

# Gillette Venus Content & Traffic Analysis Report

ANALYSIS OF WEBSITE CONTENT AND TRAFFIC

NOLAN HARLESS

# Gillette Venus Content & Traffic Analysis

## Industry Information

Before 2011 the razor industry was stale due to a lack of innovation. Instead of updating their ancient business models, razor companies devoted their attention to adding as many blades to a single razor head as sort of a marketing gimmick to make the consumer believe their razors were superior to others. It was not until 2011 that the razor industry was truly reinvigorated and completely flipped on its head when a company by the name of Dollar Shave Club revolutionized the entire industry. Dollar Shave Club introduced the razor industry to the direct to consumer (DTC) business model and thus gained a large market share of the industry for doing so. We will cover the direct-to-consumer definition in the next section.

An article published by Entrepreneur stated, "In 2015, Dollar Shave Club was the number one online razor company, with 51 percent of the market, compared with Gillette's 21.2 percent (Trop)." According to Trop, Gillette transitioned to the direct-to-consumer business model a little late which lost the company a lot of their market share. Since then, Gillette has tried to play catch up with its competing direct to consumer razor companies. Other direct to consumer razor brands have surfaced in recent years due to the massive success of Dollar Shave Club. To name a couple of popular brands there are MyBillie, Harry's, Flamingo, Dorco, and Gillette Venus.

## Company Information

Gillette Venus is an example of a direct to consumer (DTC) business that sells women's razors in the form of a subscription-based service. Traditionally, Gillette Venus has sold its razor products in brick-and-mortar stores such as Walmart, Target, and Hy-vee for example. Gillette

Venus' online subscription service allows the user to pay a predetermined amount of money at a specified frequency to receive female razor products shipped right to their door.

Before continuing with Venus' overview, I would first like to define what direct to consumer (DTC) means. Products that are direct to the consumer are sold to the customer without any third-party intervention. Products that are sold exclusively online fit in the direct-to-consumer category. Some real-world examples of direct-to-consumer products are mattress and eyewear companies like Purple and Warby Parker. Purple and Warby Parker started selling their products exclusively online before they were able to produce physical stores. Selling exclusively online also means that the business does not need to pay to push their products into traditional brick and mortar stores and instead can focus their expenditures elsewhere like targeted online advertisements.

Now that we have defined and provided examples for the direct-to-consumer business model, I would like to introduce, Gillette, by briefly explaining its origin story. According to Gillette's official website, "Gillette began in 1901 when King C. Gillette invented the first disposable razor head prototype. (Our History)" Fast forward a century later and Gillette owns most of the U.S. razor market share up until Dollar Shave Club formed and took a large portion. The brand Gillette was also acquired by large corporation Procter and Gamble. With Gillette's massive success in the men's razor industry, Gillette saw the untapped market that was women's razors. According to their webpage on Gillette Venus' history, "In 2001, Gillette deviated from Men's razors and sold their first Venus brand razor (Designed)." Gillette's women's razors were first described as, "Inspired by the curves of a woman's body, Venus marries the ultimate in performance with smooth comfort, forever changing the way women feel about shaving (Designed)." According to Whois.net, Venus' official website was created on

November 01, 1999. Venus did not start their subscription-based direct to consumer service however until very recently.

Gillette Venus is different from other brands of razors in that Gillette has had over a century of experience developing and perfecting razor technology. This is an accomplishment that most razor companies cannot claim. Gillette's century of success proves that their skill in developing and innovating razor technology is unmatched. If Gillette's brand of razors were unsatisfactory to consumers their business would have plummeted years ago.

Gillette Venus is also different from other brands of razors in that they have partnered with an eco-friendly company called TerraCycle to help recycle their used blades. Venus states on their recycle page, "We've partnered with TerraCycle to offer the World's First National Razor Recycling program to help keep hard-to-recycle blades and razors from ending up in landfills. By teaming up with TerraCycle, we are trying to help recycle the estimated 2 billion razors thrown away every year (Recycle)." The consumer can rest easy when they sign up for the Gillette Venus TerraCycle recycle program knowing that they can contribute to saving the planet by preventing excessive waste in landfills.

