



FINDMINE

BENCHMARKING GUIDE TO “COMPLETE THE LOOK” FOR THE BEAUTY INDUSTRY

IMPORTANT INFORMATION

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PRODUCT GUIDANCE

It is generally expected that shoppers spend more when they are given guidance on how to use the products they are interested in buying

YouTube helps sell a lot of makeup through beauty vloggers who show viewers how to use different products. In physical stores, experienced retail associates who are well aware of the brand's aesthetic and vision can guide shoppers and help them buy products that can be used together. However, when these shoppers shop online, interacting with them gets more difficult and retailers miss the opportunity to guide them. Therefore, finding a strategy to help retailers and brands guide their online shoppers in a scalable way is very important in any industry today.

To a lot of people, having a good skin care regimen and makeup routine is important and they are willing to spend on products that help them achieve this. But some consumers simply may not understand how a skin-care or makeup product should be used. They will likely buy more items when they are taught how they can be used together. Hence, when provided with guidance on how a certain product can be used with another product, consumers are more likely to buy both those items. For example, if a shopper is looking to buy a red lipstick, they might also want a color coordinated lip liner and blush.

Shoppers will likely buy more items when they are taught how they can be used together.

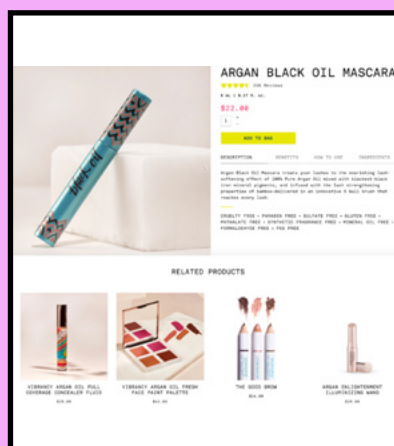
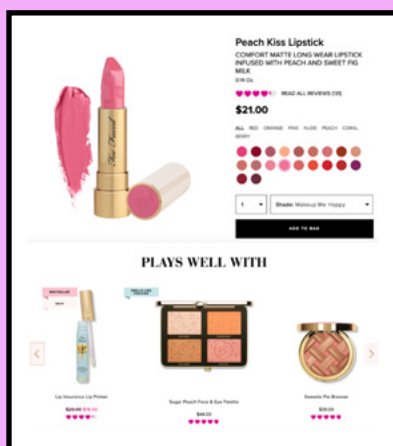


COMPLETE THE LOOK

We define “Complete The Look” as products that compliment the main product (featured on the PDP) and that can be used together with it.

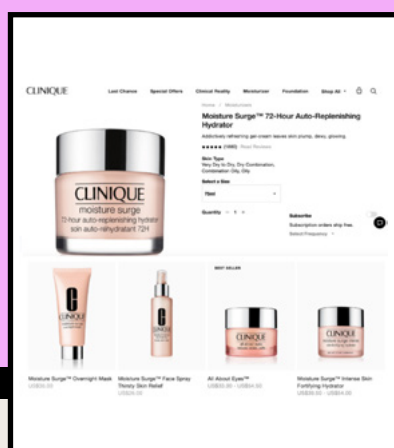
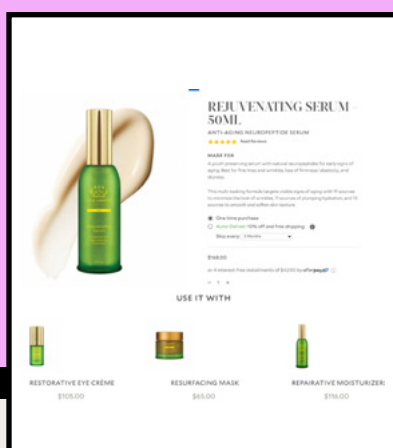
MAKEUP

complimentary makeup products



SKINCARE

complimentary items that complete the skincare regimen

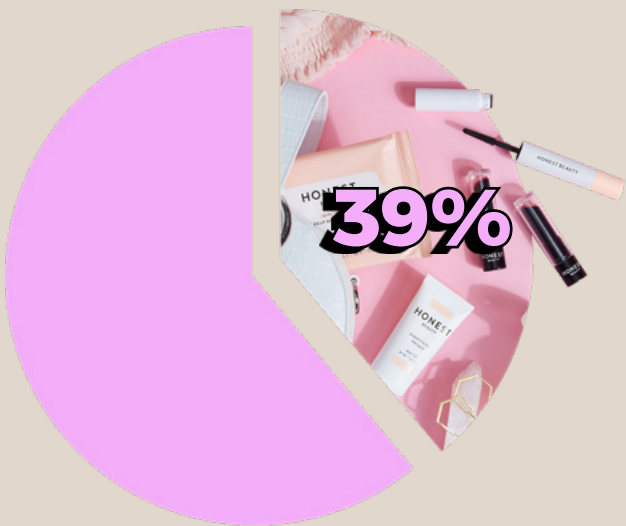


METHODOLOGY

For this report we analyzed the e-commerce websites of 54 of the top cosmetics brands. We analyzed their Complete The Look/Product guidance feature and looked at publicly available website engagement metrics from Alexa.com

FINDINGS

Although providing online consumer guidance is gaining momentum



we found that only 21 out of 54 top cosmetics brands surveyed had some form of product guidance available on their PDPs

Note that many of these sites have traditional Product Recommendations (“You might also like,” “Customers Also Bought”), but these do not show a customer how to USE the product the customer is evaluating. Typically they are showing only other incidental products or competitive products (e.g., another lipstick in the lipstick example. Customers don’t wear two lipsticks at once). The use-based guidance was used much less frequently on the sites we studied, and we wondered what benefits it might bring for brands who take the time to provide them.

