

Algorithmic Digital Marketing

Summary	https://codelabs-preview.appspot.com/?file_id=1RZSOWFTn5qPB5A2U5fBeLI0-Rs-kOlatYhz8wWGNE#0
URL	https://www.shiseido.com/us/en/
Category	Web

About Company:



Shiseido Company, Limited is a Japanese multinational cosmetic company.

Revenue: 920.9 billion JPY (2020)

What is the product?

Shiseido Company, Limited is a Japanese multinational cosmetic company.

Its product categories consist of: skin care, makeup, body care, hair care and fragrances. They have products for men and women. Apart from male and female segmentation they have segmented products into categories such as antiaging, oil control, lifting & fitting to make it easier for customers to find the product.

Alternatives: the body shop, colourpop, ipsy, mac cosmetics

Personalised Search: to find serum - take a quiz

Moisturizer - Find your formula

Eye care finder - start now

The screenshot shows the Shiseido website's "Find Your Formula" page. At the top, there's a navigation bar with links for SKINCARE, SUNSCREEN, MAKEUP, MEN, SETS & TRAVEL, DISCOVER, LAST CHANCE, and Order Tracker. To the right of the navigation are icons for search, account, cart (with a notification), and location. Below the navigation, the main heading "Find Your Formula" is displayed in a large, bold font. A sub-instruction "Start here for personalized product selections to reach your skincare goals." follows. Three main sections are presented: "Serum Finder" (showing two bottles of Shiseido White Lucent serums), "Moisturizer Finder" (showing three jars of Shiseido moisturizers surrounded by greenery and flowers), and "Eye Care Finder" (showing a close-up of a woman's face with her hands near her eyes). Each section has a title, a brief description, and a "START NOW" or "TAKE THE QUIZ" button.

Serum Finder
Anti aging, hydrating & brightening face serums. Find your skincare superhero.
[TAKE THE QUIZ](#)

Moisturizer Finder
Moisturizers for every season and every skin type. Get your personalized recommendation.
[FIND YOUR FORMULA](#)

Eye Care Finder
Find your perfect eye cream & treatments. Fend off dark circles, puffiness, fine lines and wrinkles.
[START NOW](#)

How are they selling it?

Business to consumer through their own website and departmental stores and business to business through sephora, ulta beauty, macy's, target, walmart, Amazon, wee

How is it priced?

It has the option to select size : 50 ml and 75ml based on it prices vary.

Prices are round up value. Prices change with the quantity.

They are giving options for Auto-Replenishment :Receive 10% off and free standard shipping with each replenishment order

Uplifting and Firming Cream

★★★★★ 4.8 (264) [Write a review](#)

Visibly lift skin in just 1 week*, and reveal a dramatically firmer, revitalized complexion with this sculpting cream.
*Clinically tested on 35 women.

Select Size:

\$135.00

QTY:

Add your favorite products to your wishlist!

Auto-Replenishment :
Receive 10% off and free standard shipping with each replenishment order

