



Post Purchase Recommendation Tools

Amazon Beauty Marketing

Agenda

01 Post Purchase Marketing

02 Data Overview

03 Recommendation Tools

04 Demonstation

05 Evaluation

Post Purchase Email Opportunites



High Visibility

+50% open rate



Re-Engagment

Get customers back into
the consideration stage



Loyalty

Personalized
communication

Capitalize On Opportunity With Product Recommendations



Personalized
Selected on user preferences



Relevant
Considers past purchases



Timely
Considers seasonality

Data Overview

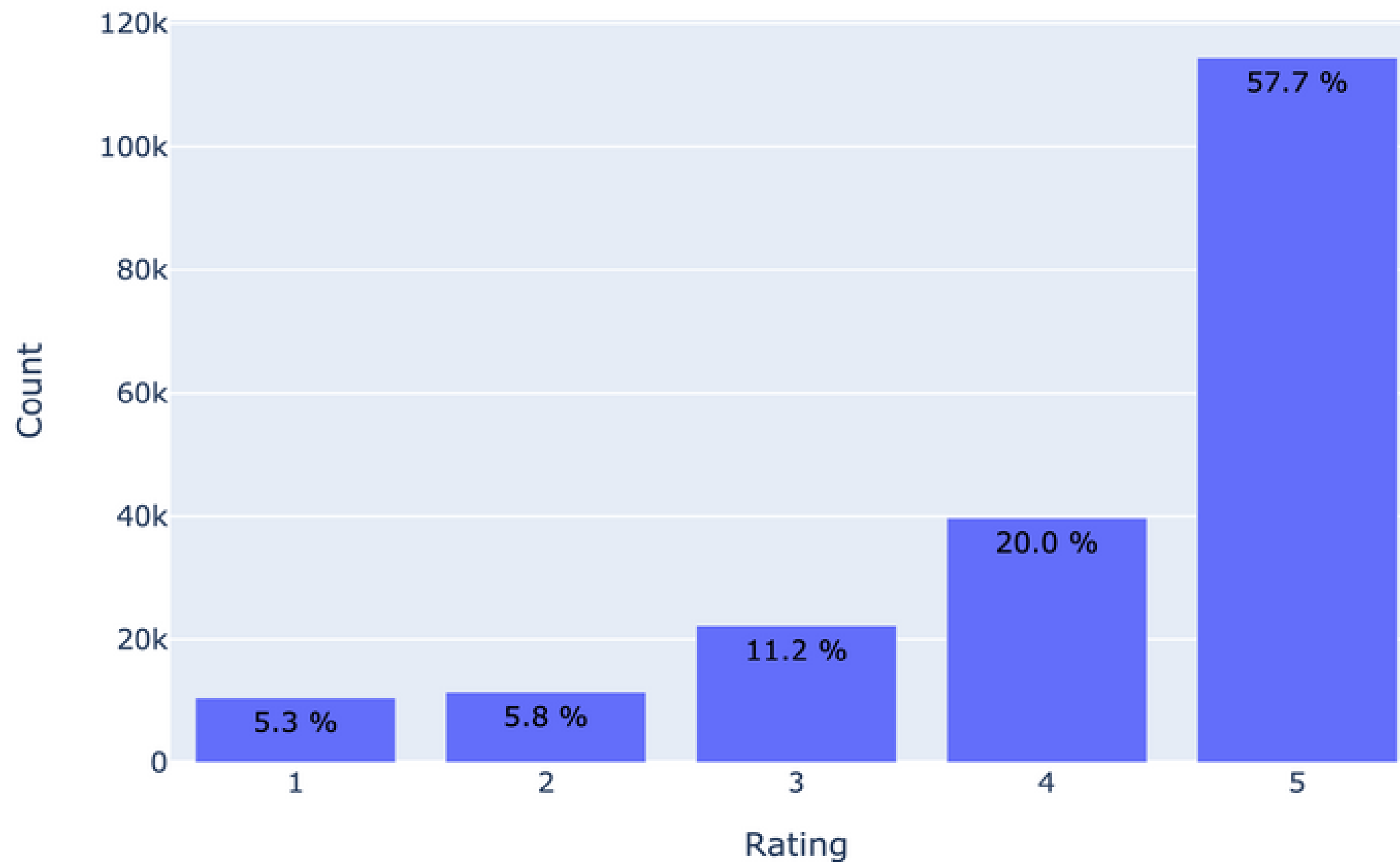


Data Overview

- 198,502 Reviews
 - 12,101 Unique beauty products
 - 22,363 Unique reviewers
 - Review scale 1-5
- 

Distribution of Reviews








Distribution Of 198502 Reviews



Hidden Connections Predict Ratings

PRODUCTS

CUSTOMERS

	1	2	...	12,101
			...	
1 				
2 				
...				
22,363 				






Recommendation Tools

Demonstration






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Recommendation Comparison

reviewerID: AYRYR6UGT2HAG
How many recommendations? 5

	ASIN	Product Name	Description	Image	predicted_rating
200566	B00A1Y177A	Color Club Halographic Hues Nail Polish, Light Green, Cloud Nine, .05 Ounce	A linear holographic nail polish that will take you to cloud nine. A halographic nail polish that will bring a touch of heaven to everything you do. Favorite nail polish for celebrity manicurists and nail color fans worldwide.		4.459613
60396	B001EWF2SI	TIGI Bed Head After the Party Smoothing Cream, 3.4 Ounce(pack of 2)	TIGI BedHead After the Party Smoothing Cream 3.4 Ounces		4.432859
150229	B005OZM810	Sigma E55 - Eye Shading	Unique Feature: Soft and dense bristles\nFunction: Even application of color\nRecommended Use: Place color across the entire lid for an even and strong application of product.\n\n 2013 Sigma Enterprises, LLC		4.415186