By analyzing Alexa’s engagement data across these sites, we found these compelling reasons to provide cosmetics shoppers with this guidance.

SITES THAT SHOWED WHAT TO USE THE PRODUCT WITH ON THE PRODUCT DETAIL PAGE VS SITES WHO DID NOT HAD:

9%

HIGHER PAGE VIEWS/VISITOR

10%

MORE TIME SPENT ON SITE

9%

LOWER BOUNCE RATES

Despite the fact that providing this expertise vs. not is a driver of success metrics, we found that not all suggestions are created equal.

Below are 4 criteria that we found among those sites that offer some kind of guidance that further impact conversions and revenue.¹



PDP "COVERAGE"

Our methodology for measuring coverage was to visit a sample of 20-25 PDPs across 4 categories (generally face, eyes, lips, cheek, and skincare as applicable). We then assigned a coverage score for each site:

HIGH COVERAGE SITES HAVE

90%+

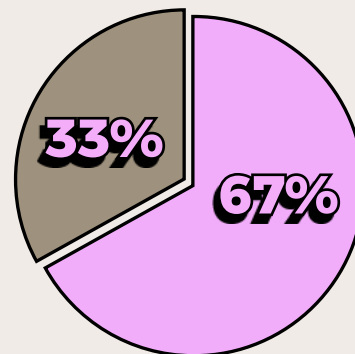
90%+ of PDPs showing (a) suggested products to wear with the main item that completes their makeup look.

LOW COVERAGE SITES HAVE

<90%

of PDPs showing (a) suggested products to wear with the main item that completes their makeup look.

Of the 39% of sites that had ANY makeup guidance, the coverage was as follows:



COMPARING THE HIGH COVERAGE SITES AGAINST THE LOW COVERAGE SITES, WE SAW ENGAGEMENT METRICS FURTHER IMPROVE WITH HIGHER COVERAGE:

8.4%

**HIGHER PAGE
VIEWS/VISIT**

4.8%

**MORE TIME
SPENT ON SITE**

16.4%

**LOWER
BOUNCE RATE**

¹ The criteria listed are only applicable to the 39% of sites that had some form of outfit suggestions

2

GREATER 'LOOK' OPTIONS WITH GREATER NUMBER OF ITEMS IS BETTER

The first few matching products shown may not always resonate with the shopper, which is why showing multiple ways to use a product is crucial. We have found that suggesting more related/matching products drives higher engagement from shoppers.

From FINDMINE's own customer data, we have observed that

moving from 1 to 3 different outfits for each product drives an incremental 4.5% lift in revenue.

Of the sites we evaluated for this research, just

34.8% of those who had any complimentary product suggestions presented more than three products.



WHEN SITES SHOWED MORE THAN THREE PRODUCTS, WE OBSERVED THE FOLLOWING DIFFERENCES IN METRICS VS THOSE WITH LESS THAN THREE PRODUCTS:

30.7%
HIGHER PAGE
VIEW/VISIT

22.3%
MORE TIME
SPENT ON SITE

16.4%
LOWER
BOUNCE RATE

3

ON MOBILE

With the majority of site traffic coming from mobile devices these days, it is important to have this guidance for consumers show up not only on the desktop experience but also (or even more importantly) on the mobile experience. Of the brands with any makeup look suggestions, most (98.2%) had a corresponding experience on mobile. However, this is only the tip of the iceberg, as we have observed that

a thoughtful UI can have a significant revenue impact, especially in mobile.

For example, we have seen that improving image sizes, allowing for easy add to cart without taking the customer off their journey, and placement higher up the fold in mobile

further increases revenue per visitor gains an additional 1% or more.



QUALITY

Lastly, it is important that the products recommended are always complementary items that can be used on top of the product being viewed. If not, the recommendation does not help the customer understand how the product can be used and hence does not entice them to add it to their bag. Here are a few examples of the common issues we noticed concerning the quality of the “complete the look” modules:



EXAMPLE 1

Lipstick recommendation

Lip liner suggestion is not the same shade as lipstick being viewed

No eye shadow, blush or foundation recommended to complete the look

First three recommended products can all be brought in place of the lipstick



EXAMPLE 2

Skin-care look for a face mask recommendation

All products are cleansers that can be used with the face-mask but all three should not be shown together as one can not be used with all three at the same time

COMMON QUALITY ISSUES WE FOUND:

Not all, if any, products recommended were complementary to the product being viewed. Supplementary products can be bought in place of the original product, not always with it.

Therefore, retailers must find a way to effectively guide their shoppers towards complementary products that can be bought in addition to the product they are interested in buying.