Or four payment installments of \$33.75 by

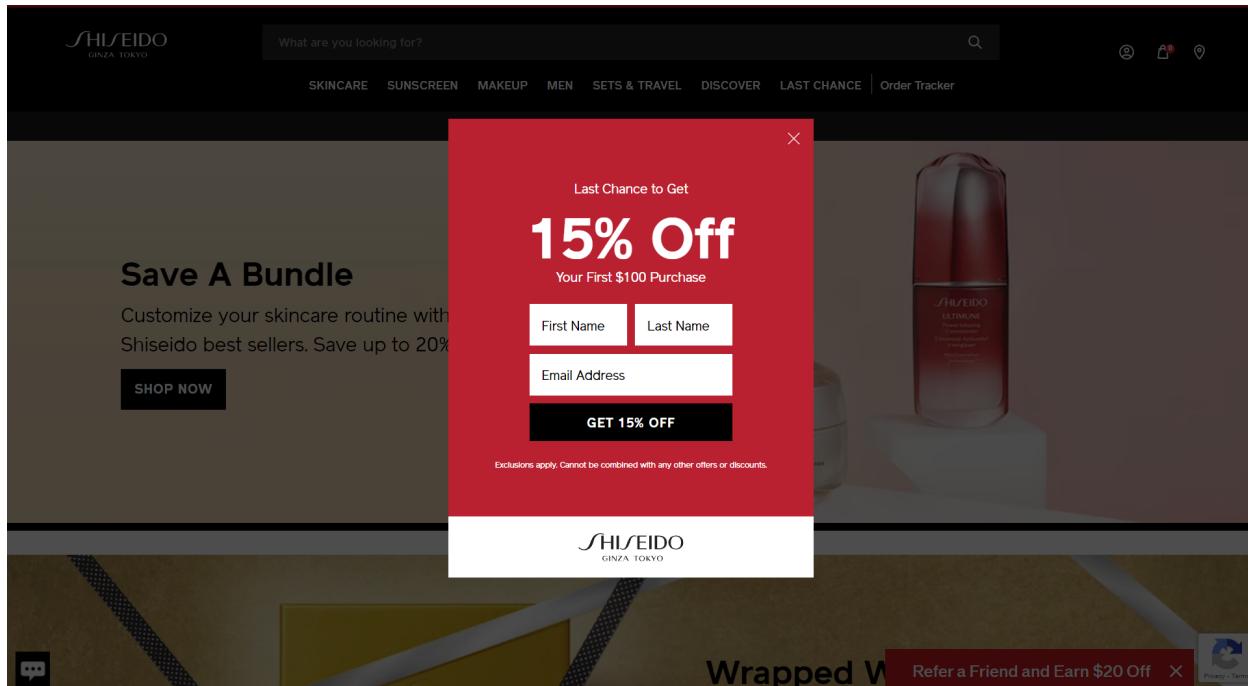
SHOPRUNNER FREE 2-Day Shipping & Free returns [Sign Up FREE](#) | [Sign in](#)



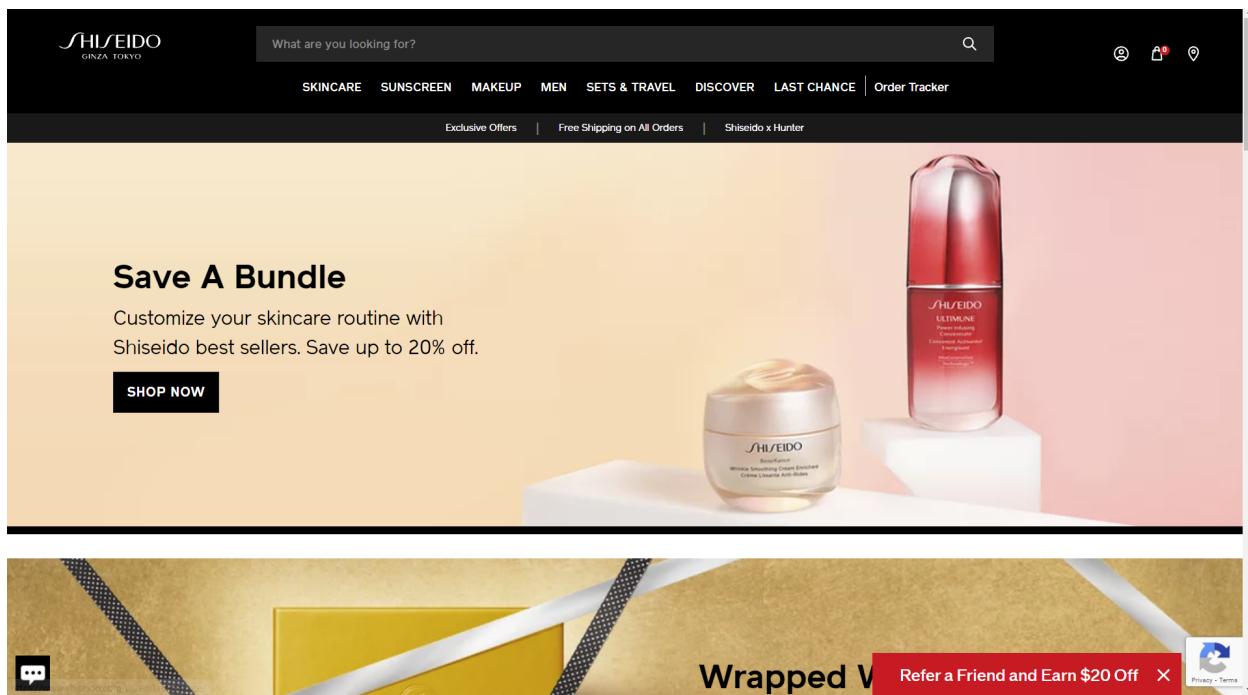
What promotions are they using?