Now that we have covered a couple of differences between Venus and other similar razor businesses, I would like to cover what services and products Venus offers. Gillette Venus offers a couple of different options for their users on their official website. The user can choose between two different options when accessing Venus' homepage. Option 1 includes a starter kit for \$7.00. According to Venus' website, the starter kit includes an extra smooth 5 bladed refillable razor head, a colored handle of the user's choosing, shaving gel, and a shower hook. Starting at \$10.00, option 2 allows the user to choose a more personalized order by picking their favorite razor head and a colored handle of their choosing. The image below shows the 3-step starter kit process. Both options 1 and 2's kit setup process look like the image below.

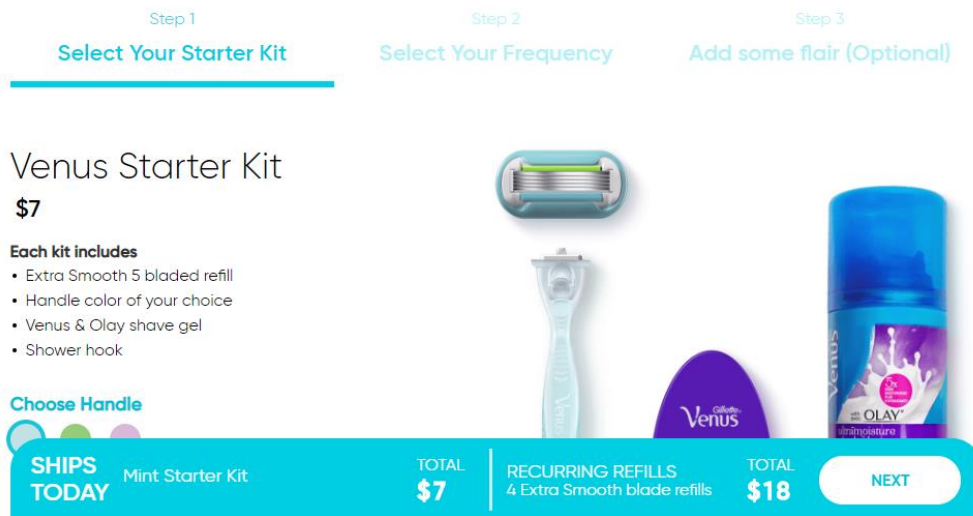


Figure 0-1 Credit Gillette Venus

After choosing between options 1 and 2 the user can choose the frequency that they will receive their razor heads. For options 1 and 2, the user can decide to choose the following delivery option frequencies: once a month, once every two months, and once every three months. A set of 4 extra refillable blades will be sent during the user's specified frequency. At the end of the order, you can decide on whether you would like to order some extra accessories for your Venus razor which ranges between \$3 to \$8. However, most of the accessories on the site are sold out and do not have a price labeled as of February 2nd, 2020.

## Brand Trust & Authority

I believe Gillette Venus to be a trustworthy razor blade brand for a couple of reasons. The first reason is that Gillette has been perfecting their craft since the early 1900's when the company was first established. Gillette has had an entire century of experience and has therefore developed a wise understanding of what makes an amazing razor. Gillette took their vast experience and broad understanding of men's razors and has spent the last 19 years perfecting the women's razor for their sub-business Venus.

Gillette Venus also establishes their authority and expertise on women's razors by showcasing awards on their website. For example, on Venus' website they showcase the Allure Beauty award. Venus showcases a couple of other awards as well as a few customer reviews on their review page. These awards and reviews help establish trust between Venus and the consumer. The consumer can be aware that Venus is a winning and trusted razor brand.