**Doing it right
requires attention
to detail and scale.**



Below you'll find the complete data by website. While this data is far from complete, it shows a **strong correlation between providing product guidance to shoppers and higher engagement metrics.** **This is an important insight for brands and retailers who want an advantage over their competition,** as relatively few of the top brands and retailers are doing it at all yet. Further, just having this guidance alone is not enough to maximize engagement. Doing it right, with very high coverage, presence across platforms, with multiple ways to use each product and multiple products to use and high quality is very hard but it pays off with further increases in engagement. Doing it right requires attention to detail and scale. We hope you'll use this as a playbook of sorts for getting it right, and we are always here if you need support.

ABOUT FINDMINE

“Innovative solutions like FINDMINE are fundamental to the execution of our customer engagement strategy”

-Perry Ellis, CEO



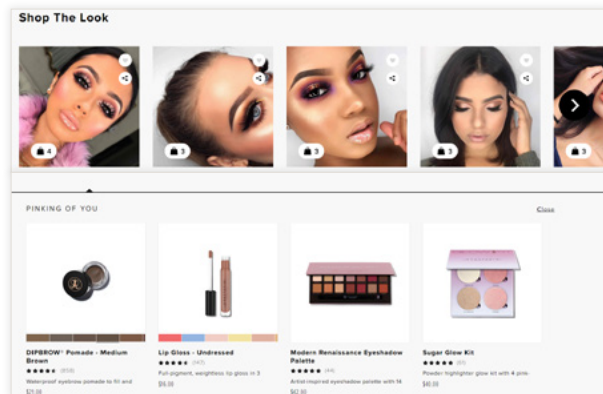
FINDMINE's award-winning Content Engine scales a brand's unique point of view across their entire organization. Our Complete the Look product shows shoppers how to use each product across ecommerce, email, personal shopping, marketing channels, and in store. FINDMINE increases ecommerce revenues by 3-10% while creating looks scalable (serving over 2B looks annually) to give merchandisers 99% of their time back.

PRESS/ANALYST INQUIRIES – KATHERINE FERNANDEZ | KAT@FINDMINE.COM
SALES INQUIRIES – SALES@FINDMINE.COM
2018 GARTER COOL VENDOR IN RETAIL



ANASTASIA BEVERLY HILLS**WWW.ANASTASIABEVERLYHILLS.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	Yes
PDP Outfit Coverage Level	High
CTL on Mobile	Yes
Time on Site (per Alexa)	226s
Page Views/Visit (per Alexa)	3.5
Bounce Rate (per Alexa)	39.8%

**BAREMINERALS****WWW.BAREMINERALS.COM**

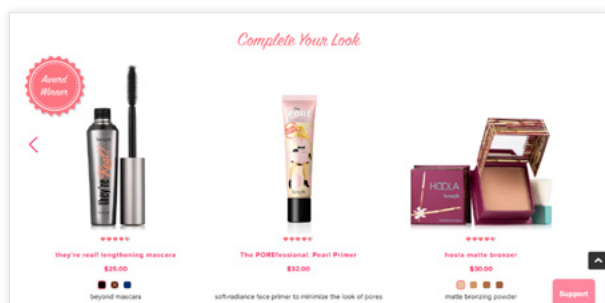
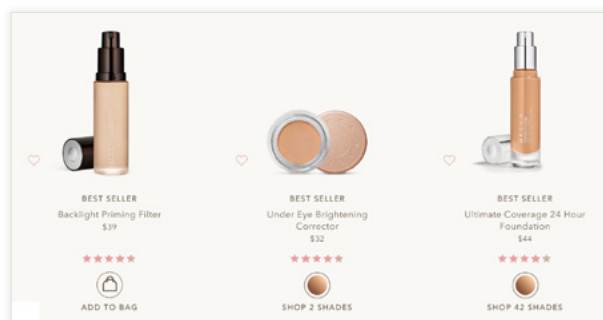
CTL on PDP	No
Time on Site (per Alexa)	263s
Page Views/Visit (per Alexa)	4
Bounce Rate (per Alexa)	42.2%

BECCA COSMETICS**WWW.BECCACOSMETICS.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	Low
CTL on Mobile	Yes
Time on Site (per Alexa)	228s
Page Views/Visit (per Alexa)	3.1
Bounce Rate (per Alexa)	53.7%

BENEFIT**WWW.BENEFITCOSMETICS.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	High
CTL on Mobile	Yes
Time on Site (per Alexa)	186s
Page Views/Visit (per Alexa)	3.9
Bounce Rate (per Alexa)	43.3%



BLUEMERCURY**WWW.BLUEMERCURY.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	Low
CTL on Mobile	Yes
Time on Site (per Alexa)	168s
Page Views/Visit (per Alexa)	3
Bounce Rate (per Alexa)	49.6%





Lune+Aster
Eyeshadow Base Brush
UPC: 814309020276

\$22.00

ADD TO BAG

USE IT *with*



Lune+Aster
Complexion Duo Brush
UPC: 814309021693

\$48.00

ADD TO BAG

BOBBI BROWN**WWW.BOBBIBROWNCOSMETICS.COM**

CTL on PDP	No
Time on Site (per Alexa)	275s
Page Views/Visit (per Alexa)	6.5
Bounce Rate (per Alexa)	44.8%

