



Botánica

BEAUTY

Phase 2 | Sarah Koroma & Noelia Gonzalez



Botánika

BEAUTY

Botánika Beauty celebrates Latina beauty traditions with a modern approach.

Botánika Beauty is inspired by the local Bronx botánicas, which are spiritual stores.

The products speak to the Latina experience with its natural ingredients of herbs and botanicals.



TAKING CONTROL OF YOUR DATA

GOALS:

- Prove that mobile brings incremental value to your business
- Drive foot traffic to U.S Stores by merging with mobile
 - 130 Target stores
 - 600 Walmart stores
- Understand your shopper
- Provide insights for optimizations for better online experiences

PLATFORM: Google Analytics

Understand Cross-Device Usage Patterns and Purchasing Paths

User ID feature makes cross device measurement possible

Implement User ID

Through User ID you can accurately identify the number of unique users and their engagement activities.



Requiring user login

Require user login for certain features on your website such as access to special offers.



Attribution

You can attribute user engagement spread across multiple devices and sessions to a single user.



Gain Secured Access

Gain access to cross-device reports to see how users are interacting with your business across multiple devices.



Key Insights

Thanks to the cross-device tracking, you gain key insights about your customers.



Segment and Analyze

See how logged in users engage with your website very differently than those who are logged in.



Benefits

01

You will see a very high number of users who switch between devices before making a purchase.

02

Deliver a unified ad experience across devices and browsers to reach people when they're more likely to buy

03

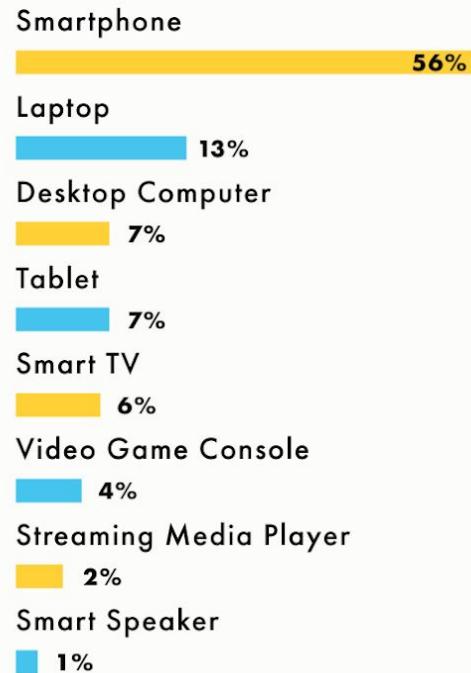
Multiply your impact across devices.

DEVICES & CHANNELS USED MOST BY HISPANICS

AVERAGE TIME SPENT EVERY WEEK...

	1-2 Hours	3-5 Hours	6-9 Hours	10-15 Hours	16-19 Hours	20+ Hours	N/A
Using The Internet On A Desktop Computer	18%	20%	12%	12%	8%	15%	16%
Using The Internet On A Smartphone	11%	24%	18%	15%	9%	18%	6%
Using The Internet On A Tablet	22%	17%	12%	7%	6%	6%	29%

DEVICE



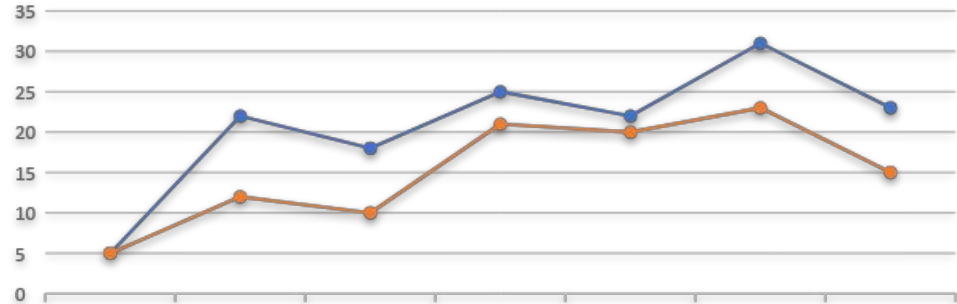
Mobile 's Growing Role in a Shopper's Purchase Decision

- Create easy, fast-loading mobile site
- Add local features such as store locator, click-to-call and GPS
- Develop and refine value attribution model for mobile



Possible Results

- Achieve 5% less cost per conversion
- 40% to 60% conversion from store locator to in-store
- 85% of users coming with intent are making a purchase





Understanding the Consumers Journey

“In 2017, U.S. e-commerce beauty sales grew by 1.6 billion U.S. dollars while brick and mortar beauty sales decreased by approximately 168 million U.S. dollars. It continues to grow at 2% yearly”

- Statista (2020 updated report)



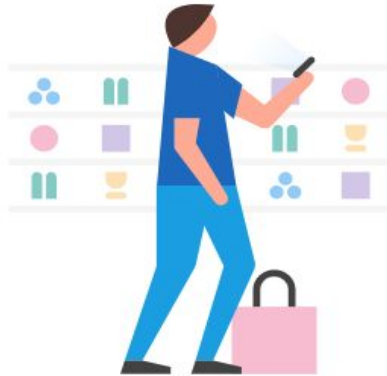
Merging Ecommerce & Retail



Shape Consumers' Preferences in Their I-Want-to-Buy Moments

IDENTIFY YOUR CONSUMERS' MICRO-MOMENTS

Talk to your consumers to figure out how and when they're researching and making purchase decisions.



