

THE LOOKBOOK SERIES

BEAUTY

With products on both extremes of the price spectrum and fierce brand loyalty, beauty retailers and brands need to know their shoppers and product lifecycles inside out in order to provide a targeted experience that converts.

Read on to learn how three beauty businesses create seamless, tailored experiences that result in more revenue and happy customers.



BEAUTY

Triggered Emails

Feature: Cart abandonment emails with dynamic banners

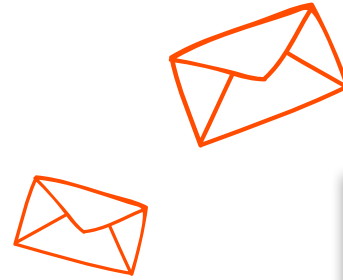
Markwins Beauty Brands triggers cart abandonment emails with dynamic hero banners featuring the carted brand to encourage shoppers to return to their site and complete their purchase.

Impact: When shopping for beauty products online, a plethora of options combined with the inability to touch and try on products means abandoned carts are inevitable. Timely [cart and browse abandonment emails](#) with dynamic banners enable Markwins to react to high-intent behavior, nurture their shoppers and boost revenue. Cart and browse abandonment recovery emails are a proven revenue booster, with the average Fresh Relevance client doing cart and browse abandonment emails achieving a sales uplift of 12%. Markwins also uses dynamic delivery information to show the shopper how much more they would need to spend to qualify for free shipping, a tactic that serves to increase the shopper's cart value.

Feature: Behavioral triggered emails

Shoppers of beauty products are likely to have preferred brands and buy products that need replenishing. Using past purchase data, you can send well-timed replenishment emails to remind customers to repurchase their favorite products. For price sensitive shoppers, past purchase and browse data can also be used to trigger [price drop emails](#) when their frequently purchased or browsed products are available at a lower price. Sales uplifts for price drop emails average 3%. Similarly, you can trigger emails to alert customers when their preferred products are [back in stock](#).

Impact: Not only are triggered emails useful tools to facilitate a smooth shopping experience, they are proven revenue boosters that encourage customers to purchase more products from your site.



Welcome to the Wild Side!


wet n wild
los angeles

EYES LIPS NAIL FACE

FREE SHIPPING ON ORDERS OVER \$35

FORGET SOMETHING
Wild One?

YOU LEFT ITEMS IN YOUR CART



WNW Edit - Day to Night
\$13.99

VIEW AGAIN >

Subtotal: \$13.99

Spend another \$21.01 to get free shipping

KEEP SHOPPING > CHECKOUT NOW >

MENTION @WETWILDBEAUTY FOR A CHANCE
TO BE FEATURED ON WETWILDBEAUTY.COM

Product Recommendations

MOLTON BROWN
LONDON

Feature: Similar products & frequently purchased together

Molton Brown uses [AI recommendations](#) on their product pages such as 'Similar Products' and 'Frequently purchased together' to inspire and guide the customer as they are browsing.

Impact: This allows them to showcase a wider range of inventory, while increasing AOV and creating a seamless customer experience. Product recommendations are proven to lift sales by up to 11%, making them an essential marketing tactic.

Feature: Pricing / Price Affinity Predictor

Many beauty retailers and brands offer products across a vast pricing spectrum, which makes it all the more important to ID your website visitors as soon as they start shopping, capturing essential information such as their frequently browsed products so you have an idea of their price range.

Impact: For new shoppers entering your site, a lack of customer data doesn't mean you have to waste precious space showing products that are over or under their desired price point. Fresh Relevance's [Price Affinity Predictor](#) uses AI to predict the price level that will appeal to each new website visitor, helping you show the most relevant products based on price level. This in turn will improve click-throughs and reduce the high bounce rate of new visitors.

For returning visitors, you'll have a wealth of past purchase and browse data to help you welcome them back with personalized product recommendations according to their preferred price point.

The screenshot shows the Molton Brown website interface for the 'Delicious Rhubarb & Rose Vibrant Bathing Oil'. The main product image is a large, clear glass bottle with a silver cap. To the right of the bottle, the product name is displayed in a bold, serif font, followed by the price '£40.00' and an 'ADD TO BASKET' button with a quantity selector set to '1'. Below the main image is a horizontal carousel of smaller product images. To the right of the main image, there is a detailed description of the fragrance and its benefits. At the bottom of the page, there are two recommendation sections: 'You might also like' and 'Works well with', each displaying three related products with their prices.