BURBERRY**US.BURBERRY.COM**

CTL on PDP	No
Time on Site (per Alexa)	340s
Page Views/Visit (per Alexa)	7.1
Bounce Rate (per Alexa)	28-†%

BUXOM**WWW.BUXOMCOSMETICS.COM**

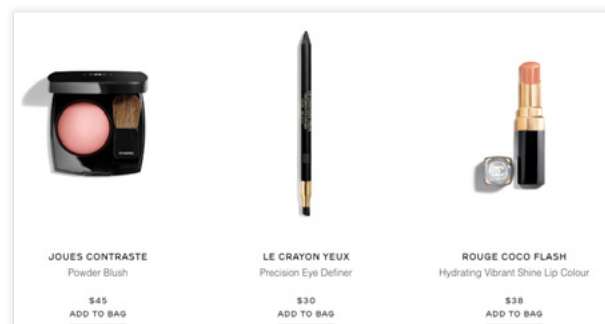
CTL on PDP	No
Time on Site (per Alexa)	105s
Page Views/Visit (per Alexa)	1.9
Bounce Rate (per Alexa)	55.4%

C.O BIGELOW**WWW.BIGELOWCHEMISTS.COM**

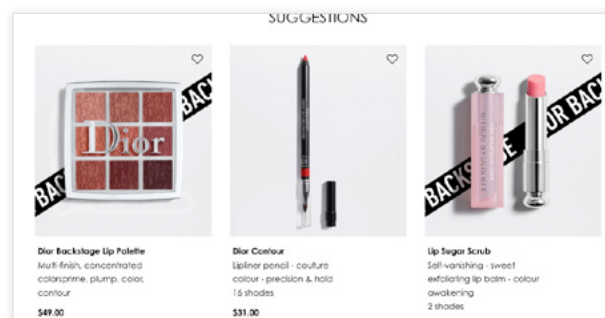
CTL on PDP	No
Time on Site (per Alexa)	131s
Page Views/Visit (per Alexa)	2.3
Bounce Rate (per Alexa)	49.3%

CHANEL**WWW.CHANEL.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	High
CTL on Mobile	No
Time on Site (per Alexa)	213s
Page Views/Visit (per Alexa)	5.5
Bounce Rate (per Alexa)	37.9%

**CHRISTIAN DIOR S.A****WWW.DIOR.COM**

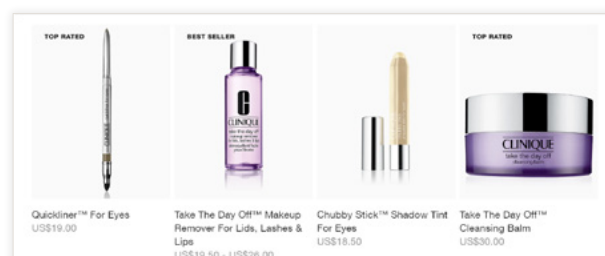
CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	Low
CTL on Mobile	Yes
Time on Site (per Alexa)	248s
Page Views/Visit (per Alexa)	5.9
Bounce Rate (per Alexa)	39.2%

**CLARINS****WWW.CLARINSUSA.COM**

CTL on PDP	No
Time on Site (per Alexa)	187s
Page Views/Visit (per Alexa)	3.4
Bounce Rate (per Alexa)	58.2%

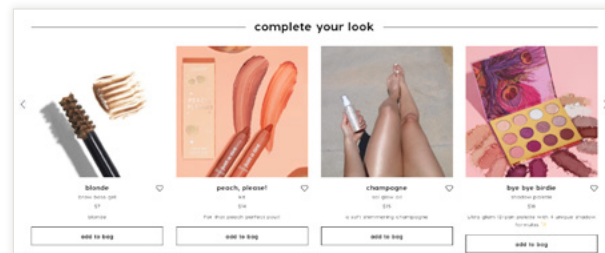
CLINIQUE**WWW.CLINIQUE.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	High
CTL on Mobile	Yes
Time on Site (per Alexa)	337s
Page Views/Visit (per Alexa)	4.4
Bounce Rate (per Alexa)	36.5%



COLOURPOP**COLOURPOP.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	High
CTL on Mobile	Yes
Time on Site (per Alexa)	355s
Page Views/Visit (per Alexa)	5.45
Bounce Rate (per Alexa)	32%

**COVERGIRL****WWW.COVERGIRL.COM**

CTL on PDP	No
Time on Site (per Alexa)	89s
Page Views/Visit (per Alexa)	1.8
Bounce Rate (per Alexa)	55.6%