When you go on the website within seconds you are able to see this page: promotion mentioning 15% off on \$100 purchase.

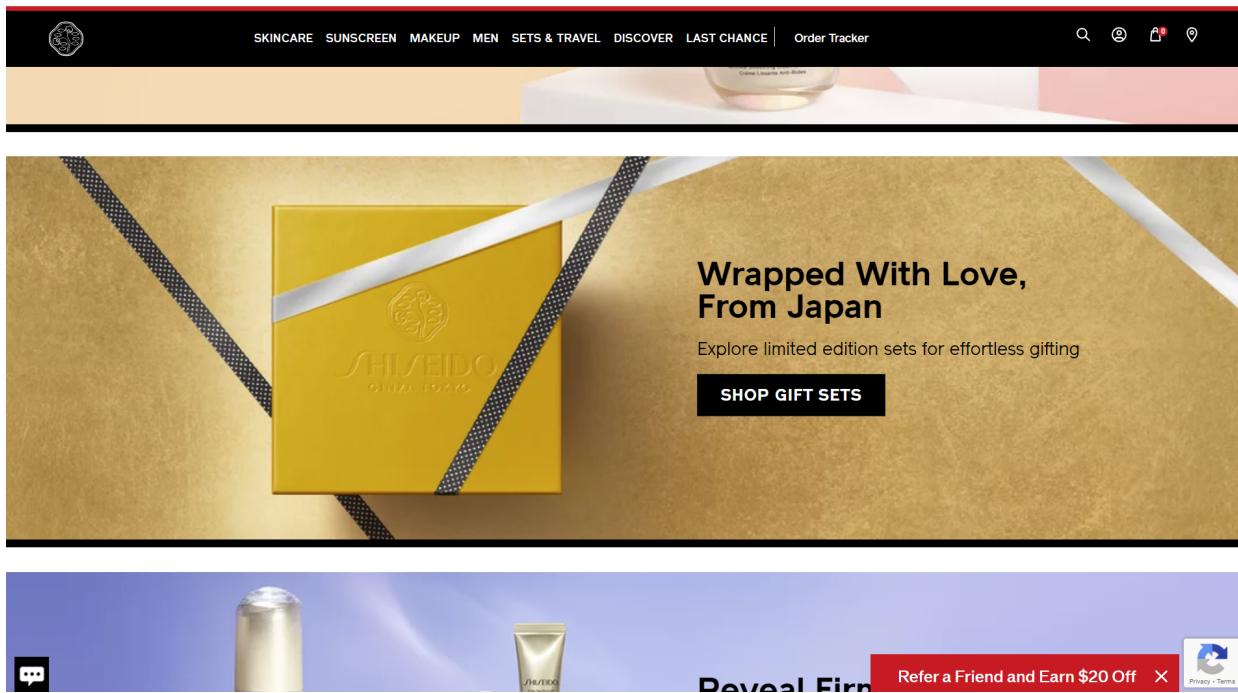
Deluging customers into spending \$100 and getting their email address to send further promotions.



As soon as we open a page we get products from their own brand shiseido. Self promotion and at button it says refer a friend and earn \$20 Off



Shop gift sets : making sale by selling it together



The banner features a gold background with a yellow Shiseido gift box tied with a white ribbon. The text "Wrapped With Love, From Japan" is displayed, along with a call-to-action button "SHOP GIFT SETS". Below the main image are two smaller product images: a gold serum bottle and a gold cream tube.