11246	B000A409J8	L'Oreal Quick Blue Powder Bleach 1 Lb	L'Oreal Quick Blue Powder Bleach 1 Lb is a high performance powder bleach. It has a Dust-free, Non-Drip concentrated formula. Quick Blue delivers faster and brighter superior lightening powder with extra strength lightening action that lifts up to 7 levels. Suited for easy on-scalp or off-scalp application. Stays moist and creamy throughout application and processing.		4.413178
131402	B004TSF8R4	real Techniques Powder Brush	Designed with pro makeup artist Samantha Chapman, Real Techniques brushes combine high-tech materials with innovative design to make creating a pixel-perfect look easier than ever: Taklon bristles are ultra plush and smoother than the hair you'll find in other brushes. Since taklon is synthetic, it's 100% cruelty-free. The soft fibers help create a flawless, high-definition finish in any type of light, from sunlight to harsh indoor lighting. The color-coded system corresponds to the key steps of makeup application so you can create a flawless base (copper), enhanced eyes (purple), and the perfect finish like a pro (pink). Each brush head is hand-cut to the perfect shape, allowing for precise application from dense coverage to a soft, delicate finish. The collection is suitable for a wide range of products and every makeup need – from powders, creams, and liquids to mineral makeup, highlighter, and shimmer. Brush names on the handles make for easy reference when creating your favorite look.		4.397276

reviewerID: AYRYR6UGT2HAG
How many recommendations? 5
Which category of beauty to recommend buyer? Fragrance

	ASIN	Product Name	Description	Image	predicted_rating
13421	B000C1VT0W	Curious by Britney Spears for Women, Eau De Parfum Spray, 1.7 Ounce	Introduced in 2004. Recommended use: casual.When applying any fragrance please consider that there are several factors which can affect the natural smell of your skin and, in turn, the way a scent smells on you. For instance, your mood, stress level, age, body chemistry, diet, and current medications may all alter the scents you wear. Similarly, factor such as dry or oily skin can even affect the amount of time a fragrance will last after being applied		4.279954
20884	B000HJT1CW	The Body Shop Vitamin E Face Mist, 3.3-Fluid Ounce	Vitamin E Face Mist is a quick skin pick-me up and excellent for setting make-up. Spritz it on for instant refreshment, moisture, and protection. With a delicate rosewater scent. Spray the moisturizing mist onto your face once or twice and allow it to dry. It is excellent for setting make-up; just spray over make-up to seal it after applying. Carry with you when traveling, especially when flying to protect your skin from dry air in the cabin and climate changes, so you'll have healthy-looking, hydrated skin when you arrive. Try keeping face mist in the refrigerator during the summer for extra coolness.		4.267174
19288	B000GHYSVE	Fantasy by Britney Spears for Women - 1.7 Ounce EDP Spray	Launched by the design house of Britney Spears.When applying any fragrance please consider that there are several factors which can affect the natural smell of your skin and, in turn, the way a scent smells on you. For instance, your mood, stress level, age, body chemistry, diet, and current medications may all alter the scents you wear. Similarly, factor such as dry or oily skin can even affect the amount of time a fragrance will last after being applied		4.251050
10348	B0009OAHVO	L'eau D'issey (issey Miyake) by Issey Miyake for Men - EDT Spray	Introduced in 1994. Fragrance notes: citrus and spice combined with lower notes of musk, amber and woods. Recommended use: evening.When applying any fragrance please consider that there are several factors which can affect the natural smell of your skin and, in turn, the way a scent smells on you. For instance, your mood, stress level, age, body chemistry, diet, and current medications may all alter the scents you wear. Similarly, factor such as dry or oily skin can even affect the amount of time a fragrance will last after being applied		4.245603
19211	B000GHWSG6	Euphoria by Calvin Klein for Women, Eau De Parfum Spray, 3.4 Ounce	Launched by the design house of Calvin Klein.When applying any fragrance please consider that there are several factors which can affect the natural smell of your skin and, in turn, the way a scent smells on you. For instance, your mood, stress level, age, body chemistry, diet, and current medications may all alter the scents you wear. Similarly, factor such as dry or oily skin can even affect the amount of time a fragrance will last after being applied		4.235487