E.L.F COSMETICS**WWW.ELFCOSMETICS.COM**

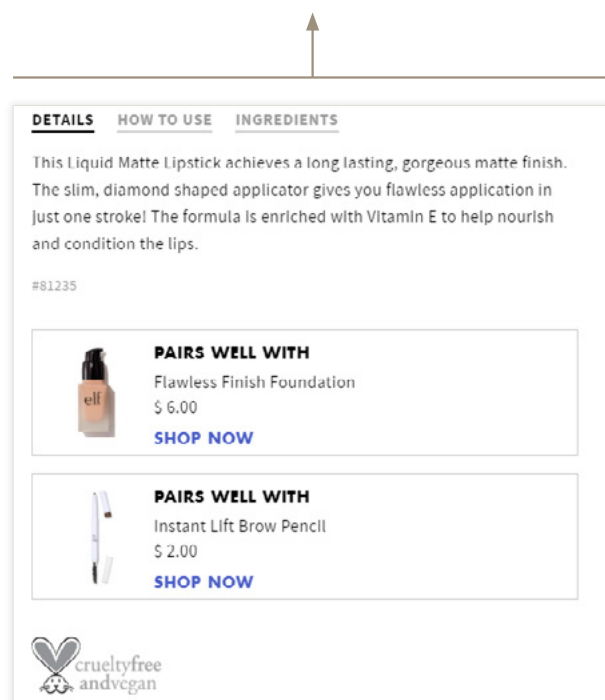
CTL on PDP	Yes
Multiple Looks/Sets per PDP	N/A
PDP Outfit Coverage Level	Low
CTL on Mobile	Yes
Time on Site (per Alexa)	281s
Page Views/Visit (per Alexa)	3.8
Bounce Rate (per Alexa)	38.6%

ELIZABETH ARDEN, INC.**WWW.ELIZABETHARDEN.COM**

CTL on PDP	No
Time on Site (per Alexa)	177s
Page Views/Visit (per Alexa)	2.5
Bounce Rate (per Alexa)	50.6%

ESTEE LAUDER INC.**WWW.ESTEELAUDER.COM**

CTL on PDP	No
Time on Site (per Alexa)	321s
Page Views/Visit (per Alexa)	5.6
Bounce Rate (per Alexa)	33.4%



GIORGIO ARMANI**WWW.ARMANI.COM**

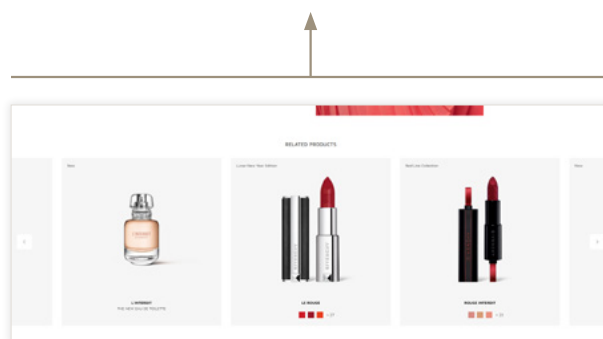
CTL on PDP	No
Time on Site (per Alexa)	198s
Page Views/Visit (per Alexa)	3.1
Bounce Rate (per Alexa)	54%

GLOSSIER**WWW.GLOSSIER.COM**

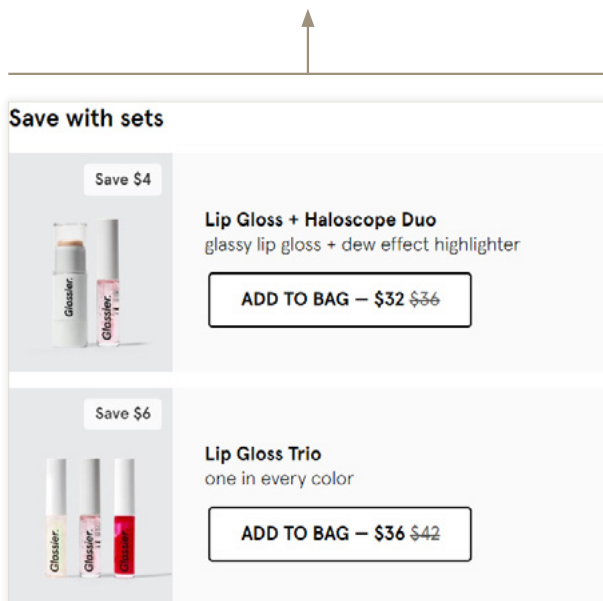
CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	High
CTL on Mobile	Yes
Time on Site (per Alexa)	237s
Page Views/Visit (per Alexa)	3.2
Bounce Rate (per Alexa)	40.3%

GIVENCHY**WWW.GIVENCHYBEAUTY.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	High
CTL on Mobile	Yes
Time on Site (per Alexa)	283s
Page Views/Visit (per Alexa)	5.3
Bounce Rate (per Alexa)	25.4%

**GUERLAIN****WWW.GUERLAIN.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	High
CTL on Mobile	Yes
Time on Site (per Alexa)	192s
Page Views/Visit (per Alexa)	3.2
Bounce Rate (per Alexa)	38.8%

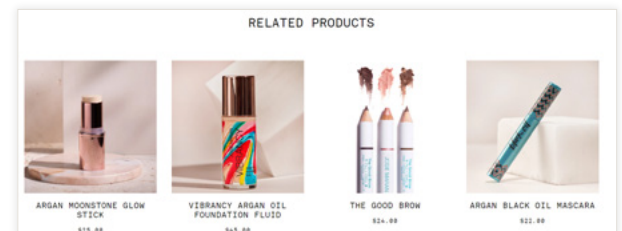


IT COSMETICS**WWW.ITCOSMETICS.COM**

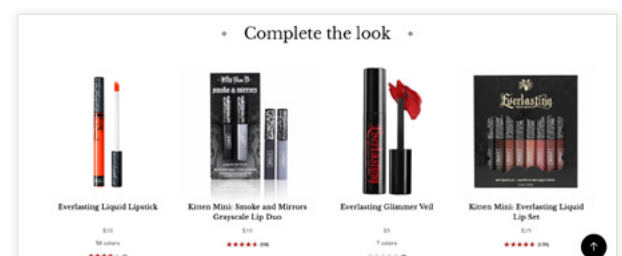
CTL on PDP	No
Time on Site (per Alexa)	297s
Page Views/Visit (per Alexa)	3.3
Bounce Rate (per Alexa)	42.8%