82%

of smartphone users say they **consult their phones** on purchases they're about to make in a store.¹

Consumer intent for mobile devices is consideration and conversion. Desktop devices are the preferred platform for those transactions. Mobile brings in high traffic rates which can be used while consumers are shopping near retail locations.

Conversion Rate by Device

		Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019
Global	Desktop	4.12%	4.26%	4.79%	4.04%	3.90%
Global	Mobile Phone	2.00%	2.03%	2.23%	1.88%	1.82%
Global	Other	0.17%	0.15%	0.13%	0.06%	0.06%
Global	Tablet	3.72%	3.84%	4.05%	3.54%	3.49%
US	Desktop	4.50%	4.55%	5.23%	4.44%	4.14%
US	Mobile Phone	1.81%	1.85%	2.18%	1.79%	1.53%
US	Other	0.09%	0.09%	0.14%	0.06%	0.05%
US	Tablet	3.68%	3.82%	4.21%	3.58%	3.36%

Merging Ecommerce & Retail



65 %

Of consumers begin their shopping journeys through mobile.

50_{ms}-8

Seconds to make them stay.

94 %

Of consumers who enter your site are not ready to buy.

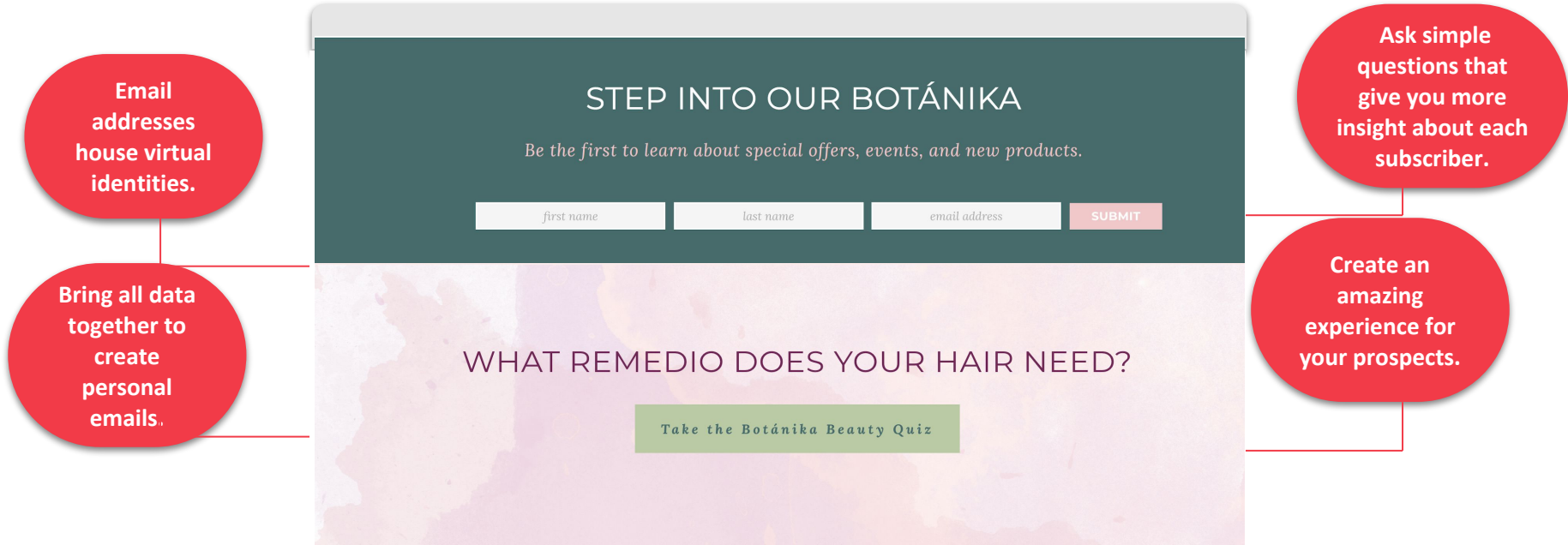


Merging Ecommerce & Retail



Power Your Marketing with Email and First-Party Data

What It Means When Customers and Subscribers Opt In.



Strategy - Welcome Emails/ Newsletters

Before sending emails to your subscribers, start with the data you have. Then add to that data based on subscribers' click paths on your website and responses to the emails you send.



