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G.

Part II: E-Commerce Environment

## Differentiating feature

- Additional **exclusive online products** available to purchase only when you reach the cart (Clairs).
- **Pick-up** at the nearby store the day of the online purchase (Kiehl's).
- **Skip check-out:** text-based reorder services (Lancôme).

# INCREASE RETENTION THROUGH AUTO- REORDERING.

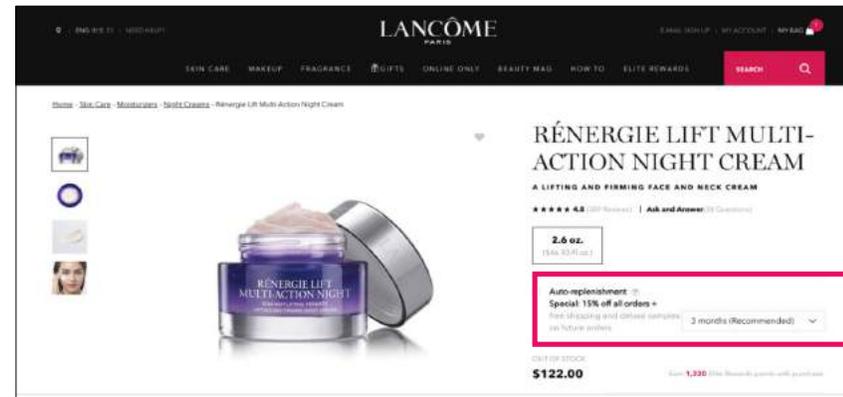
DL  
G.

Part II: E-Commerce Environment

Source: L'Occitane



- Retention is key for every business. Every good e-commerce manager will always have KPIs to increase consumer ARR (Annual Recurring Revenue) as it is clear that it is cheaper to retain a customer than to try to acquire a new one.
- Offering loyalty programs and auto-reordering options are key to boost your ARR and deliver better shopping experiences.



Source: Lancôme

## Ticking the box

✓ Lancôme, L'Occitane and Augustinus Bader offer an auto-replenishment feature.

# DEMONSTRATING SECURITY TO SHOPPERS.

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Part II: E-Commerce Environment

Source: Lancôme

LANCÔME PARIS

QUESTIONS? CALL 1-800-526-2663  
(8AM-12AM EST MON-FRI 10AM-7PM EST SAT, SUN)  
OR CHAT WITH US

PING BAG

SIGN IN TO SEE YOUR ELITE REWARDS BONUS & REDEEM YOUR AWARDS.

	QUANTITY	PRICE
RÉNERGIE LIFT MULTI-ACTION ULTRA FACE CREAM WITH SPF 30 SIZE: 1.7 FL. OZ. EDIT • ADD TO FAVORITES • REMOVE	01	\$109.00

IN STOCK  
ships in 1-2  
business days

ORDER SUMMARY

SECURE CHECKOUT

OR

PayPal CHECKOUT

SUBTOTAL \$369.00

SHIPPING \$7.00

GROUND SHIPPI...

- Many shoppers still feel like buying on their phones is less secure than on desktop, and they are more reluctant to type their credit card details into their mobile devices. Brands need to clearly communicate that a page is secure, by emphasizing it visually.

- Google recommends the use of lock icons and a [Learn More] option to provide assurances that shoppers are protected and using the word “secure” in any checkout buttons, or on a banner at the top of checkout pages.

- Cyber security providers Norton Secured and McAfee Secure provide the best sense of trust, according to Baymard Institute’s study.

- This is important for both mobile and desktop use.

## Ticking the box

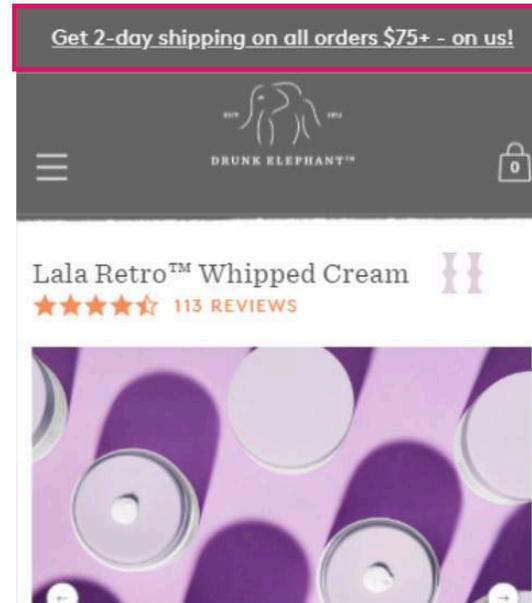
✓ **Lancôme** uses the CTA “Secure Checkout” to reinforce the fact that their checkout process is well secured. We believe this is best practice, an alternative would be to use the lock icon.