SKINCARE SUNSCREEN MAKEUP MEN SETS & TRAVEL DISCOVER LAST CHANCE Order Tracker

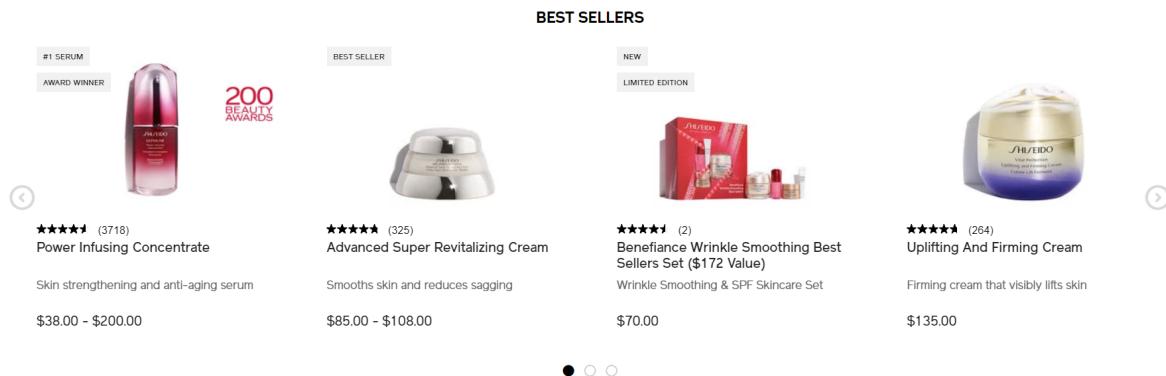
Wrapped With Love, From Japan

Explore limited edition sets for effortless gifting

SHOP GIFT SETS

Reveal Firm Refer a Friend and Earn \$20 Off X Privacy + Terms

Doing promotions by tagging : award winner, best seller, limited edition,selling fast



The section is titled "BEST SELLERS" and displays four products:

- #1 SERUM AWARD WINNER** **200 BEAUTY AWARDS**
Power Infusing Concentrate
Skin strengthening and anti-aging serum
\$38.00 - \$200.00
- BEST SELLER**
Advanced Super Revitalizing Cream
Smooths skin and reduces sagging
\$85.00 - \$108.00
- NEW LIMITED EDITION**
Benefiance Wrinkle Smoothing Best Sellers Set (\$172 Value)
Wrinkle Smoothing & SPF Skincare Set
\$70.00
- ★★★★★ (264)**
Uplifting And Firming Cream
Firming cream that visibly lifts skin
\$135.00

● ○ ○

12 of 16 Shown

			
BEST SELLER ★★★★★ Shiseido Men Face Cleanser Cleanser and shaving cream for men	BEST SELLER ★★★★★ Clarifying Cleansing Foam (For All Skin Types) Creamy foam cleanser	Selling Fast! ★★★★★ Future Solution LX Extra Rich Cleansing Foam Removes impurities from the skin and adds moisture	Selling Fast! ★★★★★ Deep Cleansing Foam (For Oily To Blemish-Prone Skin) Sebum-absorbing foaming cleanser
\$25.00 QTY: 1 ▾ ADD TO BAG <input checked="" type="checkbox"/> Add your favorite products to your wishlist!	\$36.00 QTY: 1 ▾ ADD TO BAG <input checked="" type="checkbox"/> Add your favorite products to your wishlist!	\$62.00 QTY: 1 ▾ ADD TO BAG <input checked="" type="checkbox"/> Add your favorite products to your wishlist!	\$36.00 QTY: 1 ▾ ADD TO BAG <input checked="" type="checkbox"/> Add your favorite products to your wishlist!

They are providing : Free shipping with any purchase. Free samples and free returns with every order.