Another example of brand trust can be found through articles posted on trusted news sites such as Wirecutter, a New York Times company. In Wirecutter's article "*The Best Women's Razors (for Every Body)*" Wirecutter states the following, "The best all-around body razor. The unassuming Gillette Venus Original does a clean and efficient job of removing body hair. (Imbler 2019)" Venus not only has awards to prove they're an authority in the razor shaving game, but they also have journalists' approval as well.

## Competing Site

Now that we have established brand trust and authority, we can now introduce Venus' competing website. Gillette Venus' competing site is a site called MyBillie.com. MyBillie poses a massive threat to Gillette Venus for a couple of reasons including their packaging being more suited for a female audience, an objectively smoother and fun checkout process, and more quality backlinks which we will go over much later.

Beginning with branding and packaging, MyBillie is killing it with their female-focused color palette with hues of baby blue, baby pink, and orange. You can see those feminine colors in an image of their logo below.



Figure 0-2 Credit MyBillie

Gillette Venus' colors are a little more gender neutral with their colors being this sort of vibrant cyan blue. As a result, Venus might have a difficult time connecting with its female

focused market through their branding. MyBillie's branding also includes cleverly worded body copies placed on their website and packaging.

Packaging is one of MyBillie's strong suits and where the brand really shines. MyBillie's packaging has clever verbiage, bubbles, and fun vectorized images of feminine figures on their boxes. Like Gillette Venus, MyBillie offers a couple of different products apart from razor heads. For instance, MyBillie also sells an \$8.00 shaving cream, a \$12.00 body lotion, and a \$9.00 body wash. Their starter kit is like Venus however it should be noted that their starting kit is \$2.00 more than Venus' starter kit at \$7.00. The two starter kits offer relatively the same products as well.

MyBillie's checkout process is admittedly more fun to step through for the user than Gillette's. Compared to Venus, MyBillie's checkout process is fun in that they add colorful little borders and animations around their product options.



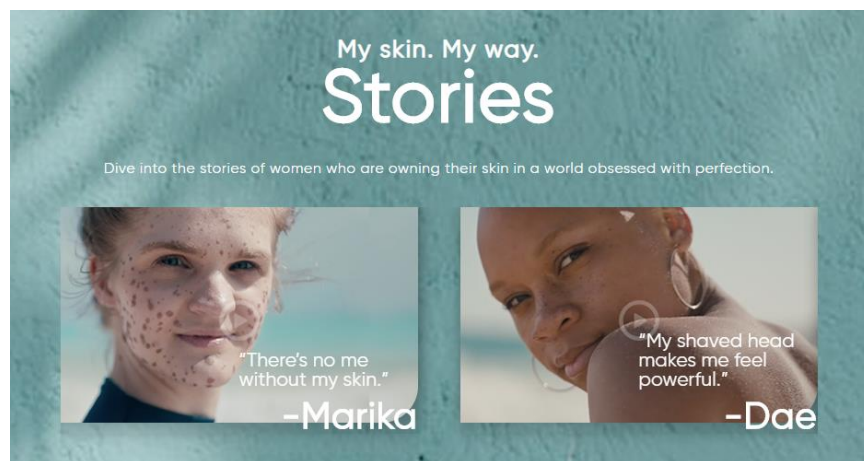
*Figure 0-3 Credit MyBillie*

These little animations add a lot of depth to the website and are eye catching enough to draw the consumer in. The consumer can distract themselves from the headache of having to decide if they want the product or not by simply looking at all the fun colors and animations.

## Quality Content Assessment

### Content Overview

Content can be several different things such as text, images, infographics, podcasts, or other various forms of media. The Gillette Venus site has a couple places for informative content. For example, the About Us page has a lot of content on how Gillette Venus' products and services can help women be more comfortable in their own skin. The About Us page serves mostly an empowering role for women consumers who visit the site. The About Us page contains a brief body description and a couple different videos with stories of real women who have used Venus' products and who promote body and skin positivity for women (see image below for more detail).