JOSIE MARAN**WWW.JOSIEMARANCOSMETICS.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	High
CTL on Mobile	Yes
Time on Site (per Alexa)	140s
Page Views/Visit (per Alexa)	2.5
Bounce Rate (per Alexa)	63.2%

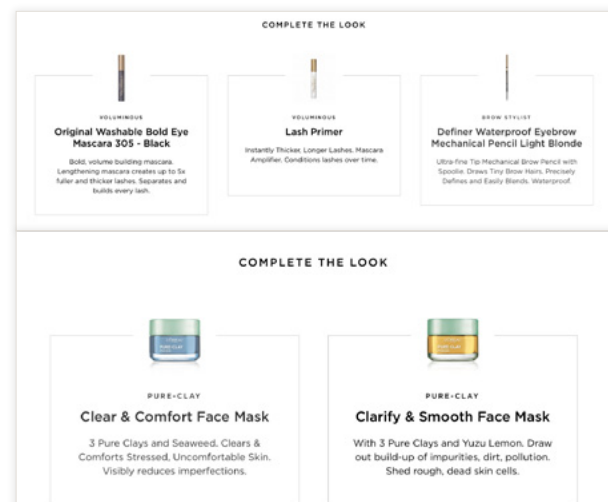
**KAT VON D****WWW.KATVONDBEAUTY.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	High
CTL on Mobile	Yes
Time on Site (per Alexa)	145s
Page Views/Visit (per Alexa)	2.7
Bounce Rate (per Alexa)	42.3%



L'OREAL PARIS**WWW.LOREALPARISUSA.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	Low
CTL on Mobile	Yes
Time on Site (per Alexa)	113s
Page Views/Visit (per Alexa)	1.7
Bounce Rate (per Alexa)	68.1%

**LANCÔME****WWW.LANCOME-USA.COM**

CTL on PDP	No
Time on Site (per Alexa)	237s
Page Views/Visit (per Alexa)	3.6
Bounce Rate (per Alexa)	47.3%

LAURA MERCIER**WWW.LAURAMERCIER.COM**

CTL on PDP	No
Time on Site (per Alexa)	182s
Page Views/Visit (per Alexa)	3.1
Bounce Rate (per Alexa)	54.1%

MAC COSMETICS**WWW.MACCOSMETICS.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	High
CTL on Mobile	Yes
Time on Site (per Alexa)	276s
Page Views/Visit (per Alexa)	5.3
Bounce Rate (per Alexa)	34.8%

**MAKE UP FOREVER****WWW.MAKEUPFOREVER.COM**

CTL on PDP	No
Time on Site (per Alexa)	132s
Page Views/Visit (per Alexa)	4.9
Bounce Rate (per Alexa)	56.2%

MARC JACOBS**WWW.MARCJACOBS.COM**

CTL on PDP	No
Time on Site (per Alexa)	203s
Page Views/Visit (per Alexa)	3.5
Bounce Rate (per Alexa)	41.9%

MARY KAY**WWW.MARYKAY.COM**

CTL on PDP	No
Time on Site (per Alexa)	199s
Page Views/Visit (per Alexa)	3.6
Bounce Rate (per Alexa)	48.1%

MAX FACTOR**WWW.MAXFACTOR.COM**

CTL on PDP	No
Time on Site (per Alexa)	216s
Page Views/Visit (per Alexa)	3
Bounce Rate (per Alexa)	48%

MAYBELLINE NY**WWW.MAYBELLINE.COM**

CTL on PDP	No
Time on Site (per Alexa)	138s
Page Views/Visit (per Alexa)	2.5
Bounce Rate (per Alexa)	53.3%

MECCA**WWW.MECCA.COM**

CTL on PDP	No
Time on Site (per Alexa)	322s
Page Views/Visit (per Alexa)	6
Bounce Rate (per Alexa)	32.3%

NARS COSMETICS**WWW.NARSCOSMETICS.COM**

CTL on PDP	No
Time on Site (per Alexa)	206s
Page Views/Visit (per Alexa)	3
Bounce Rate (per Alexa)	49.5%

NATURA**WWW.NATURABRASIL.COM**

CTL on PDP	No
Time on Site (per Alexa)	296s
Page Views/Visit (per Alexa)	2.9
Bounce Rate (per Alexa)	44.2%

NEUTROGENA**WWW.NEUTROGENA.COM**

CTL on PDP	No
Time on Site (per Alexa)	142s
Page Views/Visit (per Alexa)	2.1
Bounce Rate (per Alexa)	58%

NYX**WWW.NYXCOSMETICS.COM**

CTL on PDP	No
Time on Site (per Alexa)	236s
Page Views/Visit (per Alexa)	4.4
Bounce Rate (per Alexa)	39.1%

ORIGINS**WWW.ORIGINS.COM**

CTL on PDP	No
Time on Site (per Alexa)	253s
Page Views/Visit (per Alexa)	3.7
Bounce Rate (per Alexa)	52.3%

REVLON**WWW.REVLON.COM**

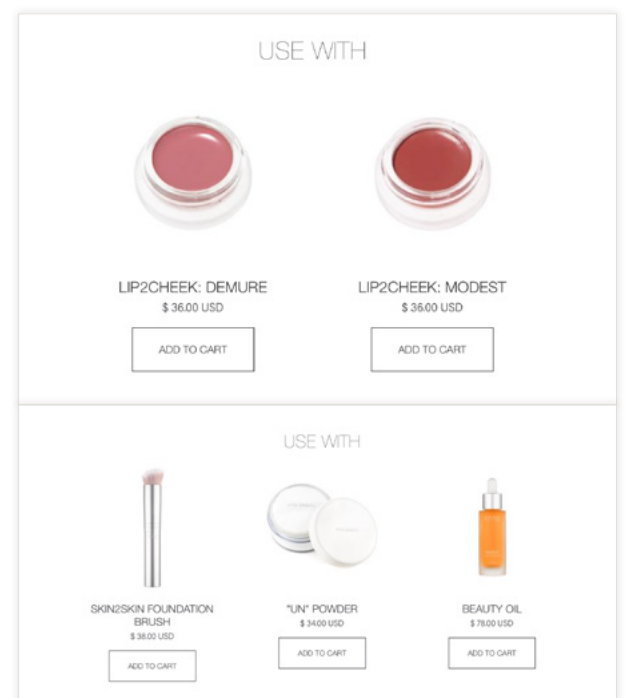
CTL on PDP	No
Time on Site (per Alexa)	162s
Page Views/Visit (per Alexa)	1.9
Bounce Rate (per Alexa)	47.5%

RIMMEL**WWW.RIMMELLONDON.COM**

CTL on PDP	No
Time on Site (per Alexa)	96s
Page Views/Visit (per Alexa)	2
Bounce Rate (per Alexa)	60%

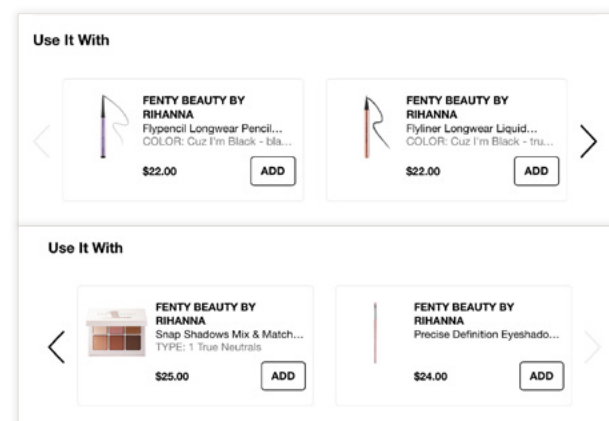
RMS BEAUTY**WWW.RMSBEAUTY.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	High
CTL on Mobile	Yes
Time on Site (per Alexa)	131s
Page Views/Visit (per Alexa)	2.5
Bounce Rate (per Alexa)	53.1%

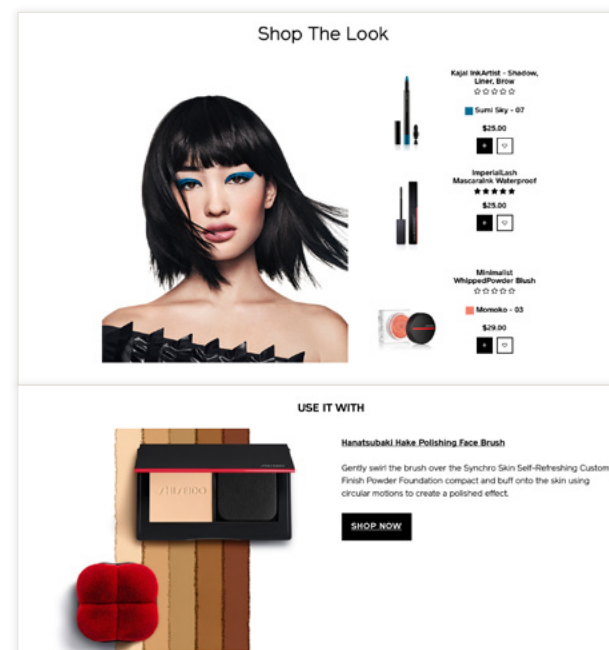


SEPHORA**WWW.SEPHORA.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	Low
CTL on Mobile	Yes
Time on Site (per Alexa)	356s
Page Views/Visit (per Alexa)	5.26
Bounce Rate (per Alexa)	32%

**SHISEIDO****WWW.SHISEIDO.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	Low
CTL on Mobile	Yes
Time on Site (per Alexa)	151s
Page Views/Visit (per Alexa)	3
Bounce Rate (per Alexa)	56.6%

**SMASHBOX****WWW.SMASHBOX.COM**

CTL on PDP	No
Time on Site (per Alexa)	152s
Page Views/Visit (per Alexa)	2.4
Bounce Rate (per Alexa)	54.9%

STILA**WWW.STILACOSMETICS.COM**

CTL on PDP	No
Time on Site (per Alexa)	180s
Page Views/Visit (per Alexa)	3.4
Bounce Rate (per Alexa)	52.7%

TARTE**TARTECOSMETICS.COM**

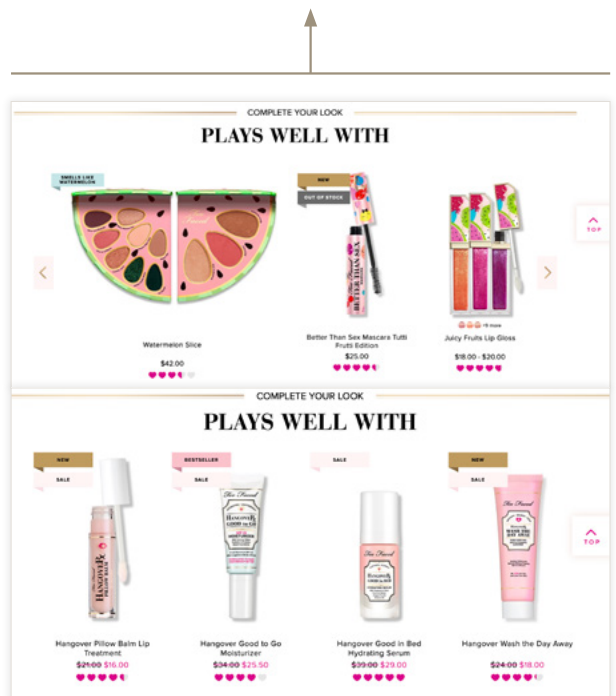
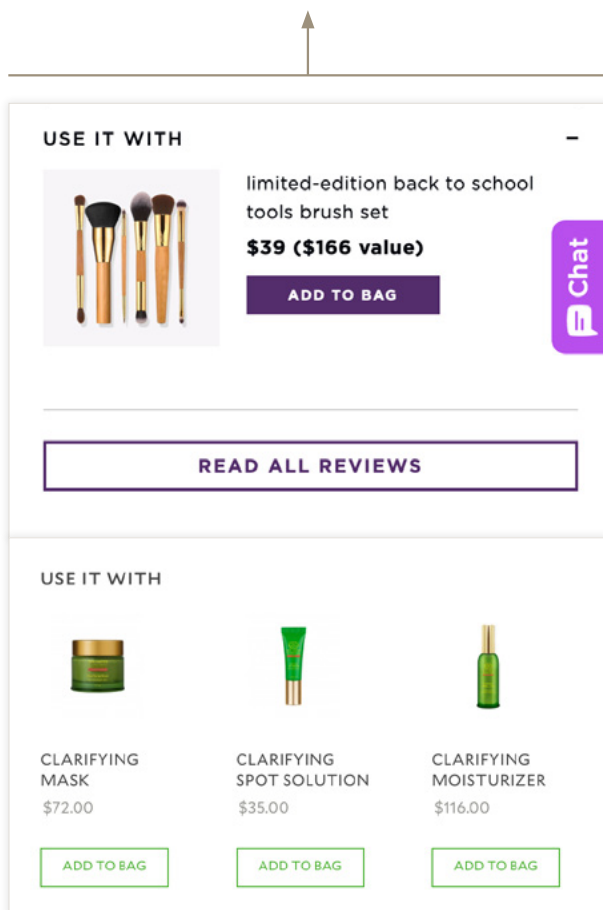
CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	High
CTL on Mobile	Yes
Time on Site (per Alexa)	289s
Page Views/Visit (per Alexa)	4.4
Bounce Rate (per Alexa)	36.4%

THE BODY SHOP**WWW.THEBODYSHOP.COM**

CTL on PDP	No
Time on Site (per Alexa)	284s
Page Views/Visit (per Alexa)	5.2
Bounce Rate (per Alexa)	33.7%

TOO FACED**WWW.TOOFACED.COM**

CTL on PDP	Yes
Multiple Looks/Sets per PDP	No
PDP Outfit Coverage Level	High
CTL on Mobile	Yes
Time on Site (per Alexa)	227s
Page Views/Visit (per Alexa)	4
Bounce Rate (per Alexa)	43.4%

**ULTA SALON, COSMETICS, & FRAGRANCE, INC.****WWW.ULTA.COM**

CTL on PDP	No
Time on Site (per Alexa)	303s
Page Views/Visit (per Alexa)	4.77
Bounce Rate (per Alexa)	39.6%

URBAN DECAY**WWW.URBANDECAY.COM**

CTL on PDP	No
Time on Site (per Alexa)	159s
Page Views/Visit (per Alexa)	2.8
Bounce Rate (per Alexa)	52.4%

YVES ROCHER**WWW.YVESROCHERUSA.COM**

CTL on PDP	No
Time on Site (per Alexa)	187s
Page Views/Visit (per Alexa)	4.4
Bounce Rate (per Alexa)	40.5%

YVES SAINT LAURENT**WWW.YSLBEAUTYUS.COM**

CTL on PDP	No
Time on Site (per Alexa)	204s
Page Views/Visit (per Alexa)	2.7
Bounce Rate (per Alexa)	51%