Delicious Rhubarb & Rose Vibrant Bathing Oil
 (0) Write a review
 £40.00
 ADD TO BASKET ▶ Quantity: 1

Rhubarb & Rose Bath Oil

THE FRAGRANCE

Let the vivacious notes of grapefruit, rhubarb leaf, rose and spun sugar, and the silken caress of argan oil sink into skin, soothing and scenting as it goes. With ribbons of radiance-boosting rhubarb extract, this Bathing Oil elevates your pamper regime to the upper echelons of self-care.

Top notes of grapefruit, yuzu and lemongrass. A heart of rhubarb leaf, rose and spearmint. A base of vanilla, musk and spun sugar.

EXPLORE

BENEFITS

DELIVERY

SHARE THIS

Product Code: NML103
 Size: 200ml

You might also like

- Delicious Rhubarb & Rose Bathing Exp... £62.00
- Suede Orris Enveloping Bathing Oil £40.00
- Fiery Pink Pepper Pampering Bathing ... £40.00

Works well with

- Delicious Rhubarb & Rose Hand Cream £10.00
- Delicious Rhubarb & Rose Bath & Show... £22.00
- Rosa Absolute Sumptuous Bathing Oil £40.00

BEAUTY

Dynamic Content



MOLTON
BROWN
LONDON

Feature: Dynamic countdown timer

Molton Brown uses a [dynamic countdown timer](#) on their homepage to drum up excitement and increase urgency for their exclusive new range of products.

Impact: With new products and lines added frequently, beauty retailers and brands have an opportunity to build excitement and enhance customers' intrigue. Molton Brown's dynamic countdown timer draws shoppers' attention to their new range of products, increasing urgency and decreasing click to purchase as customers know they have a limited amount of time.

The screenshot shows the Molton Brown website homepage. At the top, there is a navigation bar with links for 'Complimentary UK Standard Delivery when you spend £49.* Learn more >', 'FIND A STORE', 'NEWSLETTER', 'CHANGE COUNTRY', and user icons. The main header features the Molton Brown logo and a search icon. Below the header is a navigation menu with categories: 'BATH & BODY', 'GIFTS', 'HOME', 'MENS', 'FRAGRANCE', 'COLLECTIONS', and 'Editorial'. The main content area is a large banner for the 'EXCLUSIVE EDITION The Seabourn Collection'. The banner features a background image of a yacht on the water with mountains in the distance. In the foreground, four bottles of Molton Brown products are displayed: 'Inspiring Basil & Verbena SHAMPOO', 'Inspiring Basil & Verbena CONDITIONER', 'Immersive Saphire & Eucalyptus BATH & SHOWER GEL', and 'Immersive Saphire & Eucalyptus BODY LOTION'. To the right of the products is a dynamic countdown timer showing '04 13 46 20' (Days, Hours, Minutes, Seconds) and a 'SHOP NOW' button. The text 'Bring the onboard luxury into your home; available online and in selected stores.' is also present. At the bottom of the banner, there is a 'SCROLL DOWN' arrow.

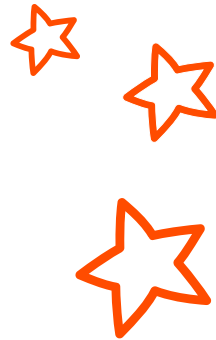
BEAUTY

Social Proof

Feature: Reviews and ratings

Space NK creates a buzz around top rated products by highlighting them on their homepage, along with star ratings and customer reviews.

Impact: Beauty products are often considered purchases, as shoppers want to ensure the products make them look and feel great. So when it comes to shopping online for beauty products as opposed to in-store where customers can test and try out items before purchasing, social proof cues are all the more crucial. Displaying reviews and ratings helps to ease purchase anxiety and build trust.



SPACENK
APOTHECARY LONDON




GLORIOUS TEXTURE
★★★★★
BY TERRY - LIPEXPERT MATTE

"By Terry has delivered another true gem. The texture of this is superb, it glides on with your brush. Long-lasting I normally have to reapply multiple times throughout the day, but didn't need to with this."

Ella39

SHOP NOW



ALL SUNSCREENS SHOULD FEEL LIKE THIS
★★★★★

EXPERT SUN PROTECTOR FACE & BODY LOTION SPF 50+

"This bottle has a high SPF, it's lightweight and it spreads easily over the skin without greasiness or stickiness. Thumbs up for working on both face and body too!"

JenniH

SHOP NOW

Want to do the same? Find out how Fresh Relevance could help you boost conversions and increase your revenue.

find out more