*Figure 0-4 credit Gillette Venus*

Gillette Venus also has a help section on their webpage that contains useful information such as shaving info, frequently asked questions (FAQs), and a contact page. The shaving information section is interesting because it contains 27 different articles of information on various shaving topics including, how Venus Direct works, how to clean your razor, and how to properly shave different parts of your body (see image below). This large help section can keep a confused user busy for a couple minutes and drive-up site engagement metrics.



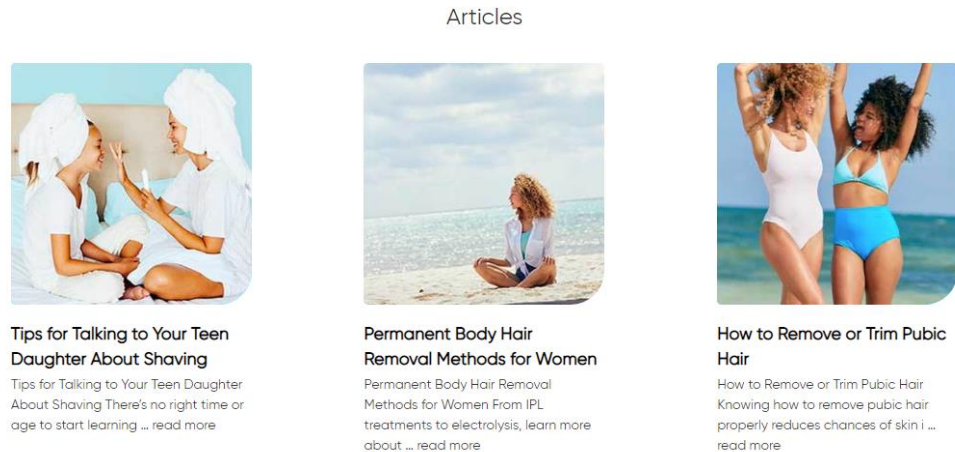


Figure 0-5 Credit Gillette Venus

## Value-Added Content

Value-added content gives the user reason to spend time on a website. Value content can be helpful images, infographics, demos, charts, media, or reviews. Gillette Venus has a couple examples of value-added content on their website.

For example, the 27 razor articles we covered in the content overview section. This section of the website is great for increasing site engagement metrics. Users who have general questions or are confused about shaving can visit this page and spend a couple minutes reading the articles Gillette provides. The articles range in topic from the basics on how to shave your legs properly to more advanced topics like the difference between an electric and manual razor. This useful information provides value to the consumer and has the ability to influence their purchasing decisions. Users might also find it helpful that they have the ability to filter through the different articles by category: *All articles, How to Shave, Sensitive Skin, Shaving Myths and Facts, and Hair removal methods.*

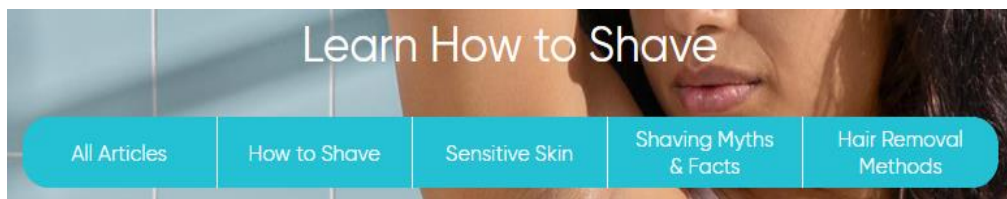


Figure 0-6 Credit Gillette Venus

One article on the help page educates women on what ingrown hairs are and how to prevent them. The article includes engaging forms of content like infographics, images, and lists. One of the infographics on this article shows what ingrown hairs look like under the skin. The article also contains a helpful list of tips on how to get rid of ingrown hairs. Below that is a numbered list with a set of steps on how to prevent ingrown hairs from developing.