# EMPHASIZE FREE SHIPPING AND FREE RETURN.

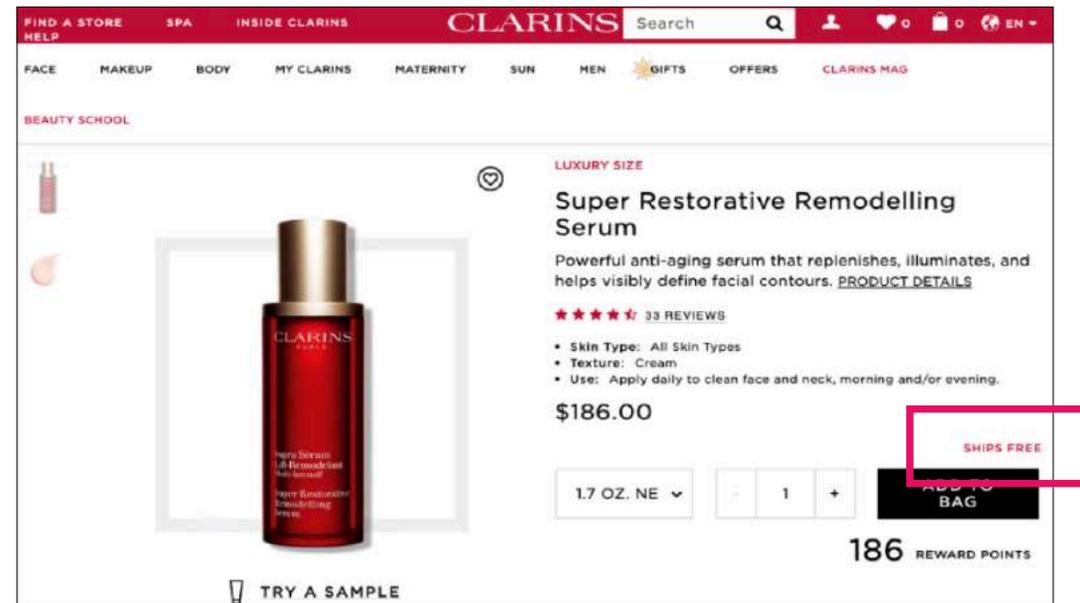
## • Suggestion:

- If free shipping is an option, make sure it is emphasized early in the shopping flow.
- List the requirements shoppers must meet in order to get free shipping.

Source: Drunk Elephant



Source: Lancôme



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Part II: E-Commerce Environment

### Ticking the box

✓ Best practice is to have a banner displaying the “Free shipping” conditions of your website and make it visible across all the pages of your site. In this way, **Drunk Elephant and Lancôme** both display very visible banners that showcase free shipping conditions.

✓ **Clarins** is also a good example on how you could make free shipping visible in the product page.

# INNOVATIVE PAYMENT MEANS.

Source: Clinique

INSTALLMENTS BY  
**afterpay**

**Shop now. Enjoy now. Pay later.**  
4 interest-free payments, every two weeks, at checkout

**Select Afterpay**  
Choose Afterpay at checkout and use your existing payment card

**Complete checkout**  
No long forms, approval decision online. Enjoy your purchase right away!

**Pay over 4 payments**  
Pay every two weeks with zero interest! No fees when you pay on time.

LA MER

CRÈME DE LA MER BESTSELLERS FACE BODY SKINCOLOR HOLIDAY GIFTS COLLECTIONS DISCOVER

SHOPPING BAG (2)