Website is high on promotions: If you go to buy any product it gives more information as: clinically tested on 35 women, this gains confidence of customer



Uplifting and Firming Cream

★★★★★ 4.8 (264) [Write a review](#)

Visibly lift skin in just 1 week*, and reveal a dramatically firmer, revitalized complexion with this sculpting cream.
*Clinically tested on 35 women.

Select Size:

50mL 75mL

\$135.00

QTY: 1 ▾ ADD TO BAG

Add your favorite products to your wishlist!

Auto-Replenishment :

Receive 10% off and free standard shipping with each replenishment order

Or four payment installments of \$33.75 by 

 **SHOPRUNNER FREE** 2-Day Shipping & Free returns [Sign Up](#) [FREE](#) | [Sign In](#)

When you add a product to cart. You get recommendation in cart stating you may also like:

The screenshot shows a Microsoft Edge browser window displaying the Shiseido website at <https://www.shiseido.com/us/en skincare/moisturizers-and-creams/#>. The page is a 'Moisturizer Finder' section where users can find the right moisturizer for their skin concerns. A sidebar on the right shows a recommended product: 'Benefiance Wrinkle Smoothing Best Sellers Set (\$172 value)' with a price of \$70.00. Below this, a 'You may also like' section recommends 'Shiseido Power Infusing Concentrate' for \$110.00. At the bottom of the screen, the Windows taskbar is visible, showing various open applications and system status.

What algorithmic marketing services are they using?

Algorithmic marketing services : promotion and recommendation

Recommendations: after viewing any product website recommends “customer who viewed this item also purchased”

SHOP CLEANSER

Concentrate

SHOP MOISTURIZER

SHOP NOW

Customers who viewed this item also purchased

Pairs well with

Product	Rating	Reviews	Description	Price
Uplifting And Firming Cream Enriched	★★★★★	(513)	Firming cream for dry skin that visibly lifts	\$135.00
Power Infusing Concentrate	★★★★★	(3718)	Skin strengthening and anti-aging serum	\$38.00 - \$200.00
Advanced Super Revitalizing Cream	★★★★★	(325)	Smooths skin and reduces sagging	\$85.00 - \$108.00
Uplifting And Firming Day Cream SPF 30	★★★★★	(302)	SPF 30 daytime cream that visibly lifts skin	\$135.00

What datasets do you think you will need to build these algorithmic services?

- Promotions:
 - Customer personal details like contact number, mail id to send personalized promotions.
- Advertising:
 - Product details - for new item launches or clearance sale.
 - Customer profile- to target audience for better results based on search history that stores in cookies and cache. (Particularly Facebook, YouTube, Instagram)
- Search:
 - Product catalog

- Recommendations:
 - Customer purchase history
- Pricing:
 - Seasonal data, Product expiration date
- Assortment:

a) How frequently data will change?

Product details will remain the same. Price data fluctuates according to demand/supply and varies seasonally. Recommendation will change with time and Customer location (When customer changes his/her location, recommendations keep on changing accordingly).

b) How would you store this data?

S3 Buckets because unstructured data can also be stored easily like images.

Review jobs/career site and search for Data/Data science positions. After review of the site, what technologies and programmatic services is the company using?

The following Technologies/Tools are being used :

- There are no open data/data science positions. Following are the responsibilities for the analyst position.
- Tools for Forecasting to analyze business trends across the brands.
- data collection, tagging, reporting and analysis for their ecommerce websites.
- Analytical insights to improve site performance.
- Dashboard development based on stakeholder requirement.
- Need to be updated in web analytics tools such as google analytics etc.

The following programmatic services are being used:

- Recommendations.
- Promotions.
- Advertisement.

How is the company tracking visitors?

- By using google analytics company tracking their visitors.
- Total visitors for website during Aug 21st – Sep 21st are 644.19K
- Average visit duration is 2.47 minutes
- Top 5 countries who visited this website are:
 - United states - 53.25%
 - Japan - 20.49%
 - Canada - 5.68%
 - Singapore - 3.53%
 - Australia - 1.91%
- Traffic source for website:

