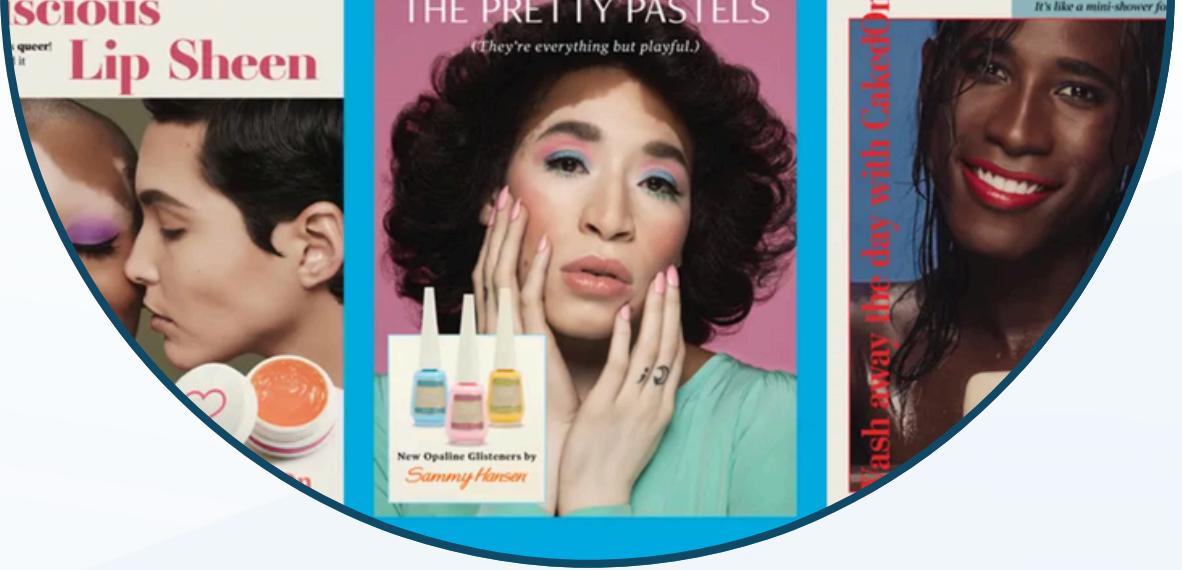


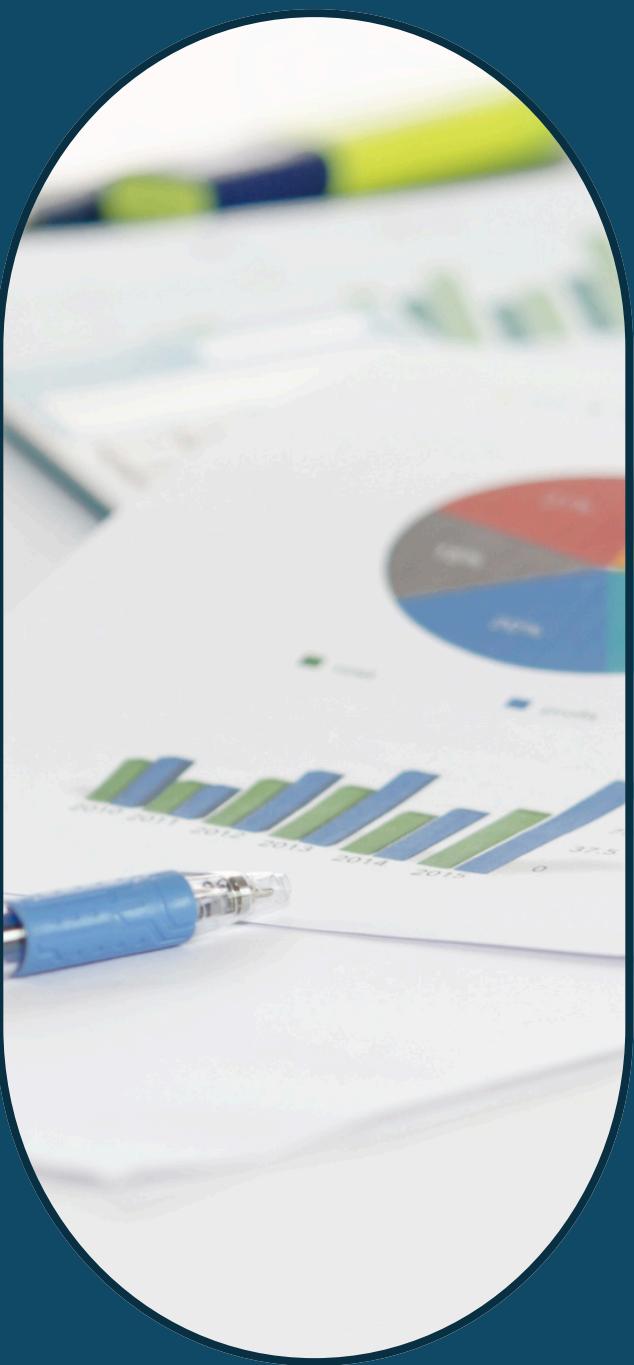
# OPTIMIZING BEAUTY ADS

Maximizing Ad Performance  
through Audience Insights



# Agenda

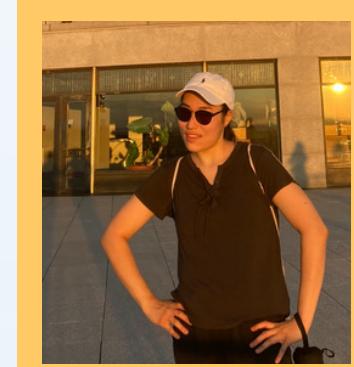
► 1	Executive Summary
► 2	Business Overview
► 3	Inventory Analysis
► 4	Audience Analysis
5	Spatial Analysis
6	Creative Analysis
7	Recommendations
8	Conclusion



# Meet The Team!



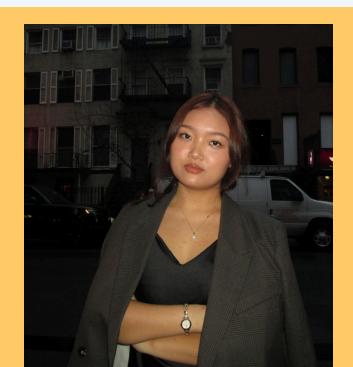
Shem Cumberbatch  
*Team Lead*  
*Audience Analyst*



Eunice Han  
*Audience Analyst*



Eliza Gonzalez  
*Audience Analyst*



Tenzin Nyima  
*Inventory Analyst*



Gurvinder Kaur  
*Inventory Analyst*



Mohammad Mahmud  
*Inventory Analyst*



Anastassia Troitskaia  
*Spatial Analyst*



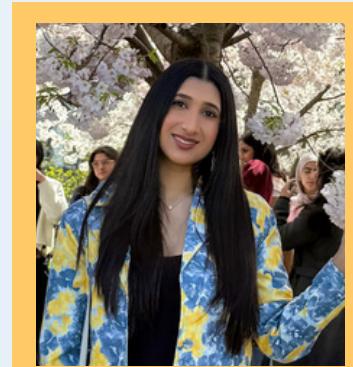
Bahauddin Naseer  
*Spatial Analyst*



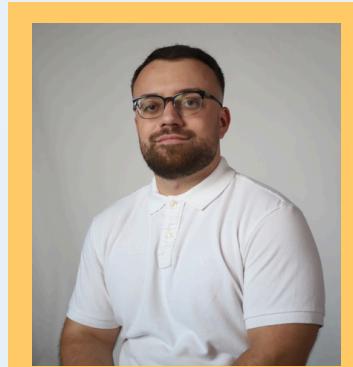
Ada Umeugo  
*Spatial Analyst*



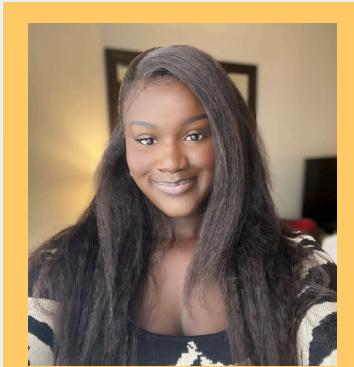
Mariely Mena  
*Spatial Analyst*



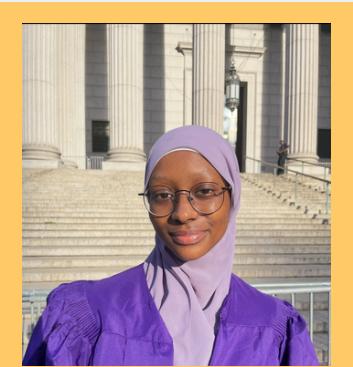
Iqra Jan  
*Team Lead*  
*Creative Analyst*



Taulant Bega  
*Creative Analyst*



Dimbe Fall  
*Creative Analyst*



Oumarsodo Baro  
*Creative Analyst*



# Executive Summary

The global beauty industry is one of the most dynamic and competitive consumer markets, projected to exceed \$580 billion by 2027.

With rapid innovation, evolving consumer preferences, and an increasingly digital-first audience, advertisers face growing pressure to differentiate their campaigns and connect meaningfully with consumers.

As your global advertising agency seeks to refine its approach to the beauty sector, it is critical to understand which market segments, geographies, and creative strategies drive the highest engagement and return on investment.

This analysis leverages comprehensive data to uncover actionable insights that can help the agency sharpen its targeting strategy, boost ad performance, and maximize revenue across the beauty industry.

# Business Overview

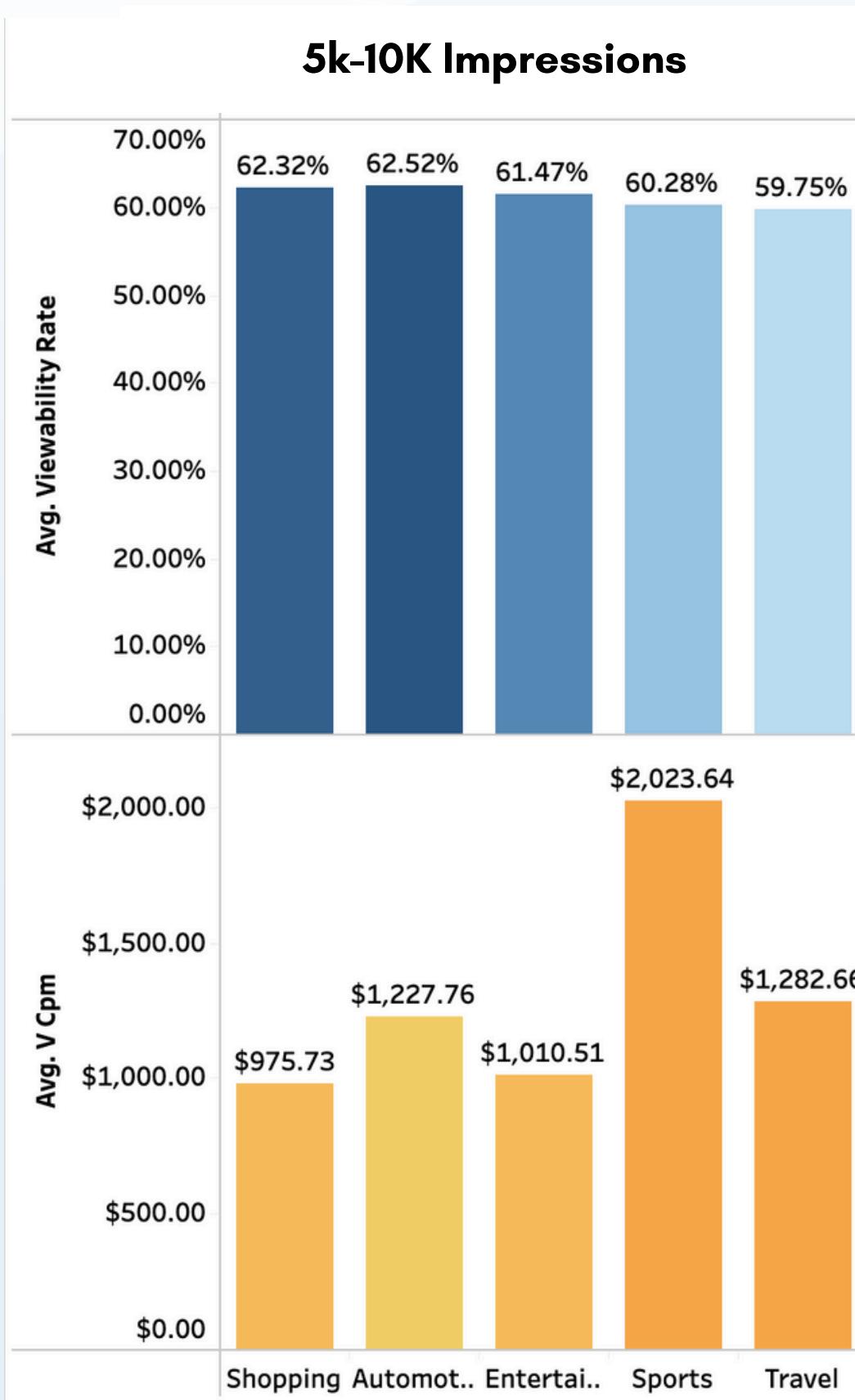
What are the most effective ways to reach and engage beauty consumers in order to maximize advertising performance and revenue?





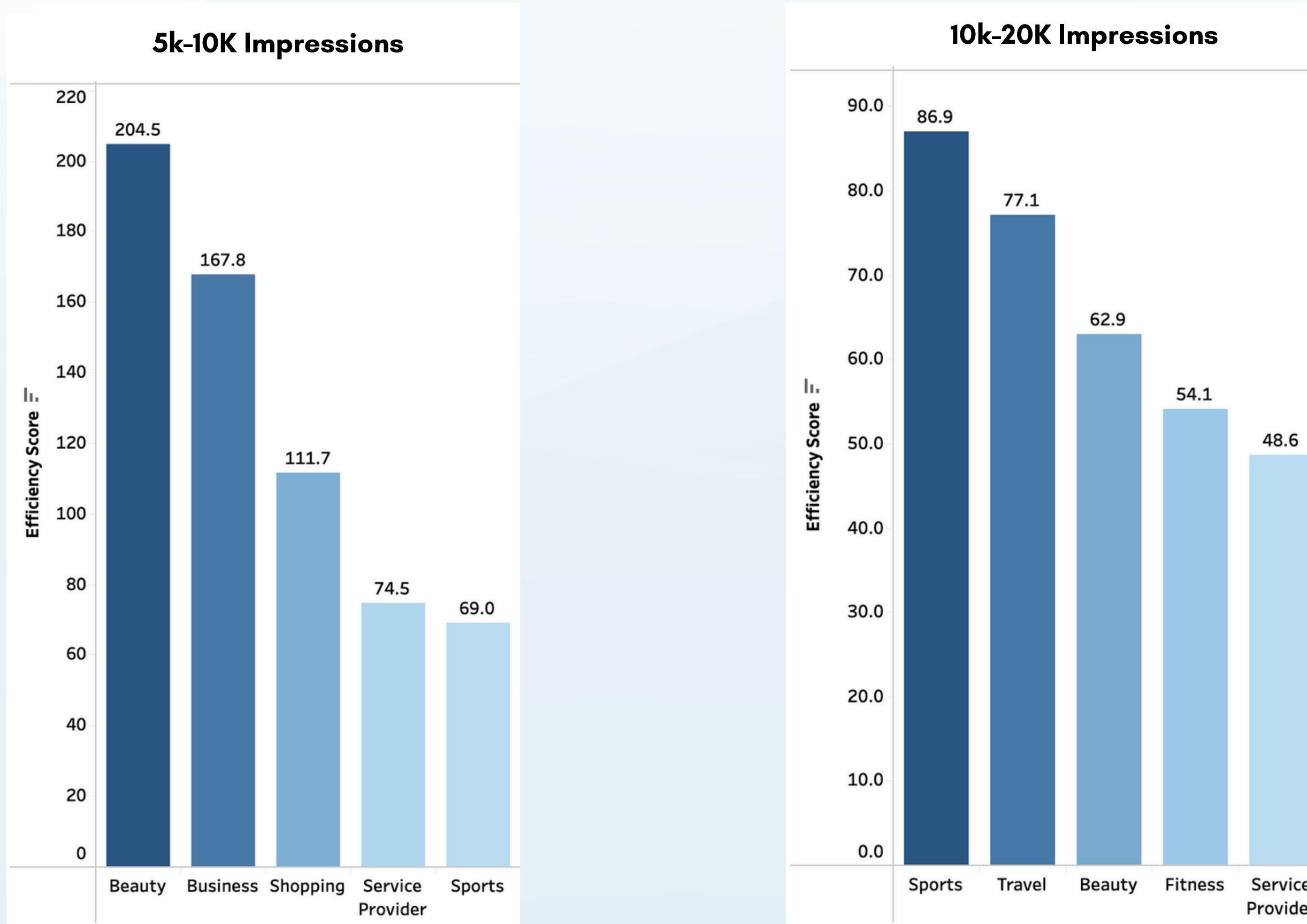
1

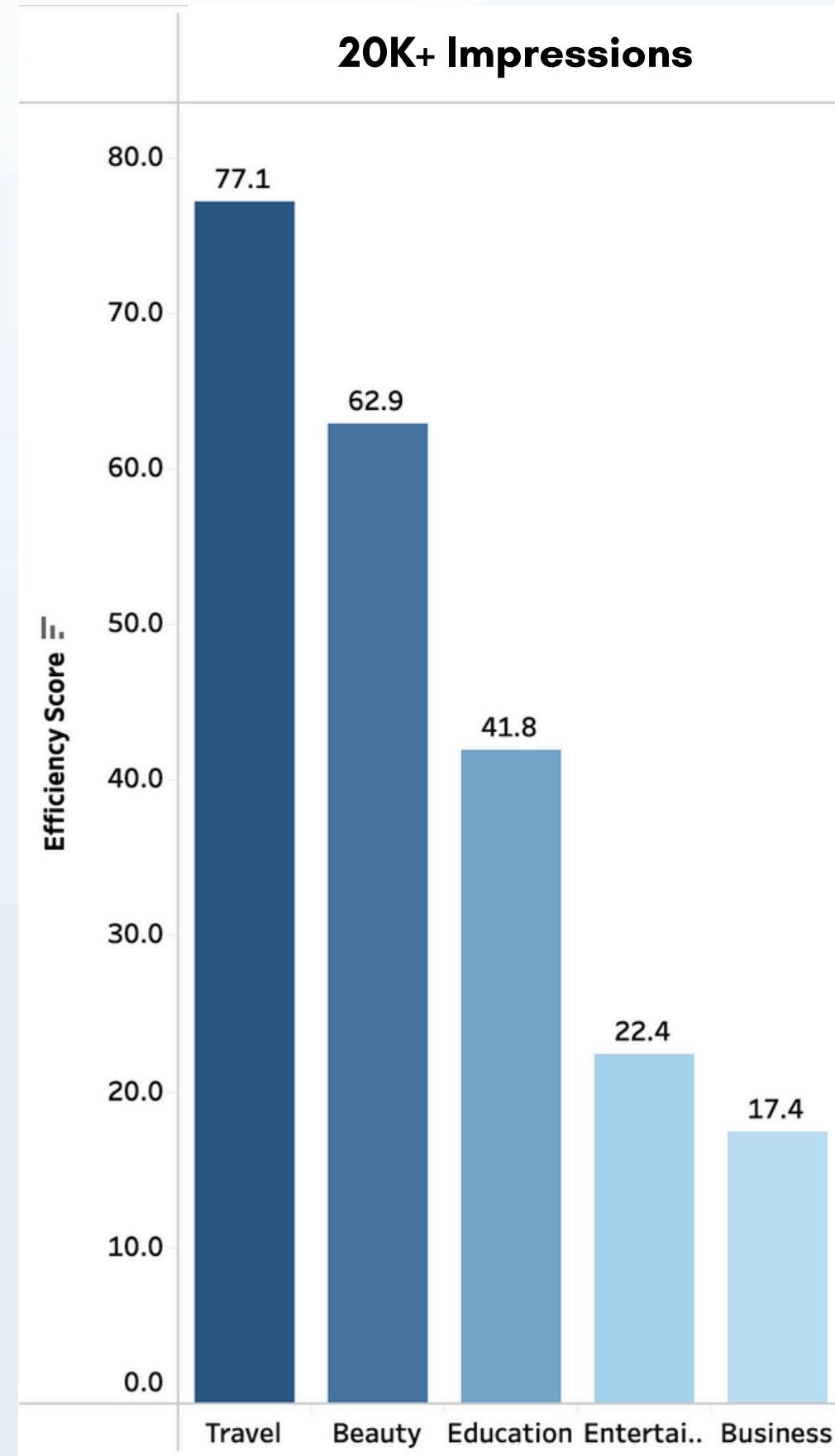
*Understanding the  
Beauty Consumer: Why  
This Industry & Who  
We're Targeting*





- Viewability rates remained consistent across high-volume segments.
- vCPM varied significantly, with Sports being the most expensive.
- High cost didn't necessarily correlate with higher viewability.





- Beauty audience segment is consistently in top 3 for efficiency score.
- Business and Entertainment had the lowest efficiency despite high impression volume.
- Suggest prioritizing high-efficiency segments for future budget allocation.

# Top Conversion & Engaging Audience

## Highest CVR

	Female	Male
18-24	18%	22%
25-34	22%	22%
35-44	17%	30%
45-54	20%	18%
55-64	28%	18%
65+	15%	

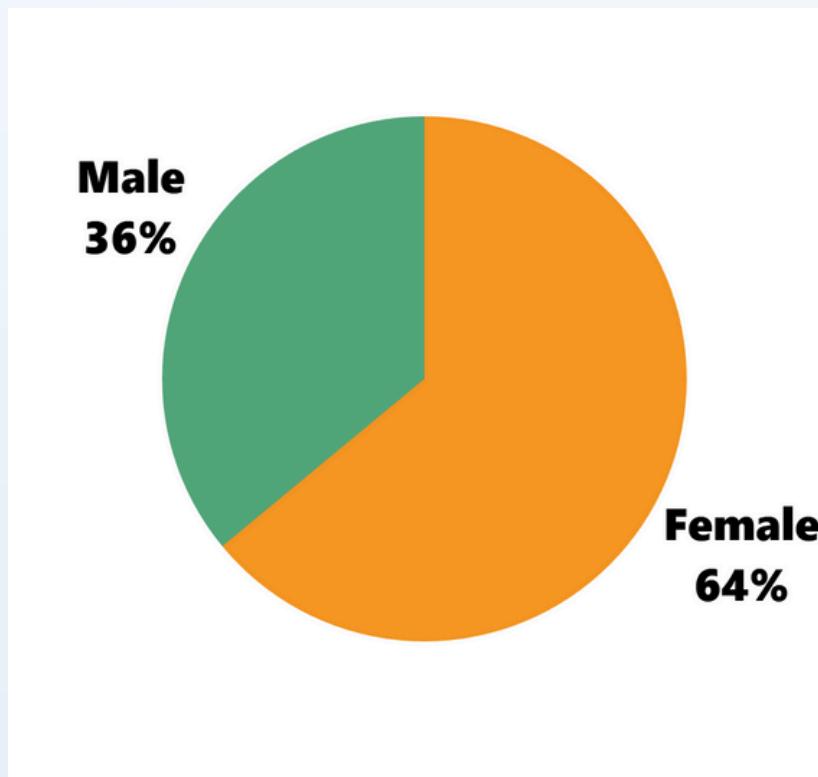
- **Men aged 35-44:** Our highest converters at **30%**.
- **Women aged 55-64:** Also show strong conversions at **28%**.
- The **25-34 age group** performs well across genders at **22%**.

## Highest CTR

	Female	Male
18-24	0.17%	0.20%
25-34	0.19%	0.20%
35-44	0.16%	0.28%
45-54	0.17%	0.15%
55-64	0.26%	0.17%
65+	0.14%	

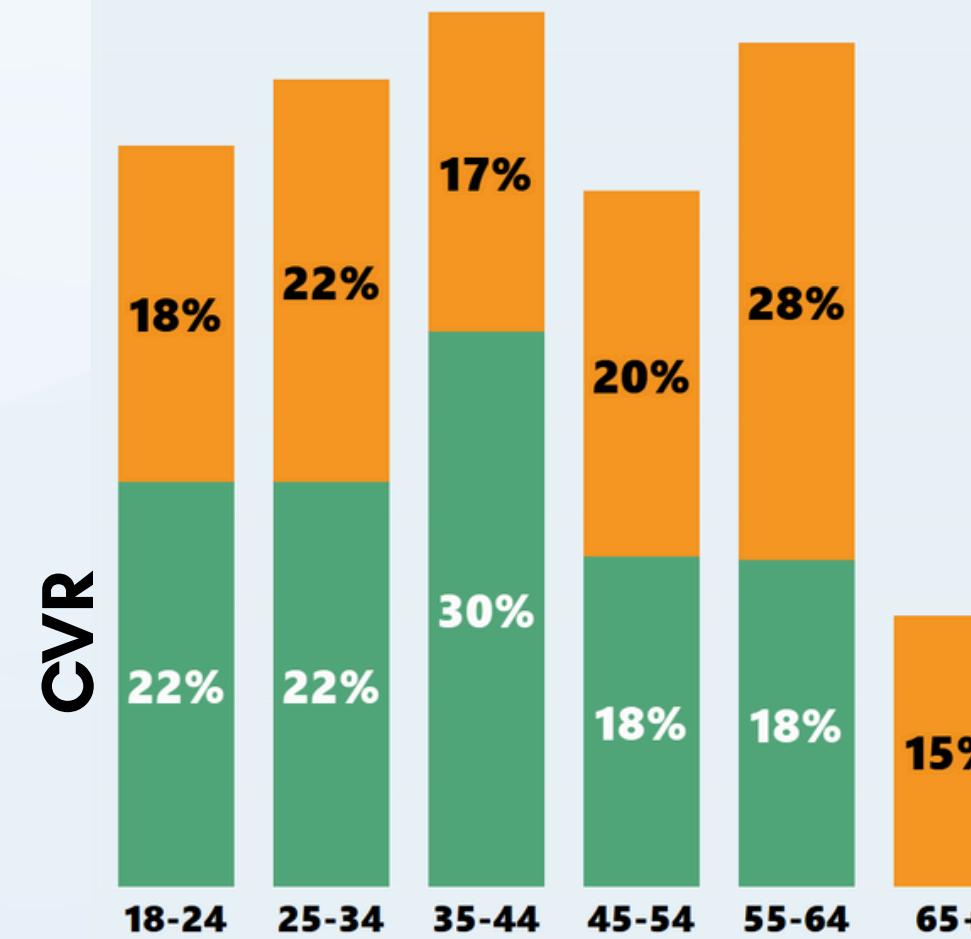
- **Men aged 35-44:** Lead engagement with a CTR of **0.28%**.
- **Women aged 55-64:** Also show strong click-through at **0.26%**.
- The **25-34 age group** performs well across genders at **0.19% - 0.20%**.

- **64%** of our audience is **female**
- **36%** of our audience is **male**



This shows that our top performing campaigns reaching more **women** than men.

### **Men shows overall higher engagement**



- **Men** show higher conversion rates in the **35-44** age group at **30%**.
- **Females** show higher conversion rates in the **55-64** age group at **28%**.

# Are certain age brackets expensive but low-performing?

## CPC & CVR Check

		CPC	CVR Check	
<b>Female</b>	35-44	108	17%	Female 35-44, Costs more per click Lower performance
	65+	125	15%	
	18-24	135	18%	
	55-64	346	28%	Higher performance, Costs more per click
	45-54	380	20%	
	25-34	399	22%	
<b>Male</b>	45-54	74	18%	Male 45-54, Costs less Lower performance
	18-24	121	22%	
	35-44	135	30%	Overall best performer: lowest cost
	25-34	226	22%	
	55-64	545	18%	Highest Cost per click

CVR Check → how many users converted after seeing the ad



## SOPHIA

Planning Director, 28

Sophia is a college graduate from Florida  
Cares using skincare that aligns with her values of cruelty-free and clean products

### MOTIVATIONS

- She's driven by a desire to look and feel her best at work and on weekends.
- She loves discovering new "clean" brands through Instagram stories and peer recommendations.
- Above all, she wants products that deliver visible results without irritating her sensitive skin.

### GOALS

- *Streamline her routine* with a 3-4 step regimen that minimizes fine lines and boosts radiance.
- *Invest wisely* in products that offer multi-benefit formulations (hydration + anti-aging + SPF).
- *Stay on trend* by trying the latest cruelty-free serums and sharing honest reviews with her online community.

### PAIN POINTS

- Struggles to find the right products that are truly clean.
- Feels pressured to stay on trend, but needs simplicity.
- Feels overwhelmed by product overload.

### TECHNOLOGY

SMART PHONE USER



SOFTWARE



INTERNET



LOYAL

INTUITION

SMART



## JADE

Social Media  
Coordinator, 22

A college junior who devours TikTok beauty hacks.

### MOTIVATIONS

- Craves quick “glow-up” wins she can share in Stories.
- She loves influencer-driven, viral “dupes” that promise luxe results on a budget.
- Always seeks products with clean labels and peel-off packaging for the ‘unboxing’ moment.

### GOALS

- *Build her collection* of “Instagrammable” skincare under \$30.
- *Test & review* 2-3 new launches each month.
- *Grow her following* by posting honest mini-reviews.
- Find cruelty-free favorites she can repurchase on a budget.

### PAIN POINTS

- There are too many launches, not enough clarity.
- Pressure to keep up with trends.
- Doesn’t know how to build on a routine.

### TECHNOLOGY

SMART PHONE USER



SOFTWARE



INTERNET



FUN

OUTGOING

HAPPY



## LINDA

Retiree & Yoga Instructor, 68

Health-focused grandmother. Prioritizes gentle, restorative care.

### MOTIVATIONS

- Seeks ultra-mild formulas to calm thinning, sensitive skin.
- Values heritage brands with long-standing reputations.
- Loves botanical, spa-style experiences she can use at home.

### GOALS

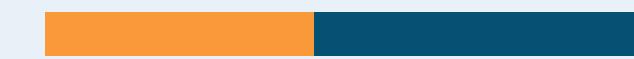
- **Soothe dryness** and loss of elasticity with rich, restorative creams.
- **Maintain radiance** without harsh acids or perfumes.
- **Enjoy ritual**—layering luxurious serums, masks, and balms.
- Find trusted “legacy” brands offering senior discounts or bundles.

### PAIN POINTS

- Finds it difficult to identify ultra-mild products, that don't cause irritation.
- Feels overwhelmed by mainstream beauty ads, which cater to younger adults.

### TECHNOLOGY

SMART PHONE USER



SOFTWARE



INTERNET



FREE-SPIRITED

KIND

CARING



## MICHAEL

Mechanical Engineer & Dad of Two, 38

Busy father. New to grooming but committed to self-care

### MOTIVATIONS

- Needs straightforward, no-nonsense products that fit into shared bathroom.
- Wants quick absorption—no greasy residue when chasing kids.
- Prefers clean-label, fragrance-free formulas that won't irritate.

### GOALS

- Simplify down to 3 staples: cleanser, moisturizer with SPF, eye cream.
- Learn basics via how-to guides (video or quick tips).
- Balance price & performance—prefers mid-tier brands with travel-size kits.
- Introduce wife/kids to his routine so products live on the countertop.

### PAIN POINTS

- Overwhelmed by skincare jargon and product categories.
- Hesitant to invest in full-size products without trial kits.
- Has limited time and space to dedicate to personal care.

### TECHNOLOGY

SMART PHONE USER



SOFTWARE



INTERNET



PRACTICAL

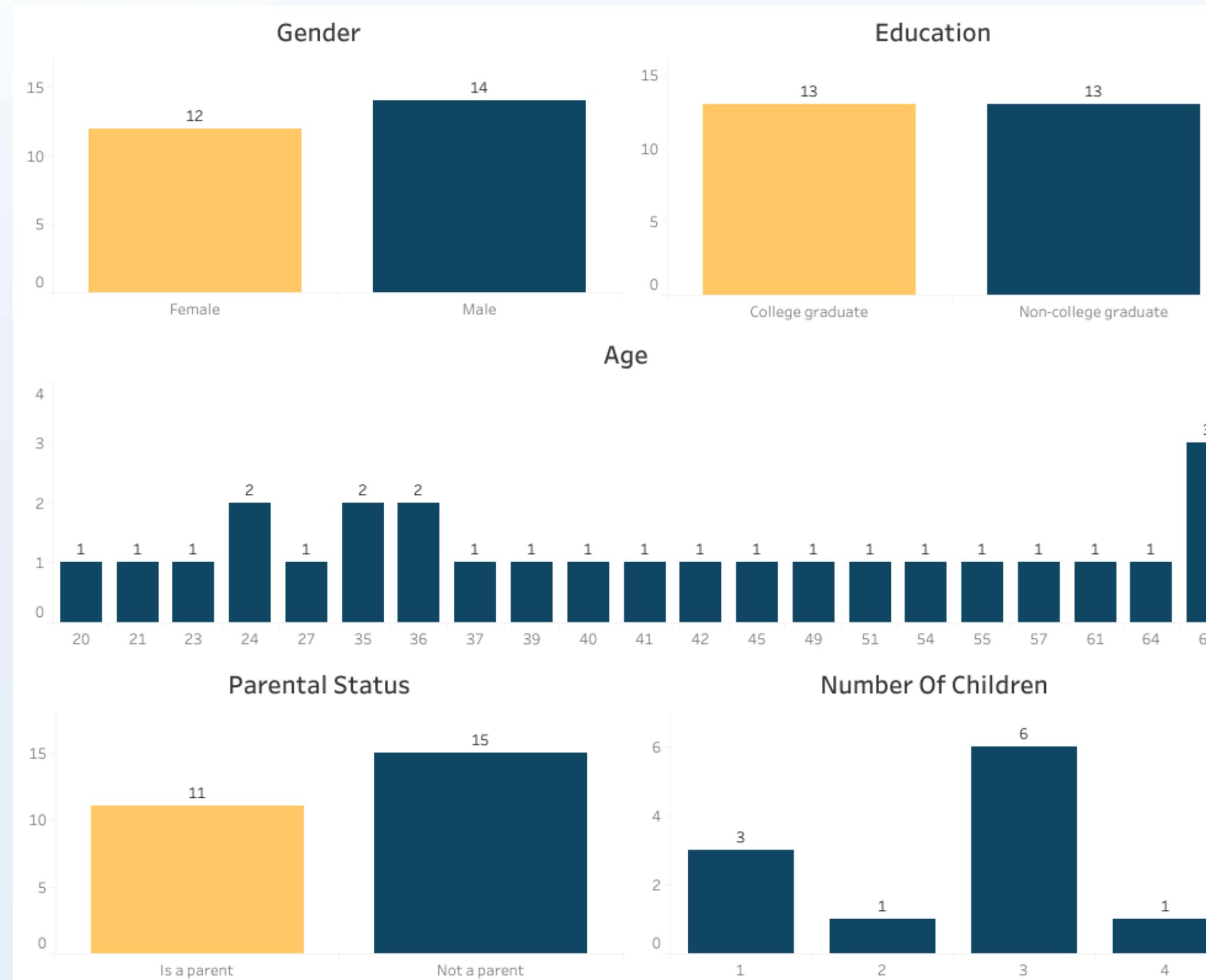
RESPONSIBLE

EFFICIENT



*Where Beauty Lives:  
Understanding  
Inventory Availability  
& Audience Reach*

# Audience Performance By Category



Men account for 53.8% of the Audience.

College Graduates and Non-college Graduates have an even number of representatives

The Most Popular Age is Age 65 at 11.5%, followed by Ages 24, 35, and 36 at 7.7%.

People without children account for 57.7% of the Audience.

The Most Popular number of Children is 3 at 54.5%.

# Conversion Rates Across Audience Segments



Women have a slightly higher conversion rate than men.

Non-college graduates have a 1% higher conversion rate than men.

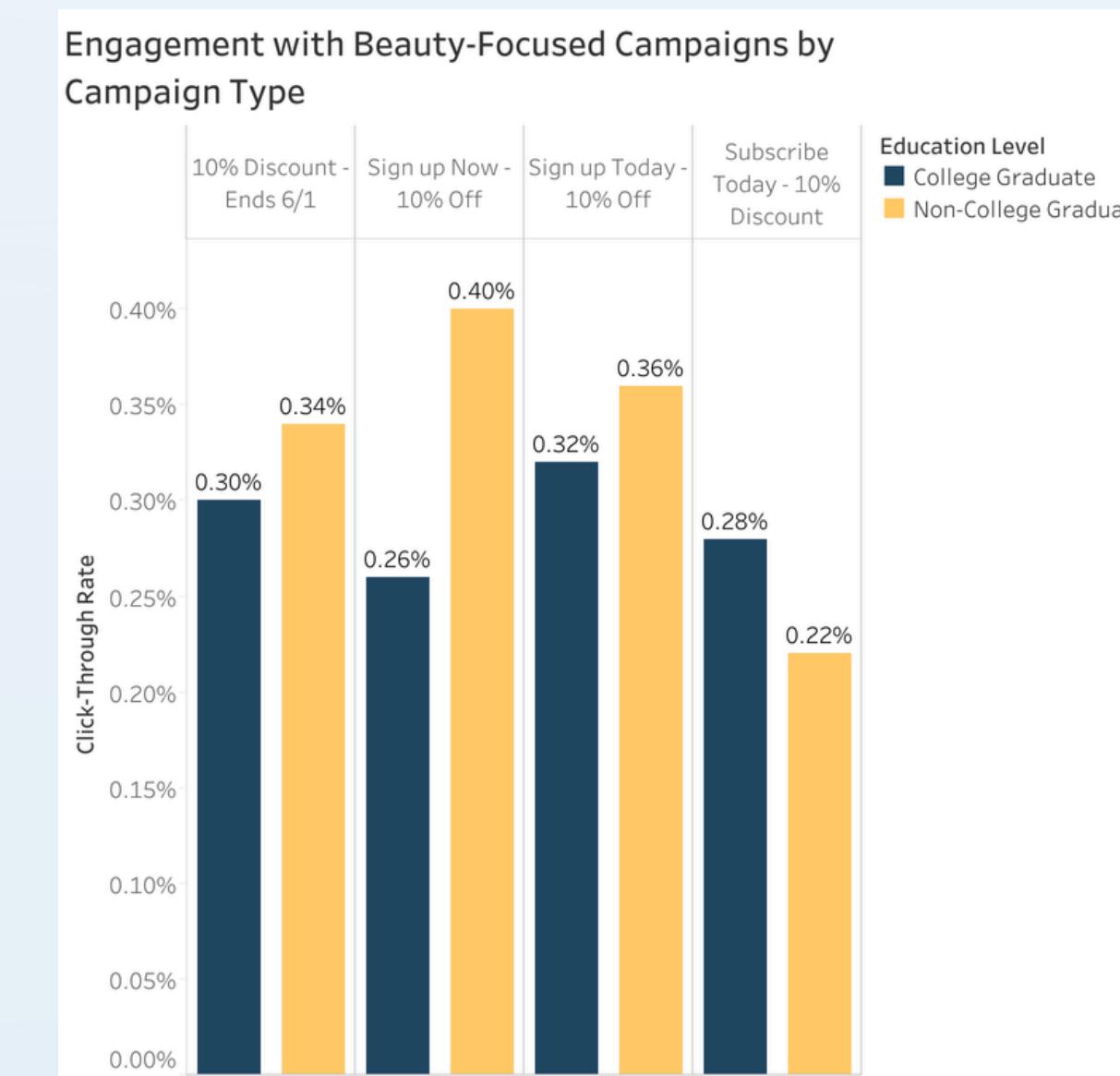
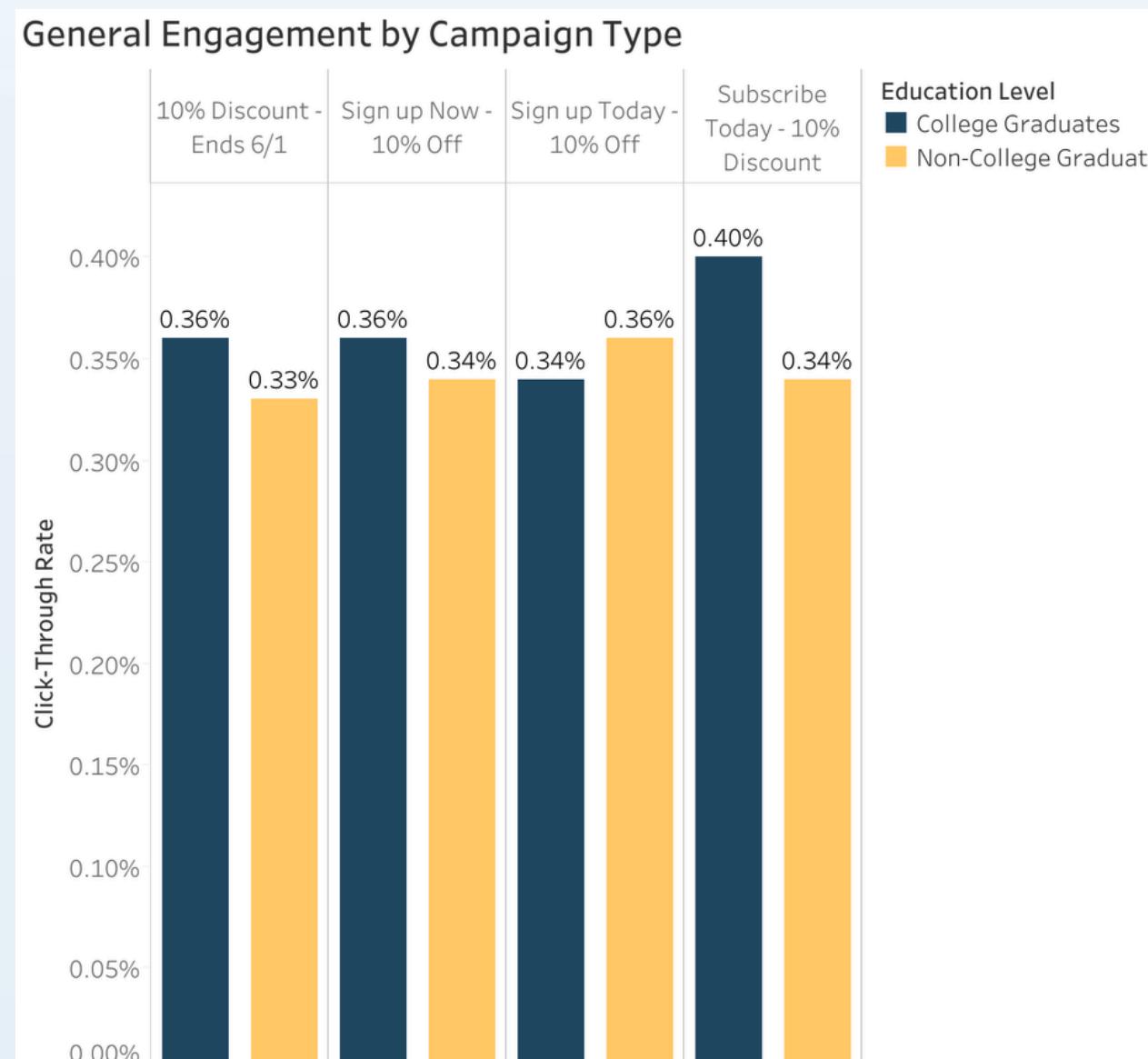
The Top conversion rate per Age is Age 39 by far, followed by Age 40, Age 41, and Age 61.

Non-Parents have almost a 1% higher conversion rate than Parents.

Parents of 2 kids have the highest conversion rate, followed by parents of 4 kids.

# Click-Through Rates for Campaign Engagement by Level of Education

- College graduates consistently had higher engagement (CTR) than Non-College graduates across all campaign types.
- Non-College graduates showed relatively lower responsiveness to urgency-based messages.
- “Subscribe Today – 10% Discount” campaigns had the highest engagement overall.
- Non-College graduates engaged more with beauty-related campaigns overall.
- The gap in engagement is most pronounced on urgent, discount-heavy messaging.
- The only campaign that College graduates had stronger engagement with than Non-College graduates is “Subscribe Today – 10% Discount”.

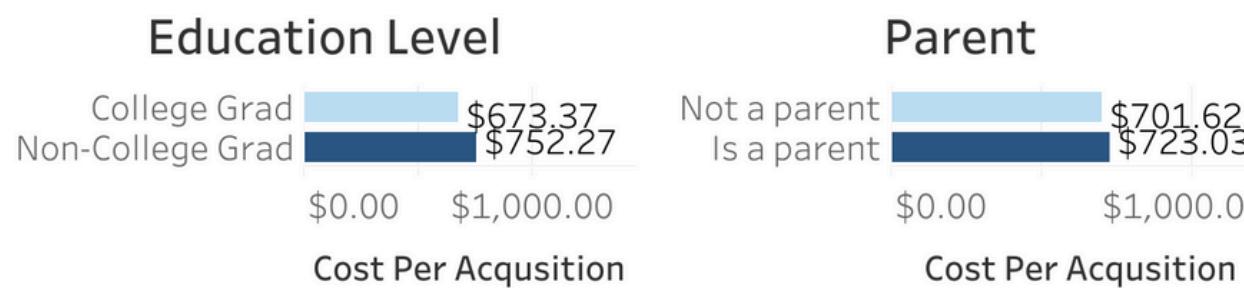
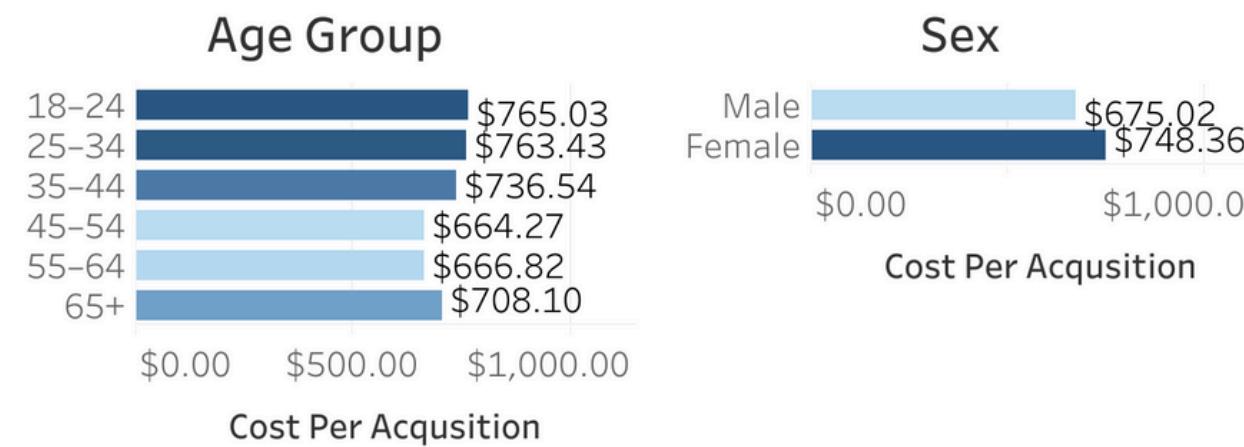


# Cost-Effectiveness of Different Audience Groups by Campaign Type

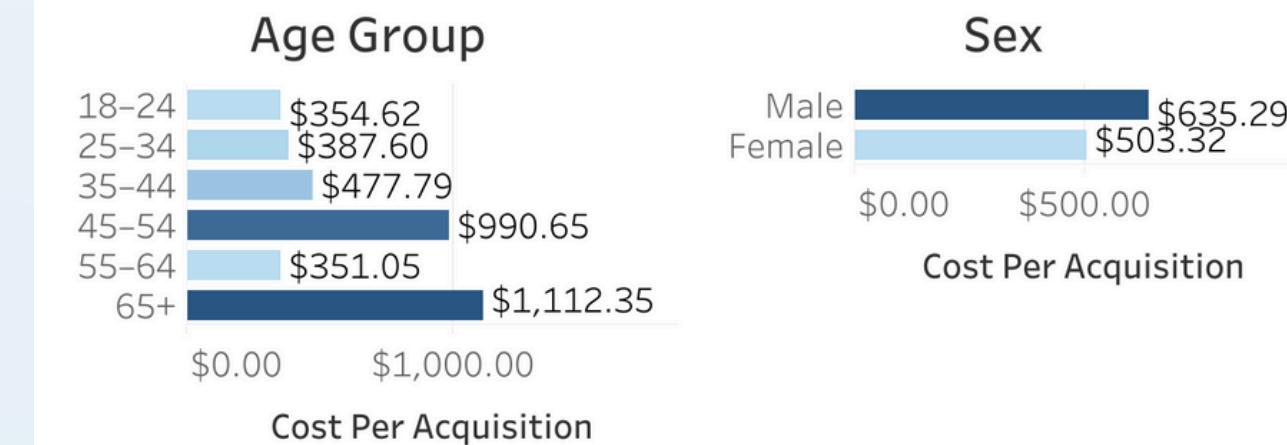
- Younger adults (18-44) were more expensive to acquire overall, whereas older adults (45-64) were more cost-effective.
- Males are more cost-effective than females across all campaign types.
- College graduates are more cost-effective than non-college graduates.
- Non-parents are marginally more cost-effective than parents.

- Beauty campaigns targeting early older adults (55-64) and younger adults (18-24) were most efficient.
- Female audiences more cost-effective than male audiences.
- College graduates more cost-effective than non-college graduates.
- Non-parents marginally more cost-effective than parents.

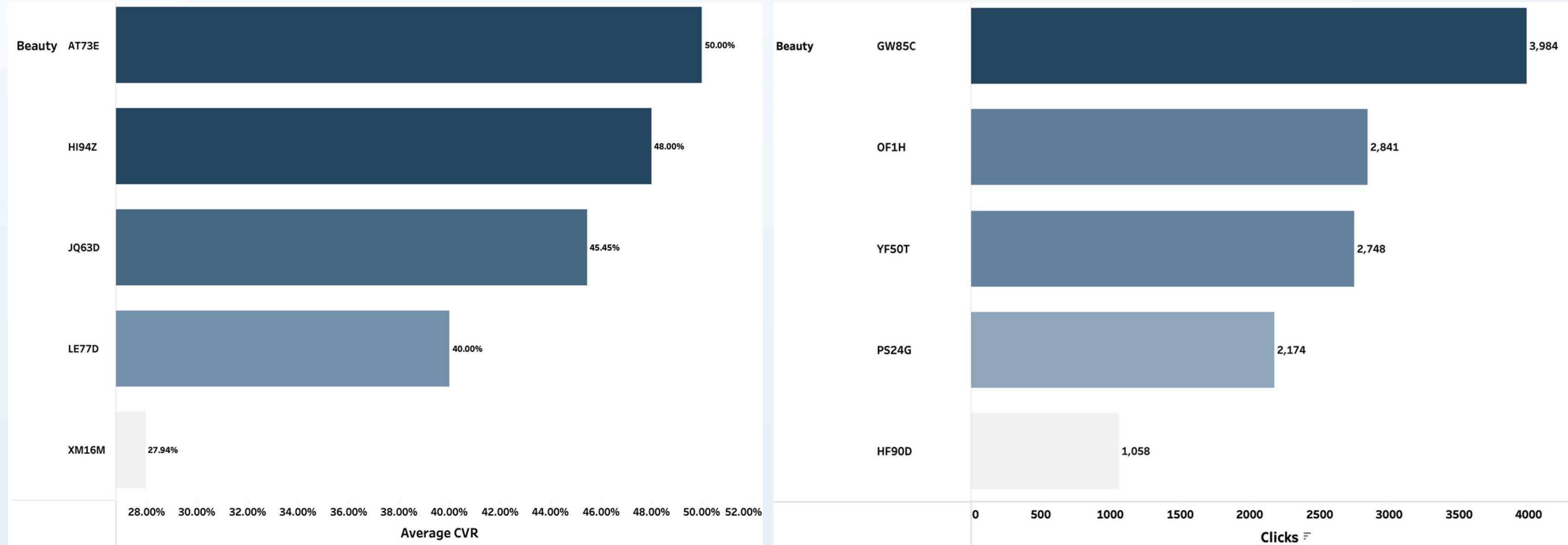
Overall Cost Per Acquisition Across All Campaigns



Cost Per Acquisition for Beauty-Focused Campaigns



# Top Five Beauty Campaigns by CVR and Clicks



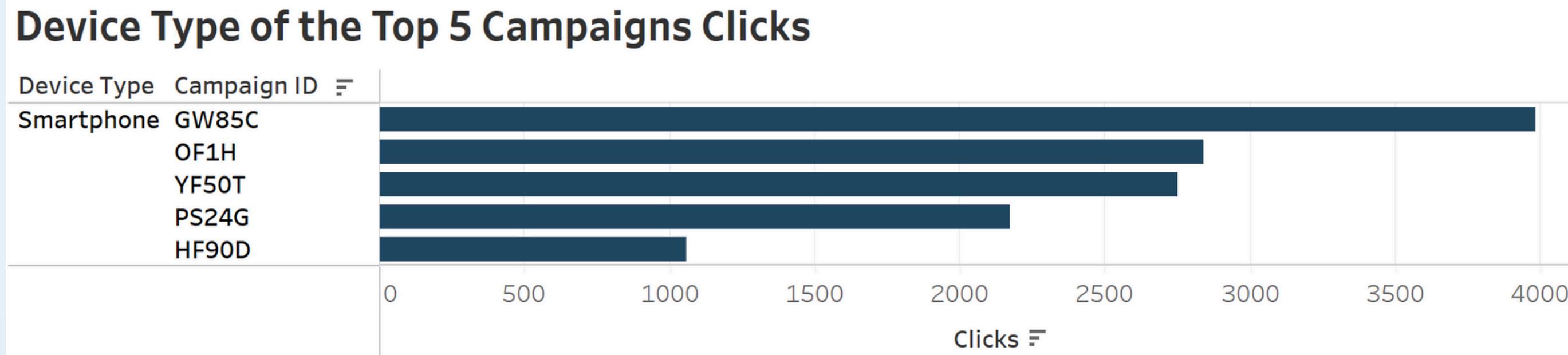
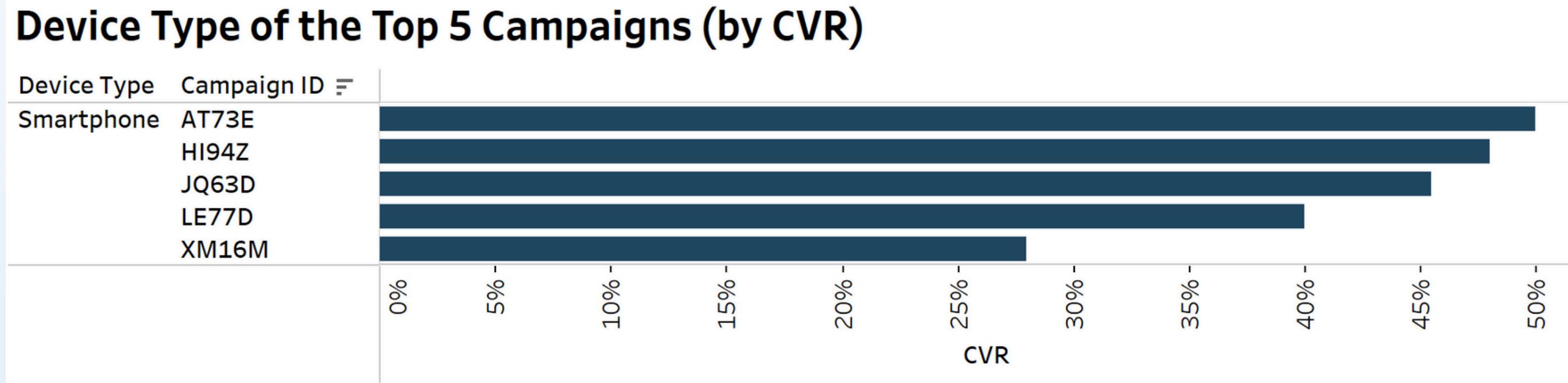
- CVRs ranged from 28% to 50%, well above typical industry benchmarks.
- The top 3 campaigns converted nearly 1 in 2 clicks.
- Strong conversion suggests aligned messaging and targeting.
- Top campaigns received between 2,100 to nearly 4,000 clicks.
- High click volume indicates strong ad appeal.
- Not all high-click campaigns converted efficiently.

# Campaign Metrics Table for Beauty

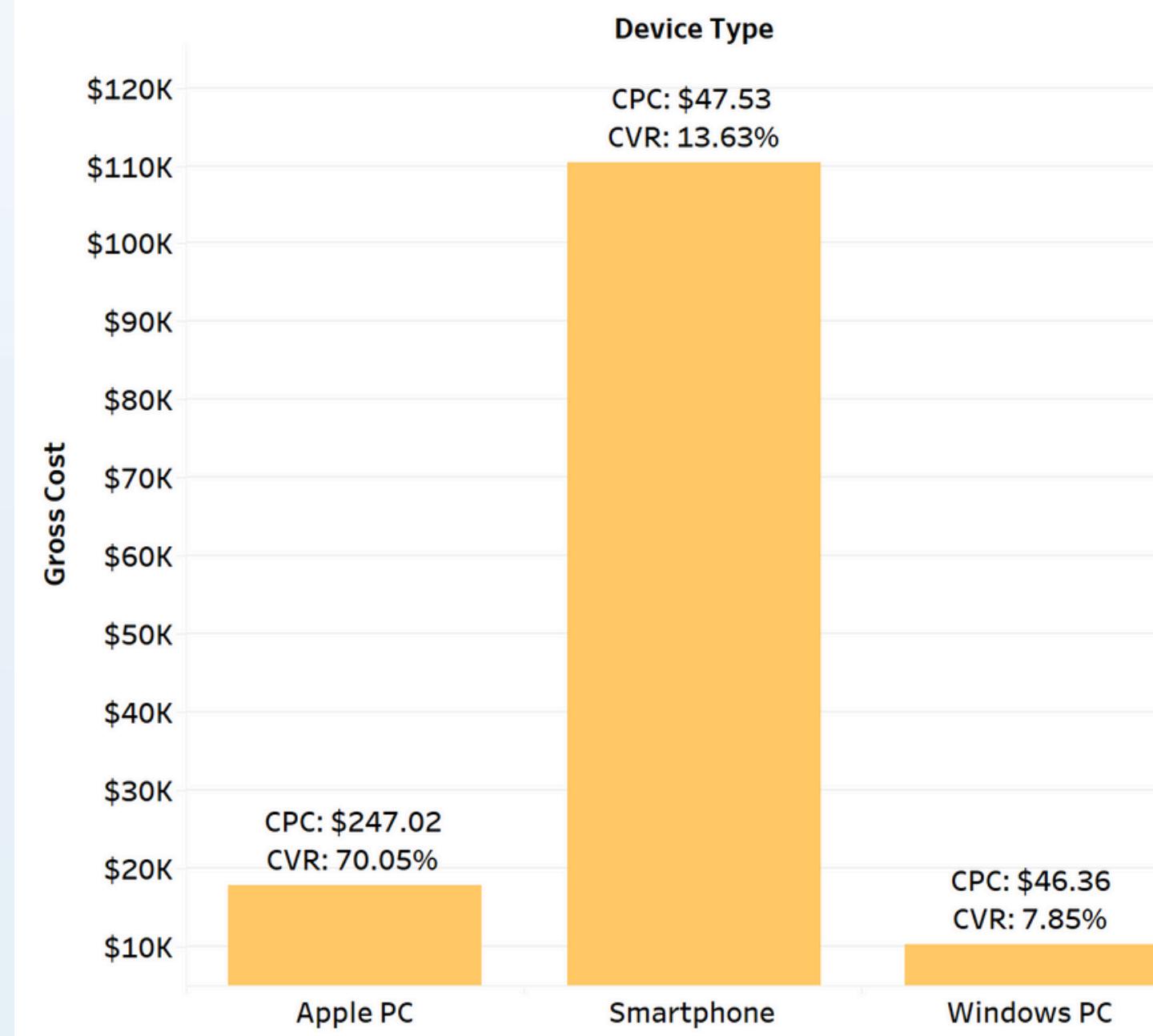
Audience Segment	Campaign Id	CPA	CPC	CPM	CTR	CVR	Clicks	Measurable Impressions	Total Conversions
Beauty	ZI41	\$2,233.54	\$111.68	\$589.01	0.53%	5.00%	40	6,897	2
	YZ94L	\$2,180.87	\$21.88	\$61.50	0.28%	1.00%	299	94,941	3
	GR55N	\$1,717.71	\$10.96	\$47.22	0.43%	0.64%	470	90,615	3
	ZI45Z	\$805.33	\$187.91	\$396.32	0.21%	23.33%	30	11,974	7
	MB91Z	\$750.01	\$17.05	\$124.09	0.73%	2.27%	88	10,003	2

- One campaign achieved a 23% CVR with a low CPA under \$900.
- Others with lower CVRs (1-5%) had much higher CPAs, some exceeding \$2,000.
- High cost doesn't always equal high performance.

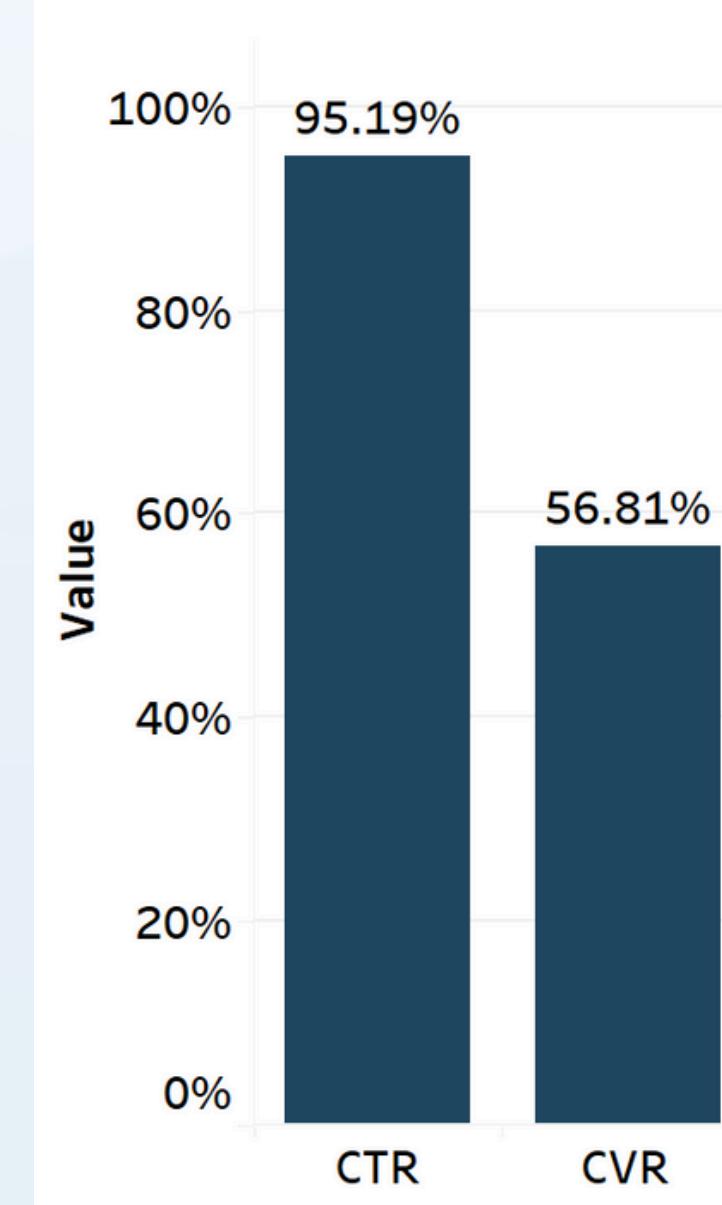
The top 5 campaigns in the Beauty industry have the Smartphone as their device type



## Gross Cost by the Device Type



## Above the Benchmark



**Industry Benchmarks:**  
**CTR:** 1.51%  
**CVR:** 5.2%

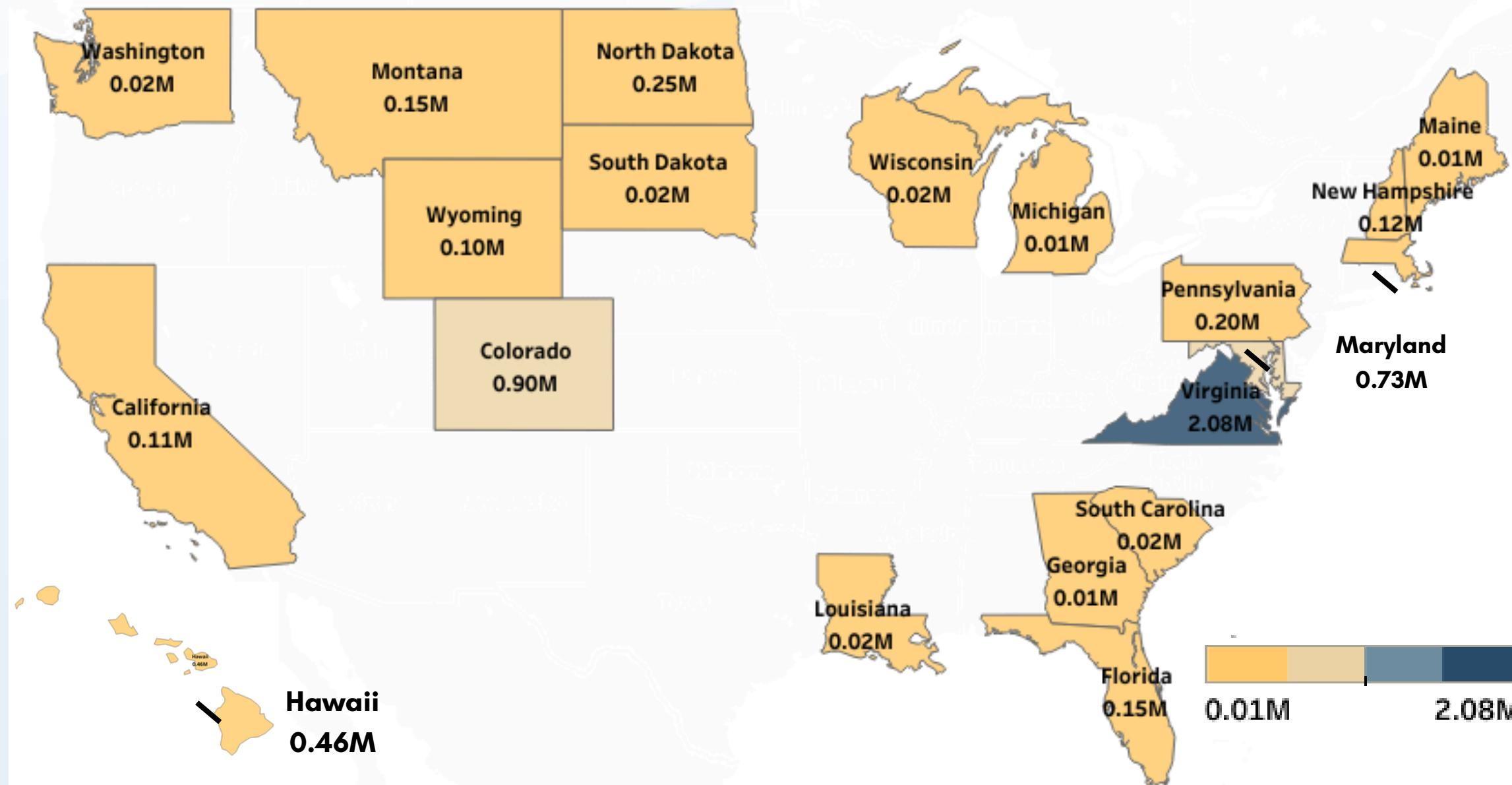
# Key Takeaways

- 1 Based on the audience and conversion data, we recommend focusing marketing efforts on women, non-college graduates, and non-parents, as each group shows slightly higher conversion rates. Special attention should be given to individuals aged 39-41 and 61, with age 39 performing best by far. Prioritizing these segments can help optimize engagement and improve overall conversion performance.
- 2 Based on this data, we recommend allocating more resources towards marketing on Apple PCs. This is because the conversion rate is the highest, and they have a higher chance of turning into profit. Focus optimization efforts on high-click, low-conversion campaigns to improve outcomes and reduce or reallocate spend from high-cost, low-performance campaigns.

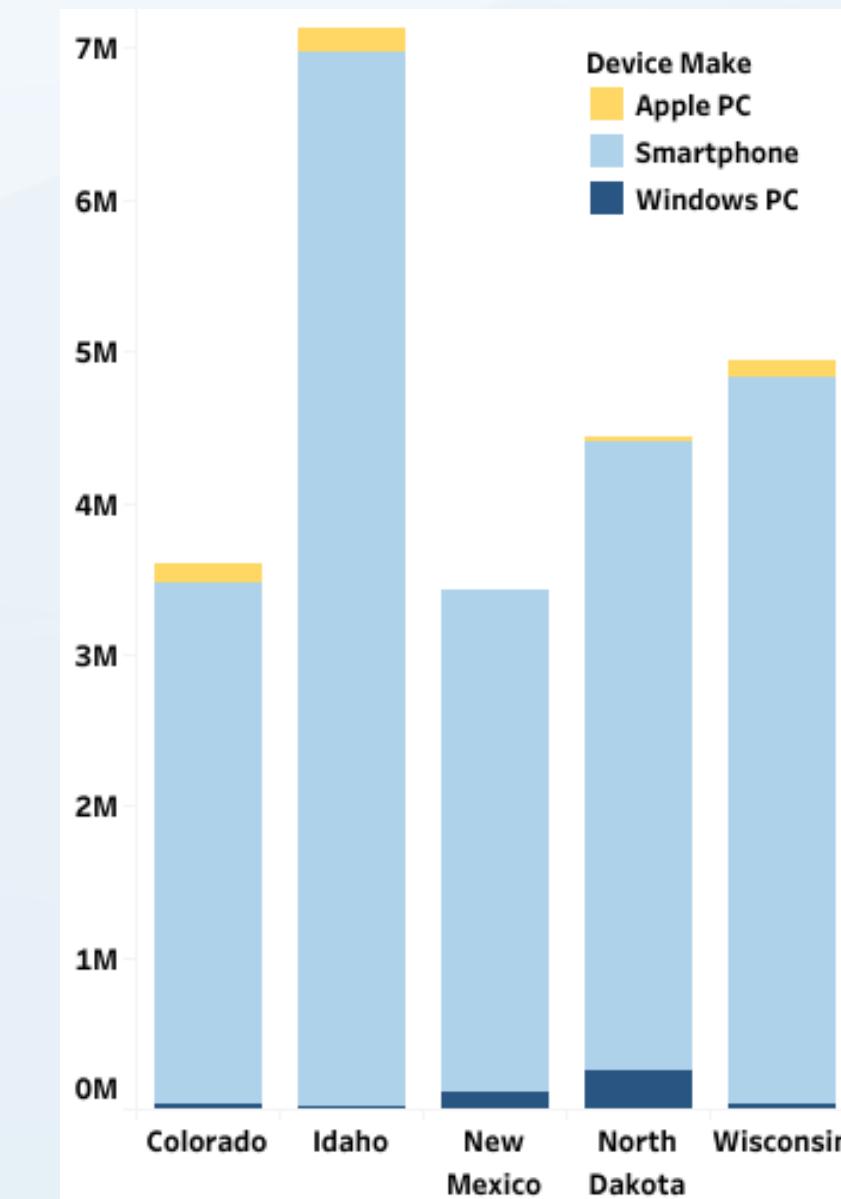


*Beauty by Location:  
Understanding Where  
Consumers Engage  
Most*

# Impressions By State



# Impressions By Device

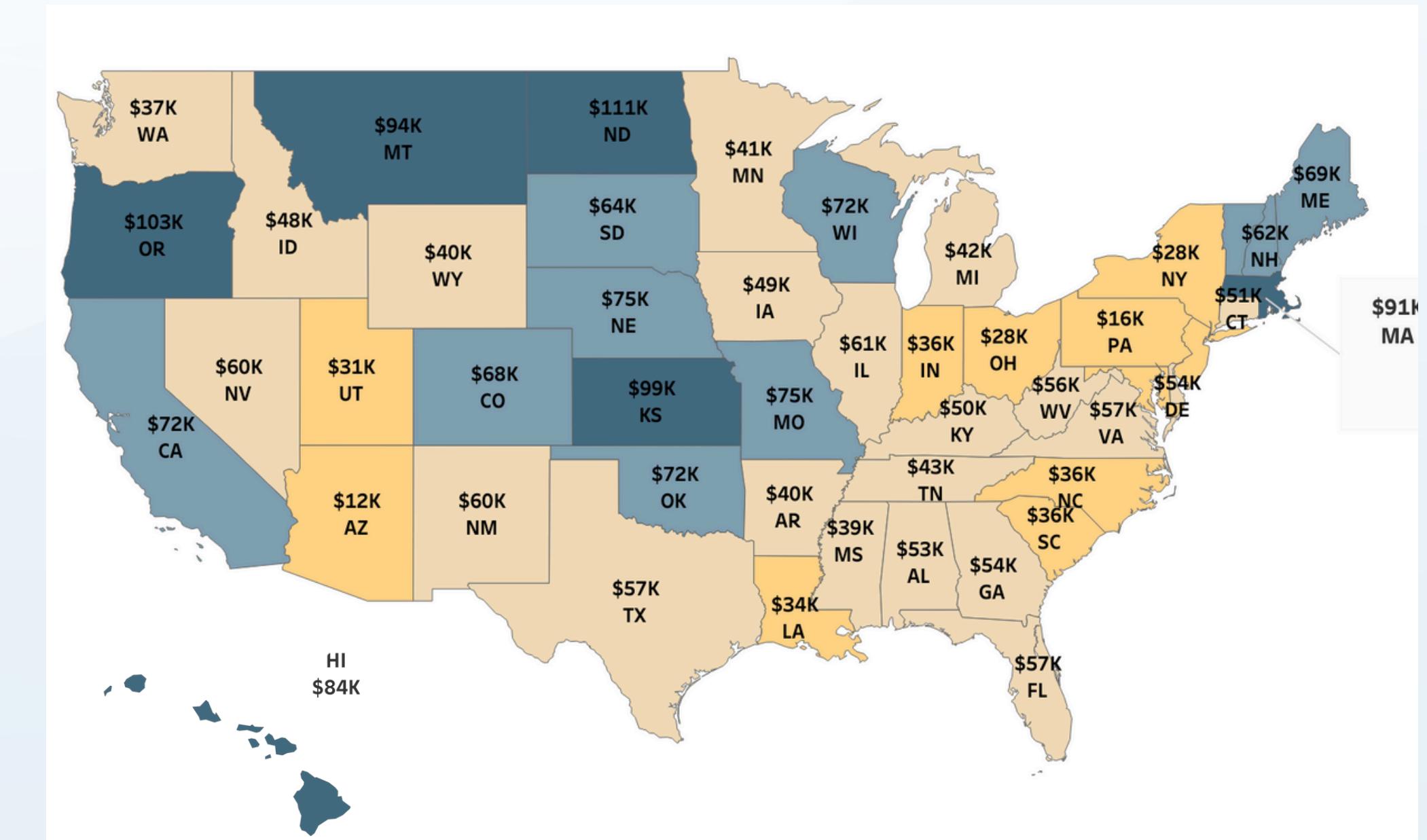


Virginia, Maryland, and Colorado rank among the states with the highest total impressions, while Michigan, Maine and Georgia are among the lowest. Across device types in the top 5 performing states, smartphones are consistently ahead by at least three million.

# Campaign Costs by State

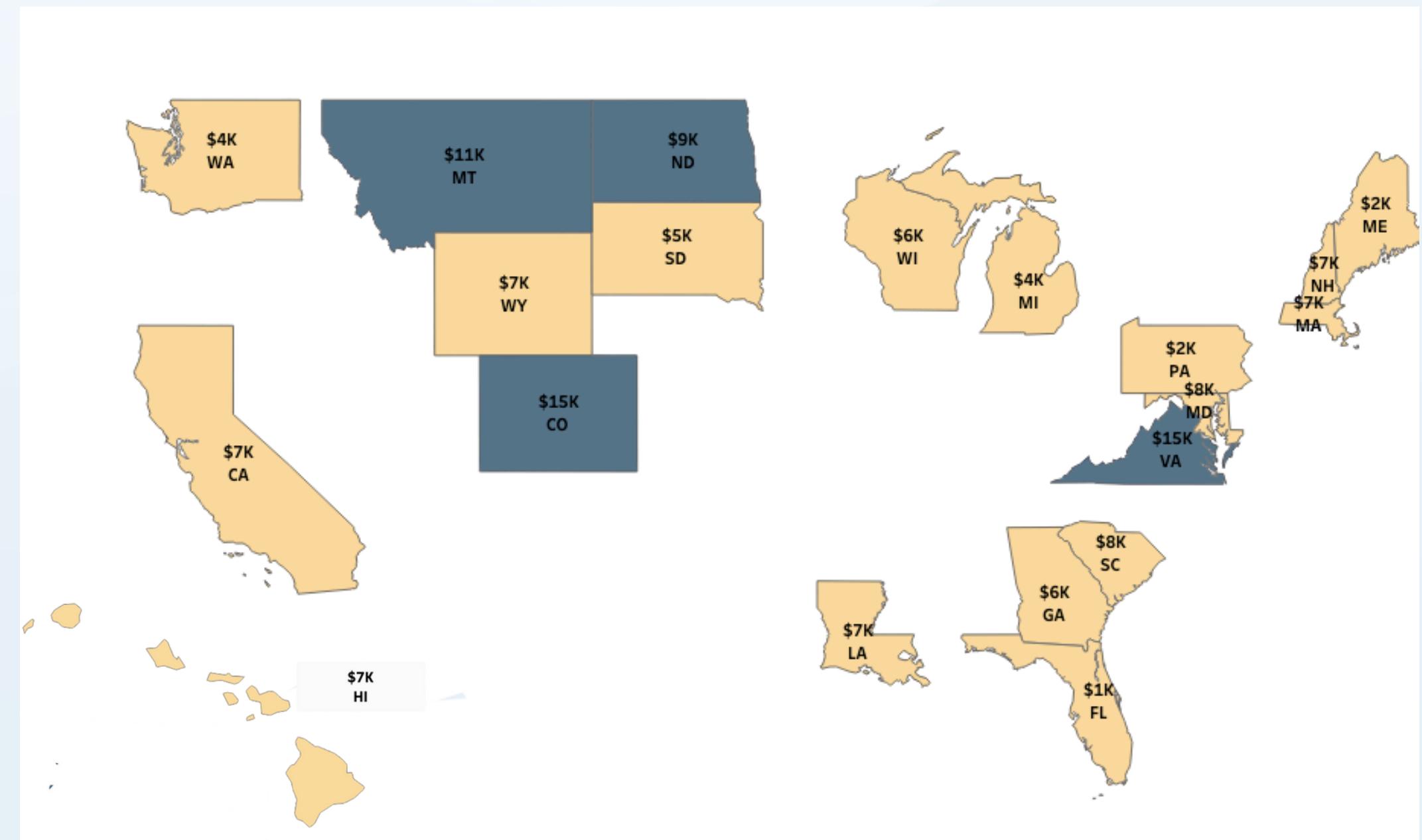
## Overall Campaign Spend Concentration

- Heaviest budgets in major markets:
  - **Oregon** – \$103K
  - **Massachusetts** – \$91K
  - **California** – \$72K
  - **Texas** – \$57K
- West Coast and Northeast lead the total ad investments.



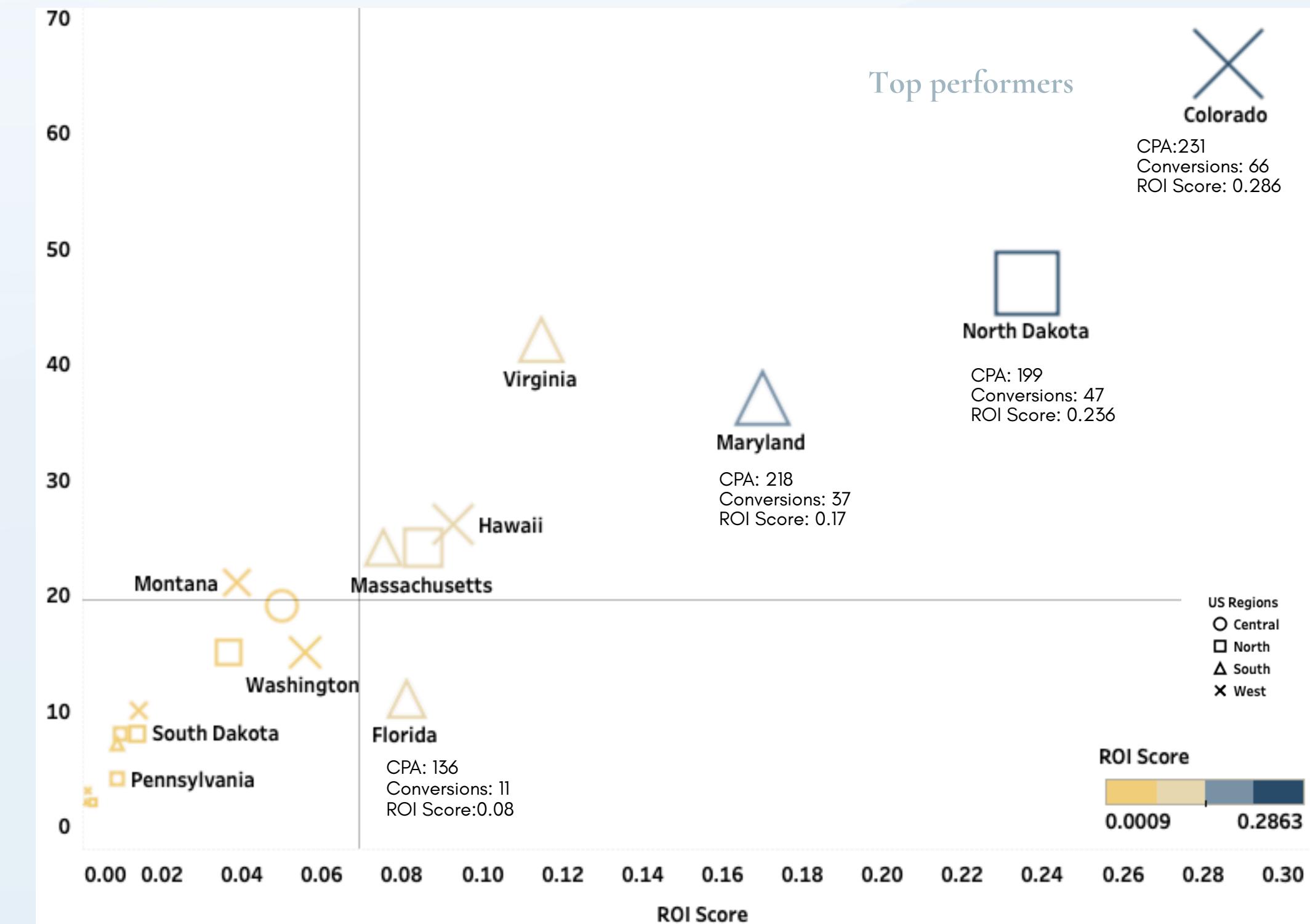
# Campaigns Cost by State: Beauty

- **Highest Beauty Investments:**
  - Colorado and Virginia – \$15K ea.,
  - Montana – \$11K
- **Mid-Tier Allocations:**
  - North Dakota – \$9K
  - South Carolina – \$8K
  - California, Louisiana, Hawaii \$7K ea..
- **Limited Pilot Tests:**
  - Michigan – \$4K
  - Pennsylvania – \$2K
  - Florida – \$1K

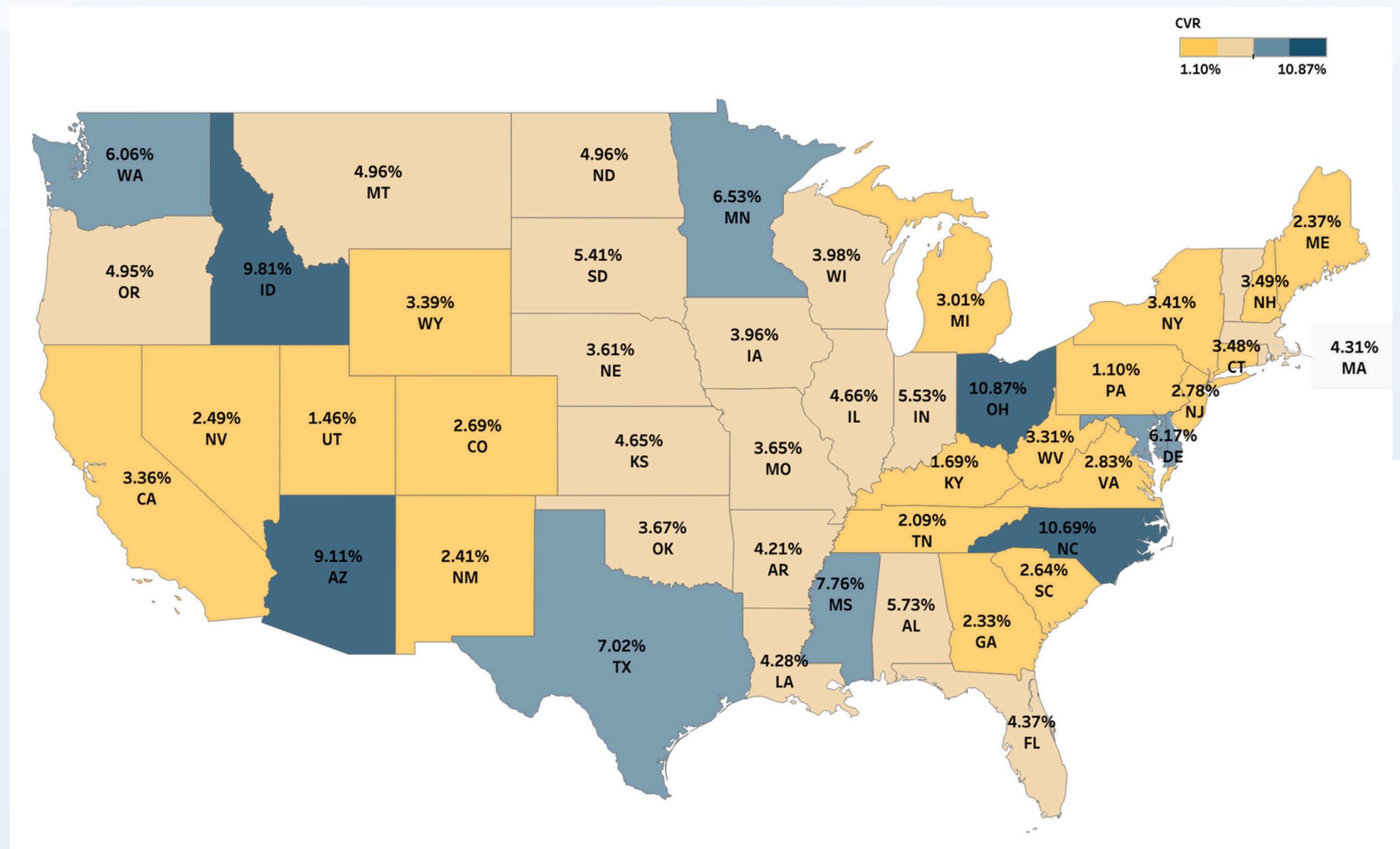


# ROI\* based on Cost Per Acquisition vs Conversion Volume

- **Colorado** leads with the **highest ROI\*** and **conversion volume**, showing strong campaign efficiency.
- **North Dakota** and **Maryland** also perform well with solid ROI\* and above-average conversion numbers.
- **Most Southern states**, including Florida and South Carolina, **show low ROI and minimal conversions**.
- **Overall trend:** The majority of states **fall below average ROI\***, highlighting limited effectiveness of beauty campaigns in many regions.



