
EXPERIMENTAL DESIGN

REVISING SEPHORA'S MOBILE APP PAGE TO OPTIMIZE ENGAGEMENT

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SEPHORA BRAND INTRODUCTION

- Sephora is a French multinational retailer of beauty and personal care products. They are owned by LVMH and have brick and mortar stores worldwide as well as a global online presence with its website.
- They have a loyalty program which is called Beauty Insider. Customers can create membership accounts by simply giving out an email and creating a password.
- Members can access their accounts through the Sephora website on their computers by clicking on "sale & offers" and "beauty offers", or the website or app on their phones by clicking on the "offers" icon at the bottom of their screen.



- Our experiment design focuses on slight changes to the Offers Page on Sephora's loyalty program.
 - The page currently has 7 categories, and only 4 have a permanent presence and have more than one product selection. These 4 categories are all sample sizes of existing products. We believed that adding a product/offer category would create variety and greater appeal, increase customer traffic to the offers page and increase the likelihood of offer redemptions that are often related to greater sales.
- The layout of the Offers Page varies slightly when members are logging in through a browser on their computer compared to the mobile app experience.
 - The visual experience when viewing the website in a browser on their phones is the same as when using the app.
- For the scope of this experiment, we utilize pictures of the offers page that were derived from the mobile app version.



EXPERIMENT DESIGN



- **Independent Variable:** During brainstorming, we thought of 2 new potential categories ("last chance," "top sellers") and considered moving one category ("savings") to the bottom of the page to highlight other categories. We chose to add the **"last chance" category**. Due to its low inventory that Sephora would want to pass off quickly and consumers might not want to miss out on, we believed that this would be most relevant.
- **Dependent Variable:** In creating this new category, we believe that this would make the offers page more appealing to members, increasing **click through rates and offer redemption rates**.
- **Moderator Variable:** We believe that **category descriptions** would work well as a moderator variable. By adding a sentence that describes each offer category and highlights its temporary nature, especially the "last chance" category, we would create a sense of urgency within consumers as we are underlining that products in the offers would run out. As a result, we believe that this could enhance the effect of the independent variable to increase offers page visits and cause members to utilize more offers

CHOSEN VARIABLES

Manipulation Checks (Likert Scale Responses)

- "The loyalty program provides customers with a lot of choices and options in the offers page."
- "The offers page creates a sense of urgency to buy."
- "It is clear what deals are being offered."
- "It is clear what products are included in the offerings."

Attention Checks

- "Please select 'disagree' to this question" within questions about the offers page image
- "Please select 'strongly agree' to this question" within questions about consumer reaction



EXPERIMENT CHECKS



APPENDIX



ORIGINAL SEPHORA OFFERS PAGE

Savings (3)



Get 4X Points^{††}
on ALL Fenty Beauty and
Fenty Skin.

Beauty Insider members only.
In store & online • Ends 04/12/2023
^{††}Exclusions/terms apply. May be
combined with other promotional
offers.

Apply

[See details](#)

Skincare Samples (12)



Get 25% Off
First Purchase
when you open
Sephora Credit Card
today. **PLUS** e
Credit Card R

In store & online
See details.

Learn More



**Complimentary Augustinus
Bader Trial-Size Set**
Address dryness and fine lines
with these luxe skincare picks.
Complimentary with \$200 Augusti...
Beauty Insider members only.

Online only
^{*}Exclusions/terms apply.

Apply

[See details](#)

Makeup Samples (2)



Complimentary
Enjoy a trial-size
Cream and mir
Complimentary w
Beauty Insider m
Online only
^{*}Exclusions/term

Apply



FREE Trial Size from Saie
Try the fan-fave Glow Super
Gel Highlighter for next-level
radiance.
Free with \$25 purchase.*
Beauty Insider members only.
Online only
^{*}Exclusions/terms apply.

Apply



Free Trial-Size S
Enjoy tarte's Mara
Glow Skin Tint in f
five shades.
Free with \$25 purch
Beauty Insider mem
Online only
^{*}Exclusions/terms a

Apply

Hair Samples (3)



Complimentary
Kérastase Duo
Enhance shine and get healthy-
looking hair with this serum duo
from Kérastase.
Free with \$35 purchase.*
Rouge & VIB members only.
Online only
^{*}Exclusions/terms apply.

Apply



Choose a Free H
Trial Size
Get a Living Proof
shampoo, Drybar
protectant, or am
Free with \$25 purch
Beauty Insider mem
Online only
^{*}Exclusions/terms a

Apply

Search



Beauty Offers

Available while supplies last. Terms apply.*

We're Working on New Offers For You ✨
In the meantime, check out our other offers below.

Happy Birthday!

Celebrate by choosing one of five must-have
mini sets or 250 bonus points. Terms apply.**

REDEEM NOW ▶



Explore more value

Rewards Bazaar



Samples



Sale



Home



Shop



Offers



Nicole




Community



Stores

LAST CHANCE CATEGORY


Last Chance (10)



Free Skylar Fragrance Mini
Try the fresh citrus scent of Pink Canyon.

Free with \$25 purchase.*
Beauty Insider members only.
Online only
*Exclusions/terms apply.

Apply



Get a Trial Size for
Support a healthy
and go longer bet
with this NEW dry

Complimentary with
Beauty Insider mem
Online only
*Exclusions/terms ap

Apply

- Savings: Don't miss out on our great discounts and points deals!
- Last Chance: Check out these products before they run out of stock!
- Makeup Samples: Grab some sample sizes of our most popular cosmetics!
- Skincare Samples: Take a look at these samples of our top skincare products!
- Hair Samples: Don't forget to look at these samples of our best hair care products!

CATEGORY DESCRIPTIONS