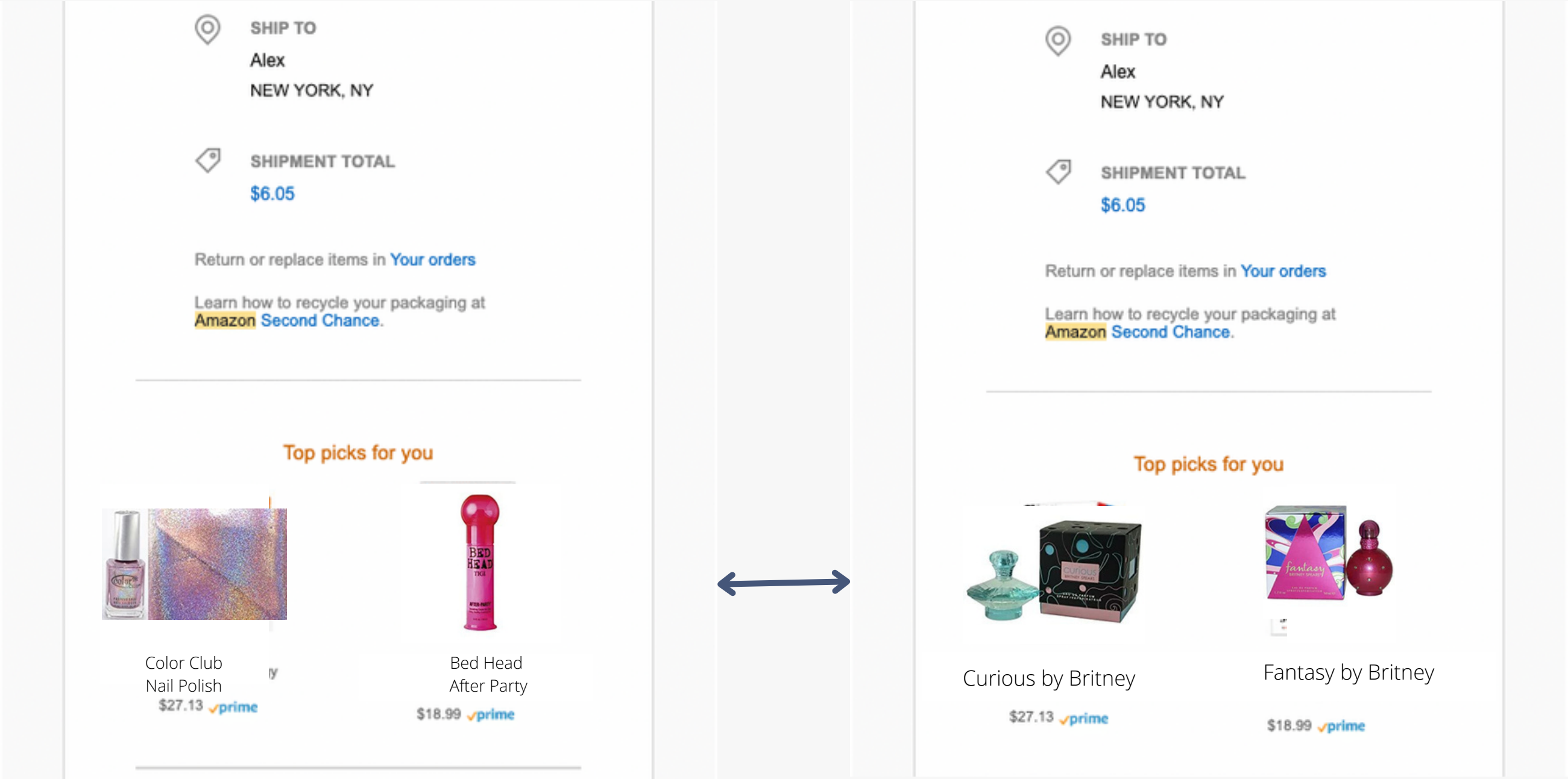
Mock Emails for User X

All product recommender

Subcategory recommender

Subcategories

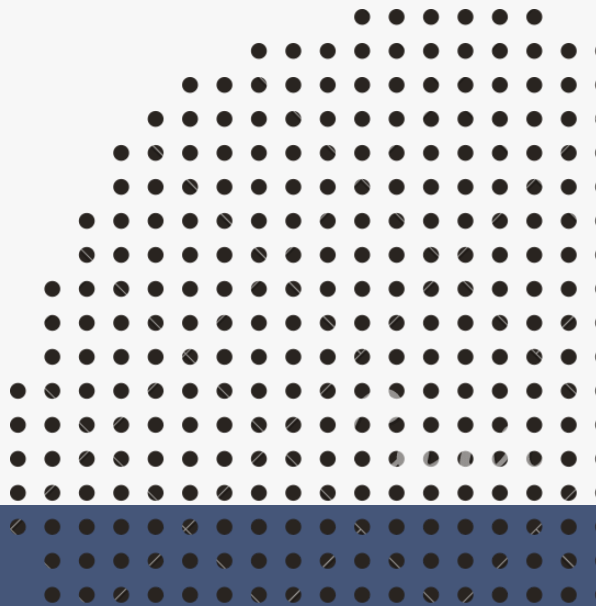
- 'Skin Care',
- 'Tools & Accessories',
- 'Makeup',
- 'Hair Care',
- 'Bath & Body',
- 'Fragrance'



Recommender Evaluation



Power of Our Recommendation Tools

- 1 High accuracy
 - 2 No repeat products
 - 3 Prioritizes best match
 - 4 Subcategory filtering
 - 5 Image retrieval
- 



Limitations

1

Skews to
higher ratings

2

Accuracy concerns at
lower rating levels

3

Indiscriminate
reviewers

4

Miscategorization
of products



Thank You!

Questions?



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GitHub



Jillian Clark
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