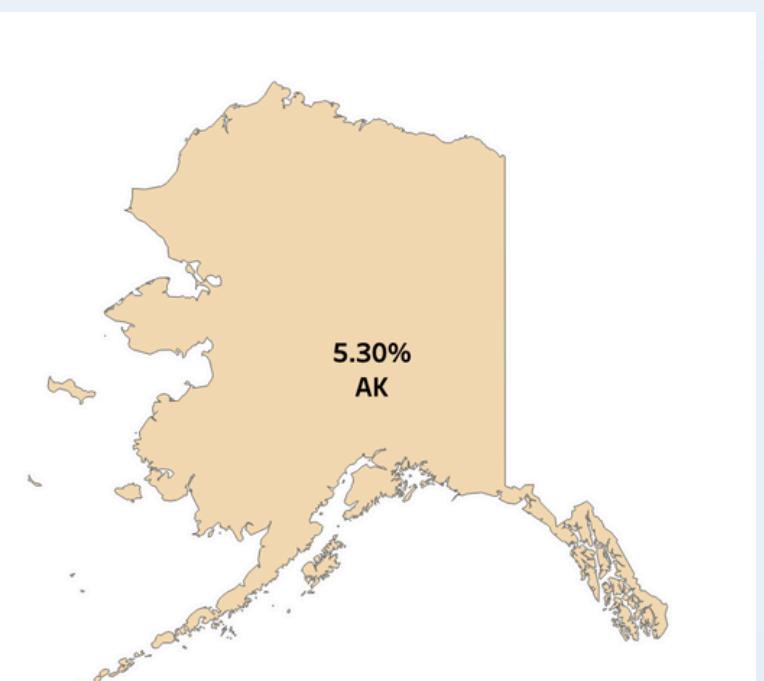
# National Campaign Performance by Conversion Rate



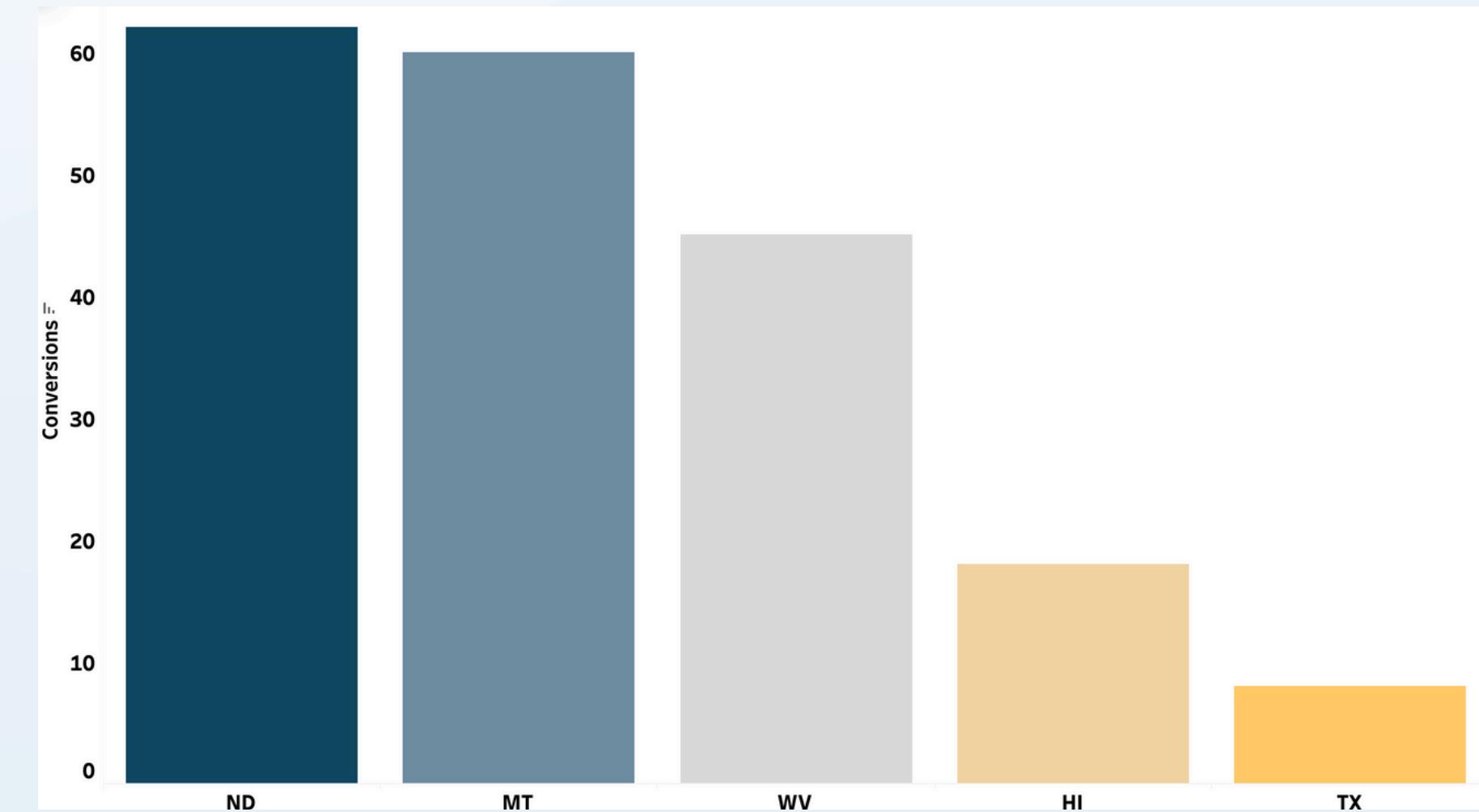
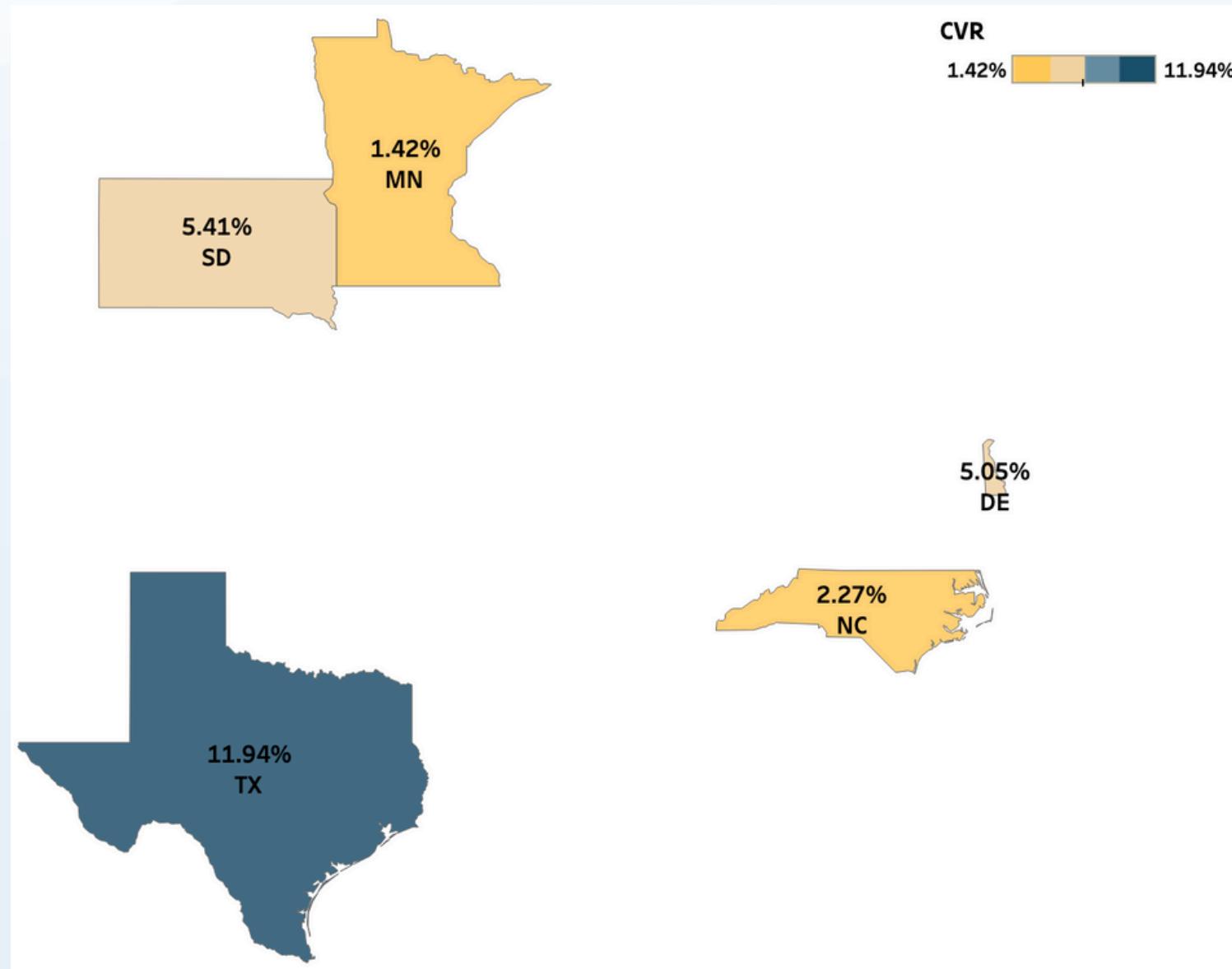
## Top Performing States

- **Ohio** - 10.87 %
- **North Carolina** - 10.69%
- **Idaho** - 9.81%
- **Arizona** - 9.11%
- **Mississippi** - 7.56%

These states are converting a higher percentage of viewers, which implies high-quality traffic or highly relevant campaigns/audiences.

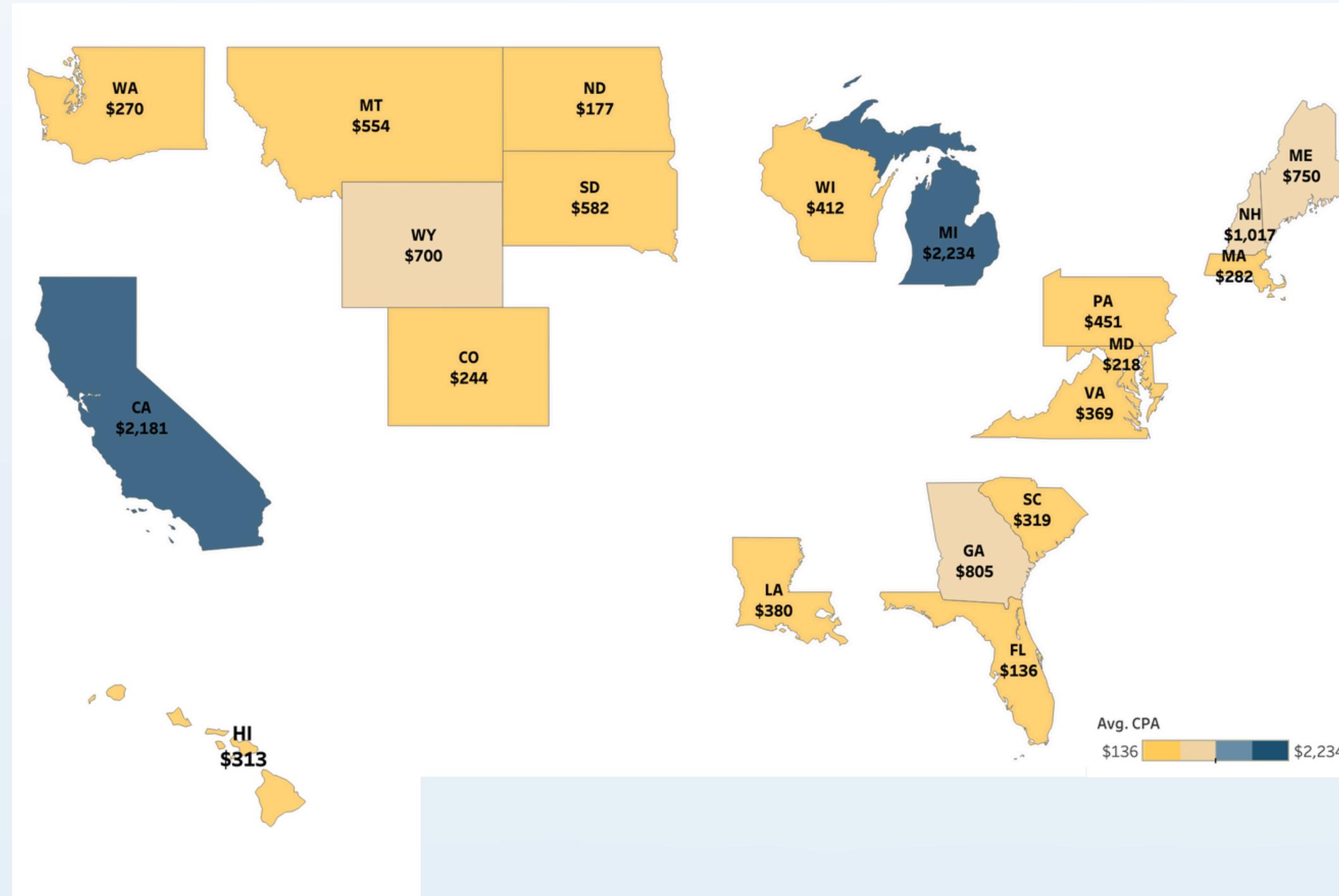


# Campaign Conversion Rate: Beauty



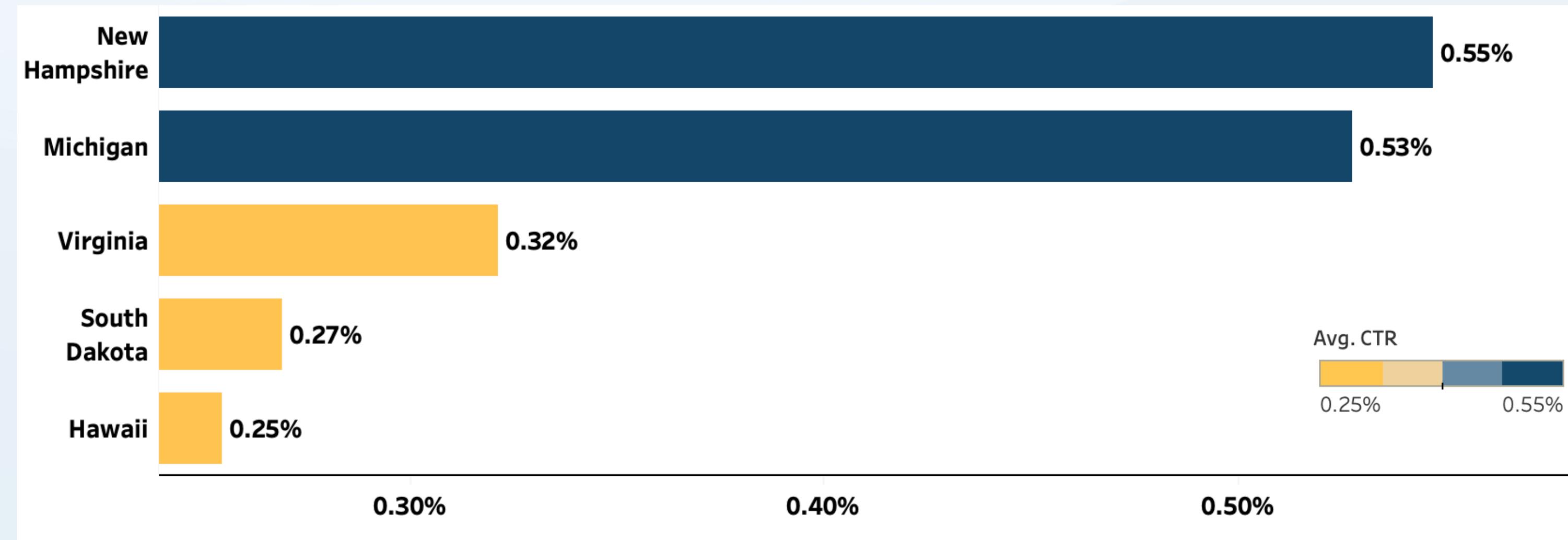
- Texas recorded the highest CVR (11.94%) for Beauty campaigns, making it a key market where Beauty ads are resonating most effectively with the audience and leading to strong engagement and conversion efficiency.
- North Dakota and Montana lead in total conversions for Beauty campaigns, with 62 and 60 conversions respectively, suggesting high user interaction volume in these regions potentially due to relevant targeting or campaign saturation.

# Average Cost Per Acquisition for Beauty Ads Reveals Regional Disparities



- **Big Cost Gaps Across States:** Ad costs range from \$136 (Florida) to \$2,234 (Michigan).
- **Higher Costs:** Michigan, California, New Hampshire, Georgia, and Maine are the most expensive.
- **Lower Costs:** Florida, North Dakota, Colorado, Maryland, and Washington offer more budget-friendly results.
- **Michigan Stands Out:** Most Midwest states are mid-range, but Michigan's high cost needs a closer look.

# Higher Click Through Rates in New Hampshire and Michigan Suggest Strong Creative Performance



- Highest engagement in New Hampshire and Michigan.
- Northern states respond better to current creatives.

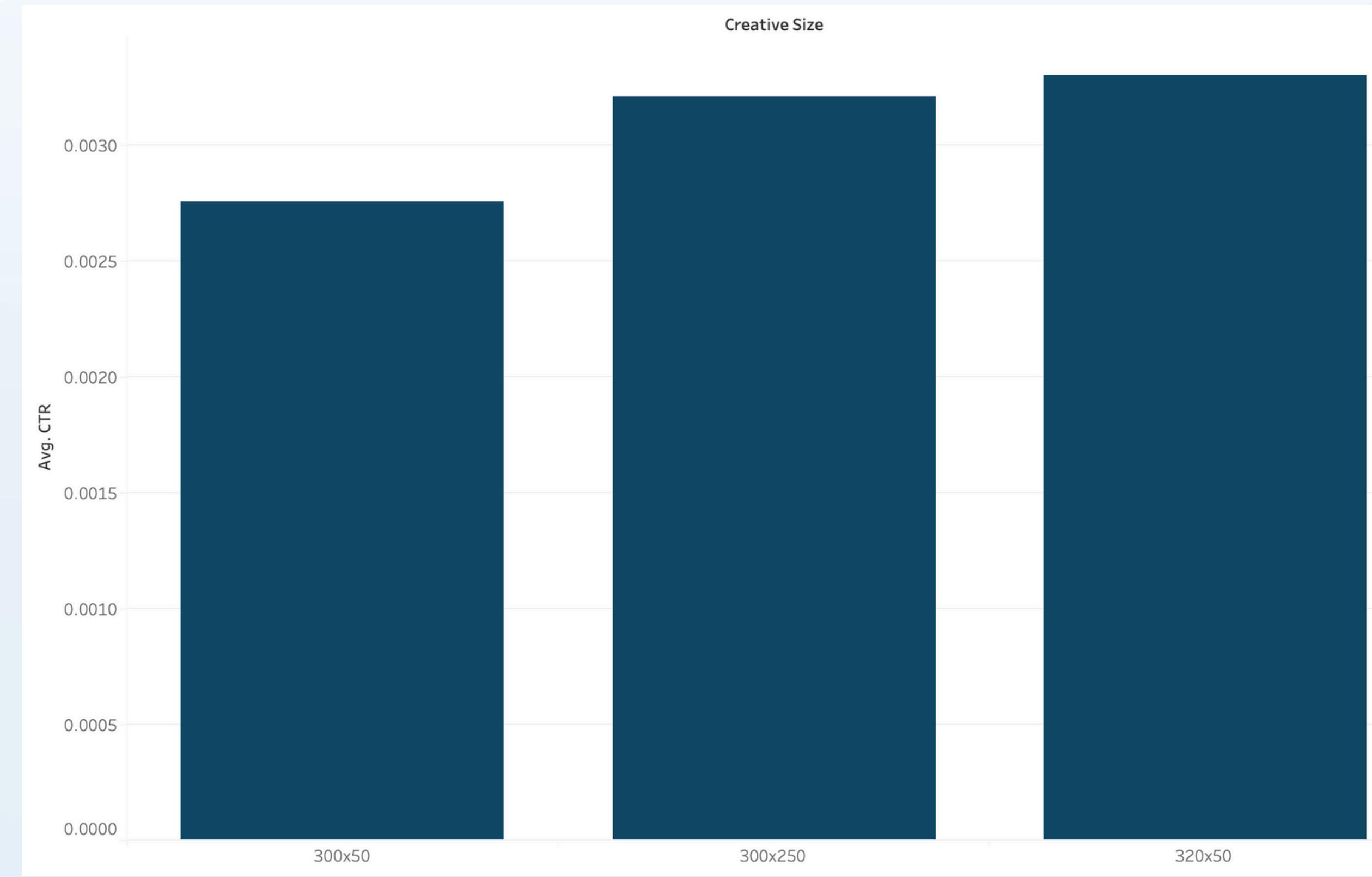
# Key Takeaways

- 1 • Design and refocus campaigns primarily for mobile as it's the most used device. Investigate low performing states such as Michigan, Maine, and Georgia in order to reduce investment in low profit markets.
- 2 • Scale high-ROI markets and optimize before expanding.
- 3 • Prioritize high-engagement Beauty markets. States like Texas and South Dakota show strong conversion efficiency, suggesting these regions are primed for scaling Beauty campaigns.
- 4 • Improve targeting, messaging, and platform use to focus on high-cost areas like Michigan and California, and be customized to each state.

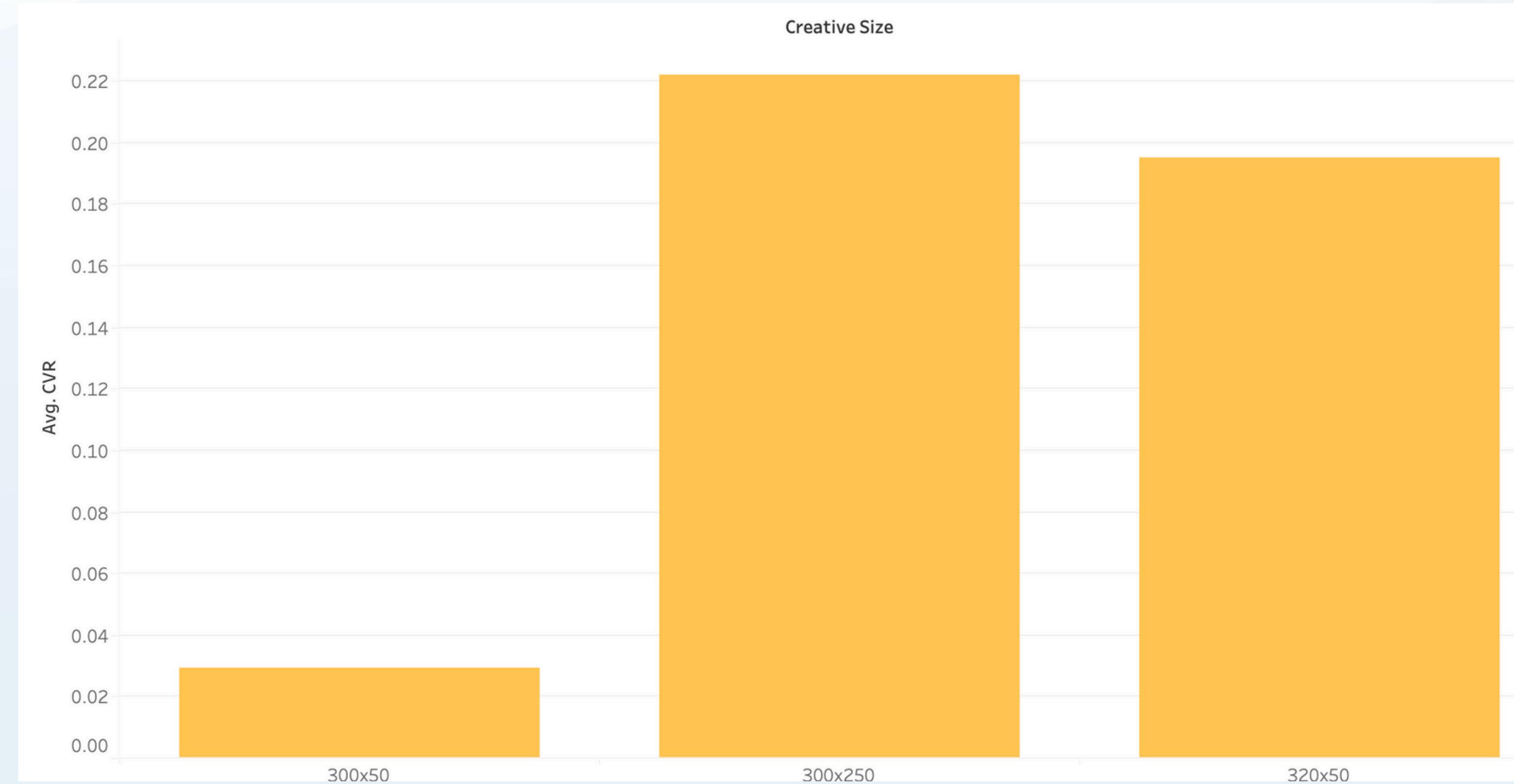


*Right Size, Right  
Message: Optimizing  
Creative Strategy in  
Beauty Advertising*

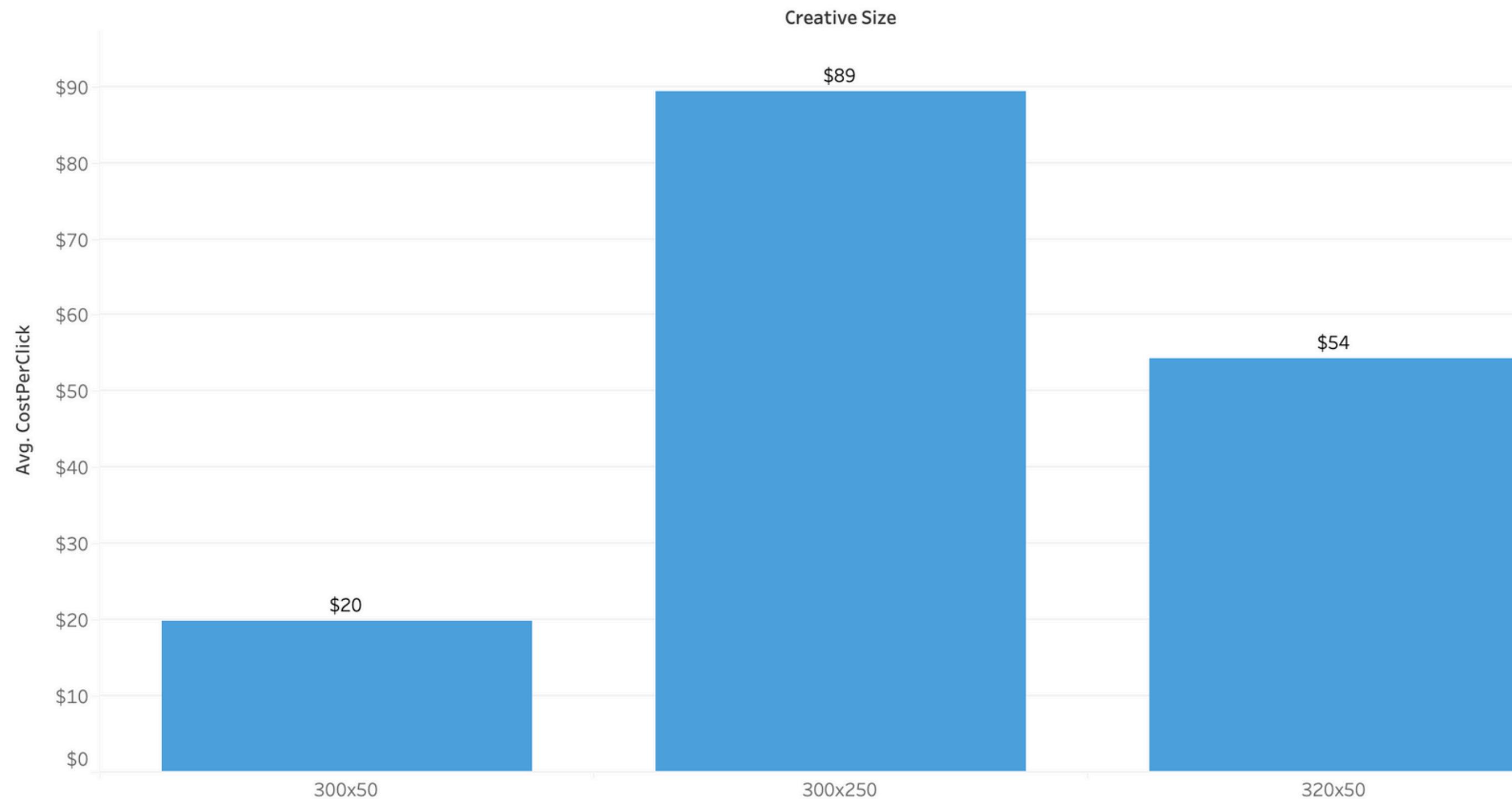
# AVERAGE CLICK THROUGH RATE BY CREATIVE SIZE



# AVERAGE CONVERSION RATE BY CREATIVE SIZE



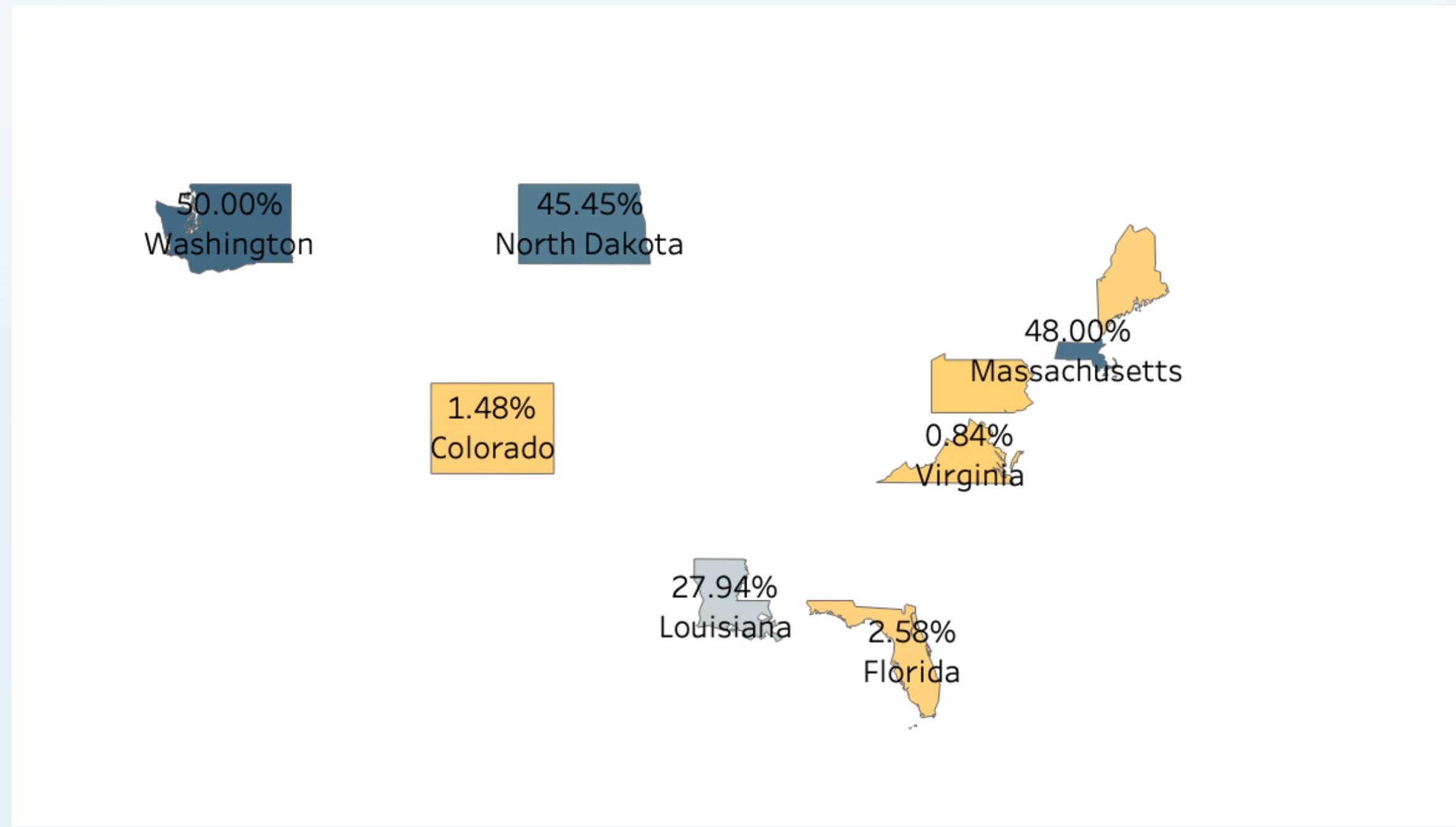
# AVERAGE COST PER CLICK BY CREATIVE SIZE



# CONVERSION RATE BY DEVICE TYPE

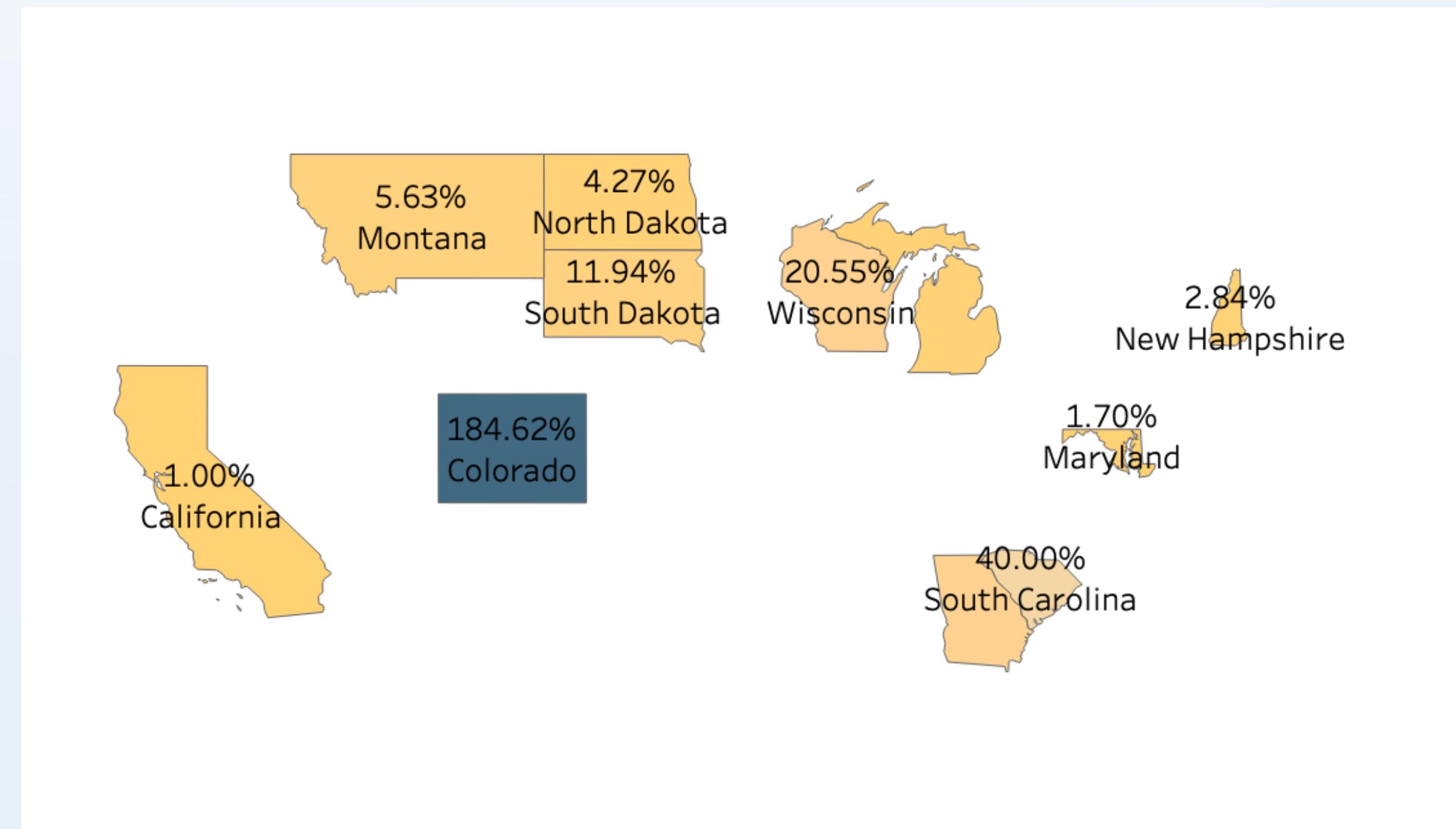


# CONVERSION RATE BY SIZE 320X50



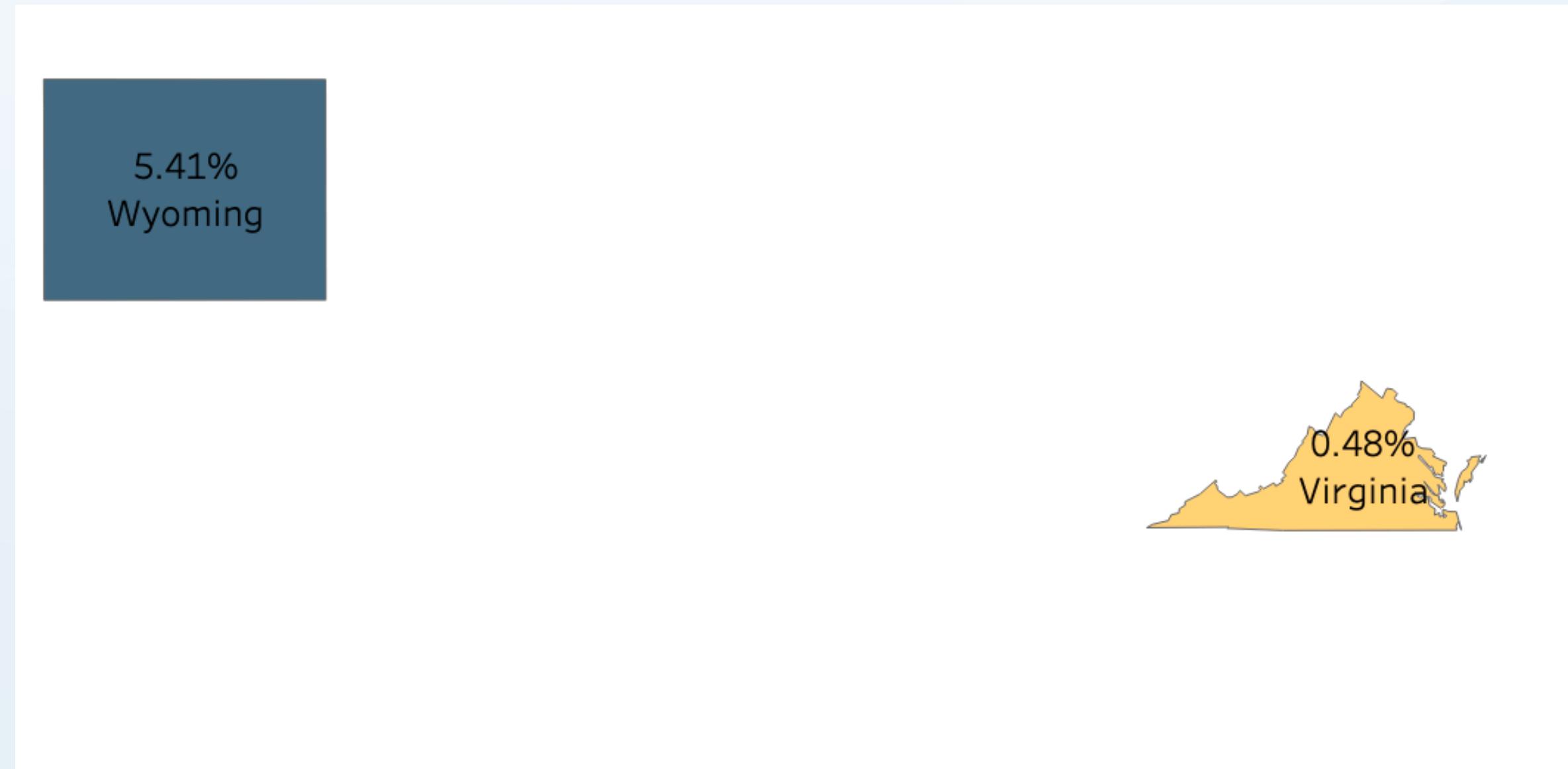
Performed best in North Dakota, Washington, and Massachusetts.

# CONVERSION BY STATE SIZE 300X250



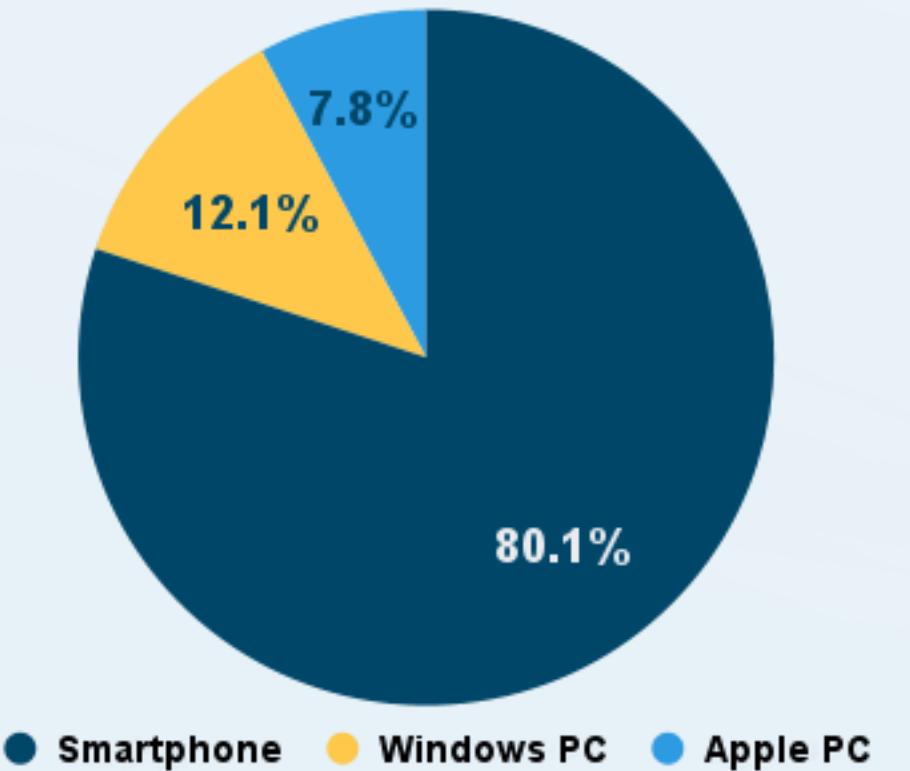
Performed best in Colorado.

# CONVERSION RATE BY STATE SIZE 300X50



Performed best in Wyoming

# Device Engagement & Creative Messaging Impact



**Smartphones** account for **80.1% of CTR** showing that smartphones are a **primary source** for user engagement in comparison to both Apple and Windows PC's.

Device Type	Viewable Impressions
Smartphone	80.77%
Apple PC	11.54%
Windows PC	7.69%

Over **80% of all viewable impressions** came from **Smartphones**, meaning 80% of all the opportunities it had a chance to be viewed by a potential consumer came from smartphone users.

# Device Engagement & Creative Messaging Impact



**Benefit and Urgency** drive action:

Almost **30% of CVR** comes from messaging that offers a clear benefit (getting 10% off)

# Key Takeaways

- 1 With the majority of CTR and viewable impressions coming from smartphones, it is necessary to prioritize mobile optimization to ensure a positive user experience. However, there are still consumers who utilize PC's so there should still be an emphasis on pushing out ads that load faster as well as larger sizing to maximize reach.
- 2 Messaging with value, benefit, and urgency drives higher conversion rates from consumers, so we recommend doubling down on this form of creative messaging.

# Recommendations

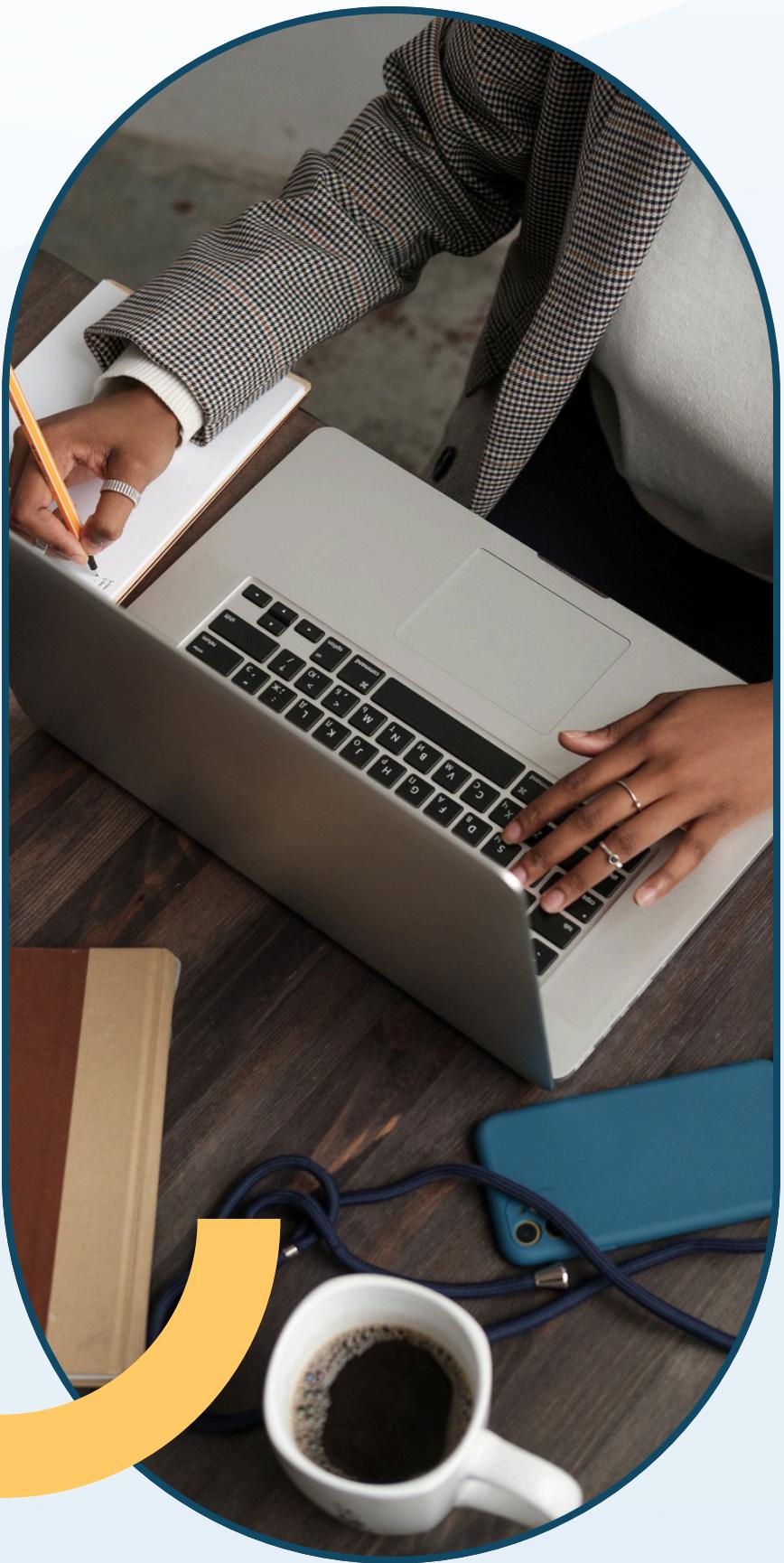


- We recommend prioritizing high-converting audience segments such as women, non-college graduates, and non-parents, with a particular focus on users aged 39 and 61. Additional resources should be allocated to Apple PC users due to their strong conversion rates. Efforts should also be made to optimize high-click, low-conversion campaigns and reduce spend on those with high costs and weak performance.
- Language of the messaging used in campaigns/ads should be urgent and have an emphasis on immediacy and be discount-heavy to get higher engagement.
- Reallocate the budget toward top-performing Beauty markets—such as Texas and South Dakota—while scaling back spending in high-cost, low-ROI states like California and Michigan to maximize overall campaign efficiency.
- Use 300x250 ad creatives featuring urgency-driven messaging like “10% Discount – Ends 6/1,” as consumers are more likely to engage when there’s a clear deadline. Prioritize smartphone-optimized placements across high-traffic platforms such as Instagram Stories, YouTube Shorts, mobile web displays, and in-app environments (e.g., beauty or retail apps) to maximize visibility and conversion.

# Conclusion

- The beauty industry presents a high-growth opportunity for advertisers aiming to reach engaged, brand-conscious consumers.
- Aligning inventory strategy, geographic focus, and creative execution is critical to standing out in a competitive market.
- Insights show that knowing where, who, and how to reach beauty consumers drives stronger campaign performance.
- By connecting audience insights, location strategy, and optimized messaging, global agencies can boost engagement and long-term revenue.





# Thank You

Please reach out if you have any  
questions !!

coop.dataschool.user@gmail.com

+1 (555) 123-4567

[https://coop\\_C514\\_dataschool.com](https://coop_C514_dataschool.com)