A second example of value-added content can be found on Venus' about tab. The about page on the Venus website includes a description of Venus Direct subscription services as well as an easy access link. The about page also includes a couple different videos about different women who showcase the beauty of their skin. These select few videos are engaging enough to keep the user on the website for a few minutes.

Another example of value-added content can be found on Venus' reviews tab. If you navigate to Venus' review page you will see a couple different handpicked reviews from Gillette Venus razor users. Now users should be weary that every review on the page only showcases positive feedback. It feels as if Venus is hiding negative feedback. According to class notes, around 35% of people in a study said they base their purchasing decisions on reviews rather than other factors such as free shipping, in depth product descriptions, and product warranty. Therefore, Venus dedicating an entire page to positive reviews is smart for business. However, the user may be drawn away from the product with only positive reviews. Handpicked and edited reviews can give the impression to the consumer that there is something to hide.

## Traffic Analysis

### Visit Analysis

	gillettevenus.com	mybillie.com
<b>6-Month Avg Monthly Visits</b>	173.13k	518.35k
<b>6-Month Avg Unique Visitors</b>	158.31k	309.73k
<b>Avg Visits Per Unique Visitor</b>	1.0936	1.6735

**Definitions:** Before introducing the data, I would like to define a few key terms. A “visit” is a considered someone coming to the site. A “unique visitor” is defined as a returning visitor to the site. And “visits per unique visitor” is simply a returning visitor.

**Introduce the data:** An online software called SEMRush was used to gather all the data for this essay. S.E.M stands for search engine marketer. According to the table above, the 6-month average for monthly visits was approximately 173 thousand for Gillette Venus and 518 thousand for MyBillie. The 6-month average for unique visitors was approximately 158 thousand for Gillette Venus and 309 thousand for MyBillie. The average visits per unique visitor were created by dividing both numbers.

**Comparison:** According to SEMRush, Venus’ metrics compared to MyBillie’s are night and day. MyBillie had approximately 345 thousand more visits and 151 thousand more unique visitors within a 6-month period. MyBillie had a greater average visits per unique visitor by .579. Thus, MyBillie has more visitors and returning visitors than Venus.

**Returning Visitors:** The data table above also shows that MyBillie users are 35% more likely to return to the site. We get this percentage by dividing Venus’ average visits per unique visitor of 1.0936 by MyBillie’s average visits per unique visitor of 1.6735. From this we get approximately .65 so 65%. Finally, we subtract 65% from 100% and we get 35%.

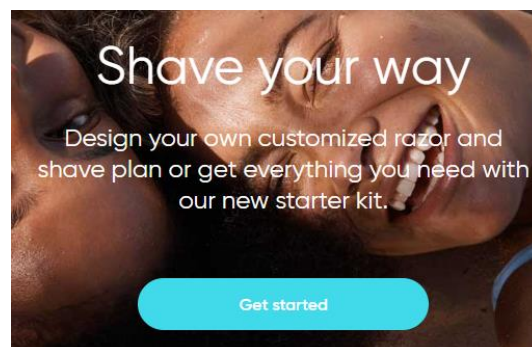
## Engagement Analysis

	<a href="http://gillettevenus.com">gillettevenus.com</a>	<a href="http://mybillie.com">mybillie.com</a>	web averages
<b>Bounce Rate %</b>	76.60%	63.03%	20-40%
<b>Page Per Visit</b>	1.63	2.77	4.6
<b>Average Visit Duration</b>	0.975	2.626	3.1

## Bounce Rate

**Define the term:** The bounce rate is increased every time a user visits just one page and then leaves. Bounce rate is usually defined as a percentage. According to SEMrush's data, Gillette Venus had an average 6-month bounce rate of 76.7% while MyBillie had an average 6-month bounce rate of 63.03%. The data results show that Gillette Venus has a higher bounce rate than Billie's site. This means that more users are disinterested in the Gillette Venus website enough to leave the site after accessing just one page. According to in-class notes, the average bounce rate for an eCommerce retail store falls between 20 and 40%. The data table shows that both Billie and Venus rest above the 20-40% average which is not a great result. You would like for the bounce rate of your webpage to be as little as possible.

The reason for the low bounce rate could be due to several factors. It could be that the site's homepage has very little information. Having little information on the site's homepage can confuse the user and cause them to leave your page as a result. Another contributing factor of high bounce rate is that there is no engaging content for the user to interact with. Specific content on the Venus site that may contribute to bounces is probably the site's lackluster "get started" button section. I speculate that Venus' homepage hero image makes it difficult for the user to read the verbiage (see image below). You can see that the white text below gets lost within the image.



*Figure 0-7 Credit Gillette Venus*

**Pages Per Visit:** Pages per visit is defined as the amount of pages a user visits during a single session. SEMrush's data shows that Venus' average pages per visit of 1.63 is lacking compared to the total web average of 4.6.

**Average Visit Duration:** The average session duration is defined as the average time spent on the site. The data above shows that Gillette Venus and MyBillie falls below the web average. To increase the average visit duration metric for Venus we will need to develop more valuable content.

## Value Content & Engagement Improvement Recommendation

To increase our engagement metrics for Venus, we will need to add more value content. The value content added needs to be engaging enough to where the user will want to spend more time on the site. The proposal I have for Venus is to develop a product review system like how the New York Times created a rating/ranking system of their own for Game of Thrones. This review system is unlike any other review system I have seen, and I think it would make for a very interesting addition to the Gillette Venus website. The New York Times review system is depicted below with the edits I would make for Venus (Aisch).



Figure 0-8

This review system is unique in that it allows the user to place Game of Thrones characters onto the graph. The user must decide on whether or not the character they are placing on the graph is evil, good, ugly, or beautiful. I propose that Gillette Venus could make a review system for their products in a very similar way. Gillette Venus can substitute the Game of Thrones characters for their assortment of products. They may also substitute the evil, good, ugly, and beautiful x, and y vertices for works poor/works good on the x-axis and cheap/expensive on the y-axis. My rendition of the product review graph can be seen above. This review graph system would be sent out to the consumers who purchased a product via email and then the results would be advertised on the site under the review page.

## Popularity Analysis

	Total Backlinks	No. of referring domains	average no. of Backlinks per Domain
<a href="http://gillettevenus.com">gillettevenus.com</a>	35.4k	2.2k	16.09k

<a href="http://mybillie.com">mybillie.com</a>	11.7k	1.5k	7.8k
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**Definition:** First, we will define a few key terms in the data table above. Total backlinks are all the links on the web that lead to our site. The No. of referring domains is just a website that is linked to us. Popularity is simply defined as the number of links that lead to our site. Popularity essentially equals the number of links. Domain name is the name or the web address for the website.

**Analysis of Link Quantity:** According to SEMrush, Gillette has 23.7 thousand more backlinks than MyBillie. There are significantly more backlinks to Venus. This is mostly due to the fact that Gillette's parent company Procter and Gamble links to Gillette Venus' official website a lot. Having a massive parent company like Procter and Gamble that backlinks to your site a lot establishes popularity and thus Google ranks your website higher in searches. Most of the backlinks are generated by Gillette Venus themselves. Gillette Venus has their site transcribed into multiple different languages that are hosted on different domains. The proctor and Gamble and Gillette Venus backlinks are not quality.

**Analysis of Link Quality:** If you look closer into SEMrush's records you will find that most of these backlinks lead to the Proctor and Gamble website. This would make sense now that we know Gillette Venus' parent company is Procter and Gamble. While our competitor MyBilie may not have as many backlinks and referring domains as us, the data tells us that most of the backlinks and referring websites are from our own company and parent-owned company.

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Link for extra credit:

<https://docs.google.com/document/d/1XNwc0qOBVncd3WCHAkGI9drWonXDht1d9bjN477mqRU/edit?usp=sharing>



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