Optimizations for Better Online Experiences

Welcome Emails Have Great Potential



21%
is the average
email **open rate**
(MailChimp, 2018)



On the other hand,
the average open
rate for a **welcome
email** is

82%

(GetResponse, 2017)

Email Continues to Deliver a Strong Return on Investment



For every \$1 you spend
on emails marketing,
you can expect an
average return of

\$42

(DMA, 2019)



Personalization Works Wonders For Email

Emails with
**personalized subject
lines** generate

50%

higher open rates

(Yes Lifecycle
Marketing, 2017).

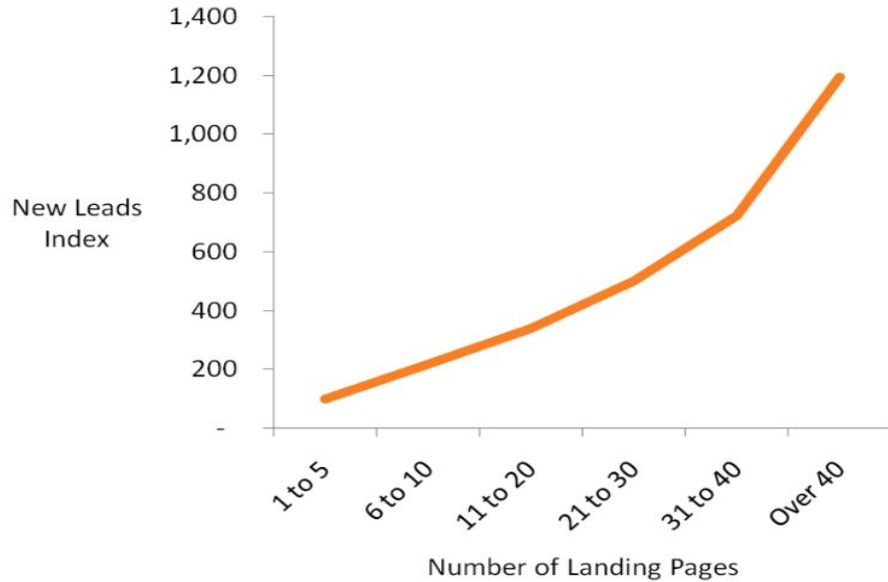


Elevating The Digital Experience



Landing Pages

Landing Pages & Leads



<https://media.giphy.com/media/l46CDH8fFSwMmpHQA/giphy.gif>

Elevating The Digital Experience



DIGITAL ADS

An ad that shows my culture is more likely to connect with me (72%).

There should be more ads specifically made to resonate with the Hispanic community (69%).

I don't have a preference to the language of digital ads as long they match language of the surrounding content (71%).

I take notice of bilingual advertising campaigns because they reflect my own experience (66%).



Benefits of a Website Language Option



The U.S. ranks # 3 in internet usage. Brazil right behind.



47% Higher chance of increasing website traffic.



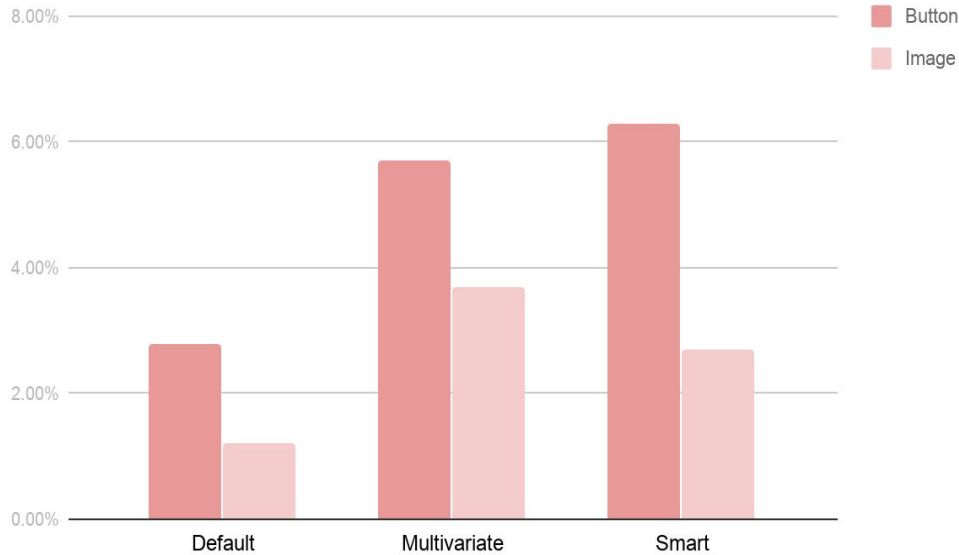
60% Increase in new website users



The Dominican Republic is its second-largest market for Botánika online sales.

Call To Action

CTA Conversion Rates



Personalized calls to action convert better by

202 %

Elevating The Digital Experience





Growth by Delivering the Assistance People Expect

1. Start predicting what people want at any moment
2. Drive growth by leveraging insights to reach the right audiences
3. Make mobile experiences a business priority
4. Drive purchase decisions by helping customers turn intent into action in an omnichannel world



THANK
You