Complimentary Shipping, Gift Wrap & Samples with every order

PRODUCTS	PRICE	QUANTITY	REPLENISHMENT	TOTAL
The Eye Concentrate Size: 0.5oz <a href="#">REMOVE</a>	\$225	1	Purchase One Time	\$225

**CHECKOUT**

CHECKOUT WITH

CHECKOUT WITH

**YOUR ORDER SUMMARY**

Sub Total \$315  
Shipping \$0

Source: La Mer



### Differentiating feature

- While Paypal system is offered on most of the platforms, only a few give access to innovative and fast-growing payment means.
- La Mer offers **Apple Pay** and Chinese payment method **AliPay** in the US stores.
- L'Occitane offers **Amazon Pay**, while Clinique and Estée Lauder offer **AfterPay** system (4 interest-free payments, every two weeks).

## KEY TAKEAWAYS.

- ✓ **Transparency** is key today. Some brands show when reviewers have received free items or give the option to filter reviews by most favorite or most critical.
- ✓ Offering text based re-order services, clear and engaging customer loyalty programs or the option to pick-up at a nearby store on the day of an online purchase are also some of the best practices that companies need to consider.
- ✓ Creating an **auto-reordering**, and **offering a discount in case of auto-reordering**, is an opportunity to increase customer retention. This will increase sales and help to partially forecast sales and incomes.
- ✓ Ensuring to take these best online practices in account, means that more established skincare brands are keeping pace with the changes in beauty consumer behaviors and the industry disruptors in the market.

# CONCLUSION.

In nowadays ever-present digital landscape, aligned with consumer's access to information and demand for transparency, **beauty brands have dramatically changed the way they communicate and interact** with their consumers.

**Skincare brands** that were born in this digital landscape adapt their business models and **take advantage of the proximity with consumers in the online space**, nonetheless, gradually **extending their presence offline** to offer a more complete experience.

**Established skincare brands** are doing the opposite. Using their expertise and **credibility built from traditional channels** and offline communication formats, now find **their efforts to be directed towards online formats**, investing in technology that make a difference and add value to their consumer's lives.

Offering a seamless experience in their ecommerce platform, making sure all product-related information and consumer's reviews are transparent, and picking up consumer's cues throughout their website journey to personalize their experience and product offering, is a must for skincare brands to strive in **delivering the best-in-class experience**.

Both approaches underline **the importance for skincare beauty brands to offer an omnichannel experience** to their consumers.

Skincare brands can **proactively optimize the online experience** they provide by identifying their consumers' needs, meaning; **actively listening to what they are searching for**. Pinpointing consumer's demand and interest signals, allow brands to better adapt their communication efforts and product positioning to meet these needs. Furthermore, it allows them to identify trends and forecast future needs •

# CONTRIBUTORS.



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360° Performance Marketing expert, Benjamin leads all search and performance media projects in DLG Geneva office. With over seven years of experience in digital marketing, Benjamin previously worked at leading agencies such as Publicis and FCB. Growth hacker at heart, Ben is obsessed with moving his client's bottom-line.



## **Dino Auciello.**

*Head of Marketing & Client Development*

Dino joined DLG (Digital Luxury Group) in 2017 as Head of Marketing & Client Development. He is also the International Editor-in-Chief of Luxury Society, DLG's business intelligence division and a leading resource for luxury professionals. Before joining DLG, Dino worked eight years in the media industry. After starting as a journalist at Bilan, the leading Swiss business magazine, Dino was appointed Head of Digital, and thereafter named Deputy Chief Editor.



## **Andrea Silva.**

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Brand and Digital Marketing expert, Andrea leads the marketing initiatives for the DLG (Digital Luxury Group) Geneva office. Previously, Andrea worked at adidas for both its Digital Brand Activation and the Business Development teams, based at its Latin America HQ. Originally from Portugal, Andrea is fluent in five languages and holds a Masters in Marketing from Vrije Universiteit van Amsterdam.



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DLG (Digital Luxury Group) is the digital partner of forward-thinking luxury brands.

With offices in Geneva, Shanghai and New York, DLG blends luxury savoir-faire, industry insights, and digital expertise to provide results-driven digital marketing strategies and services.

[www.digitalluxurygroup.com](http://www.digitalluxurygroup.com)



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