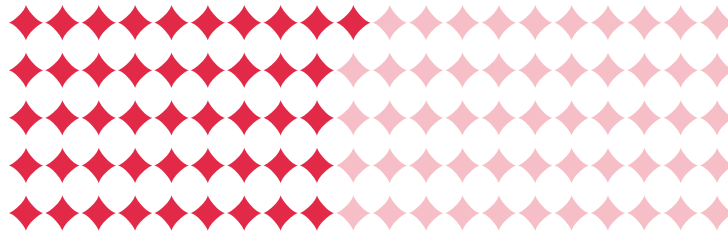


Five Truths of Beauty Shoppers

Choosing a new beauty item is a personal, tactile experience, and digital discovery provides even more opportunity for beauty shoppers to find the perfect product. Here's how they go about it.

1

Beauty shoppers **start out undecided**



Nearly half **DON'T KNOW WHICH BRAND THEY'LL BUY** when they start the shopping process.

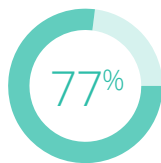
2

Beauty shoppers **do their homework**

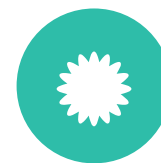
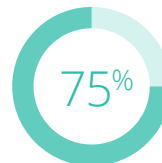
THEIR RESEARCH FOCUSES ON:



Price



Quality



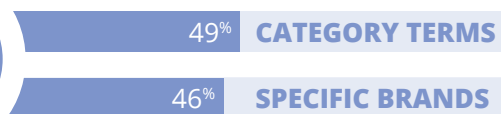
Brand



3

Beauty shoppers **use search** as the gateway to beauty knowledge

Undecided shoppers begin searching with **CATEGORY TERMS** and end looking for **SPECIFIC BRANDS**



TIP Get discovered: 78% of clicks on paid search ads from a category keyword comes from shoppers who have never visited that brand's site.

4

Beauty shoppers **look for answers all the time**

SHOPPERS USE:



34% Smartphones



43% Tablets



40% Read reviews



38% Get general product information



36% Compare features

TIP Be present: 55% of beauty shoppers, who saw a mobile ad featuring a beauty product searched for more information within 24 hours.

5

Beauty shoppers **turn to video** to see products come to life

1 IN 4 discover beauty videos through search



41% Look for **more information** on products

38% Visit a store that sells beauty products after watching beauty videos

TIP Be relevant: shoppers are watching...

48% Product feature videos

37% How-to videos

37% Customer testimonials and reviews