

MGS 659

WEB ANALYTICS

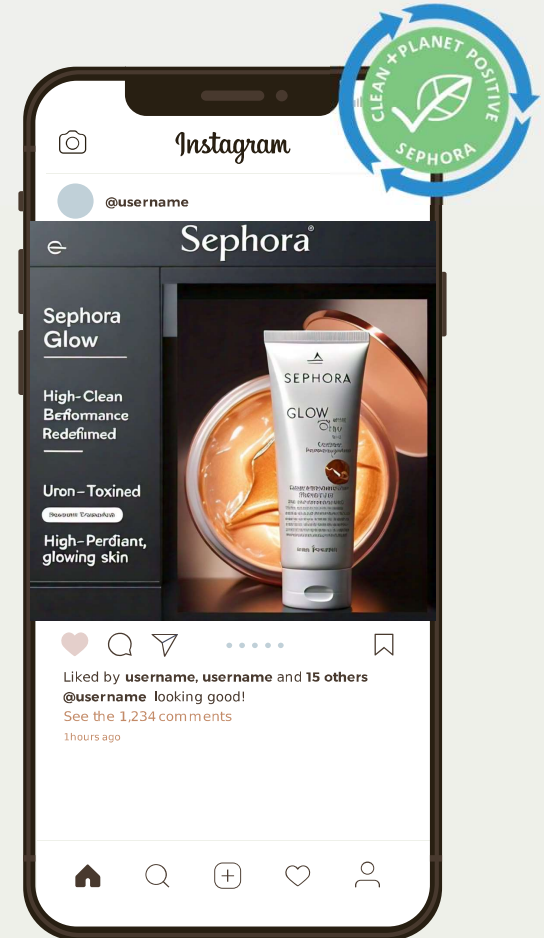


Client : Sephora (A retailer of personal care and beauty products)

Overview : "Sephora Glow" Clean beauty skincare launch

Group Members:

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- Pratiksha Bhupendra Pardhi
- Siddhanth Dhawan
- Subham Chowdhury
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Launch Strategy for Sephora Glow

"Based on Grand View research clean beauty market size was valued at \$36.09 billion in 2023 and is projected to grow at a CAGR of 16.65% from 2024 to 2033, reaching \$139.61 billion market by 2033"

Campaign Strategy

To position the new line as high performance, clean beauty offering targeting conscious consumers who prioritize efficacy and clean ingredients.



- Increase Sephora's market share in clean beauty segment by **15%** in **2 years**
- Drive **250,000** new customer acquisitions in Year 1
- Achieve **\$75M** in sales revenue from "Sephora Glow" by end of **Year 2**

Strategic Goals

Sephora's advantages:

1. Brand equity
2. Distribution
3. Customer data

Product Environment:

1. High-performance, clean beauty skincare backed by clinically-proven results
2. Transparent ingredient listing, sustainable sourcing and packaging
3. Free from harmful chemicals

-Offer premium clean beauty at more accessible price

Sources:



Product Viability



1. **72%** of customers ready to pay premium for clean beauty (*customer survey*)
2. Social media buzz **#cleanbeauty** has **12M** posts on Instagram
3. Clean beauty search volume increased by **30% y-o-y**

Clean Beauty Market

Size, By Product Type, 2023-2033 (USD Billion)





Launch Strategy for Sephora Glow

Competitor Analysis

Major Players:

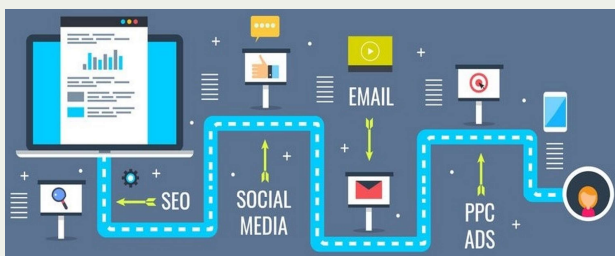


Target Customer

- Women aged 25-45
- Middle to high income
- Environmentally aware
- Seeks high-performance skincare

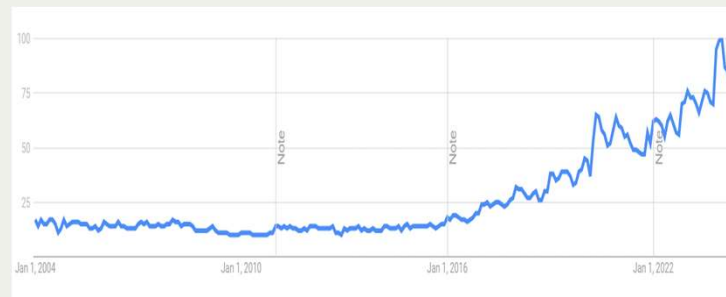


Customer Journey



Top Google Search Trends

1. "Clean skincare brands" *(+65% search growth)*
2. "Clean beauty products" *(+50%)*
3. "Non-toxic skincare" *(+40%)*
4. "Natural anti-aging skincare" *(+50%)*
5. "Clean makeup brands" *(+35%)*



High-interest locations: California, Los Angeles, New York City, Chicago



Digital Media Split

Google Ads 30%

Instagram, TikTok, YouTube (projected reach: 8M)

Paid Social 70%

Search and YouTube (projected impressions: 25M)





Launch Strategy for Sephora Glow

Media Spend

Based on Sephora's historical campaign data in Google Analytics ,
Average CPA for similar skincare product launches is **\$45**, with a ROAS of 4:1

- Google Ads: CPC of **\$1.50** for relevant keywords
- Display Advertising: CPM of **\$10** for targeted audience segments

Based on the projected first-year revenue of \$20 million for "Sephora Glow,"

Media Budget : \$3 M

Projected revenue : 15 %

ROAS : 4:1

Timing : September to December'24

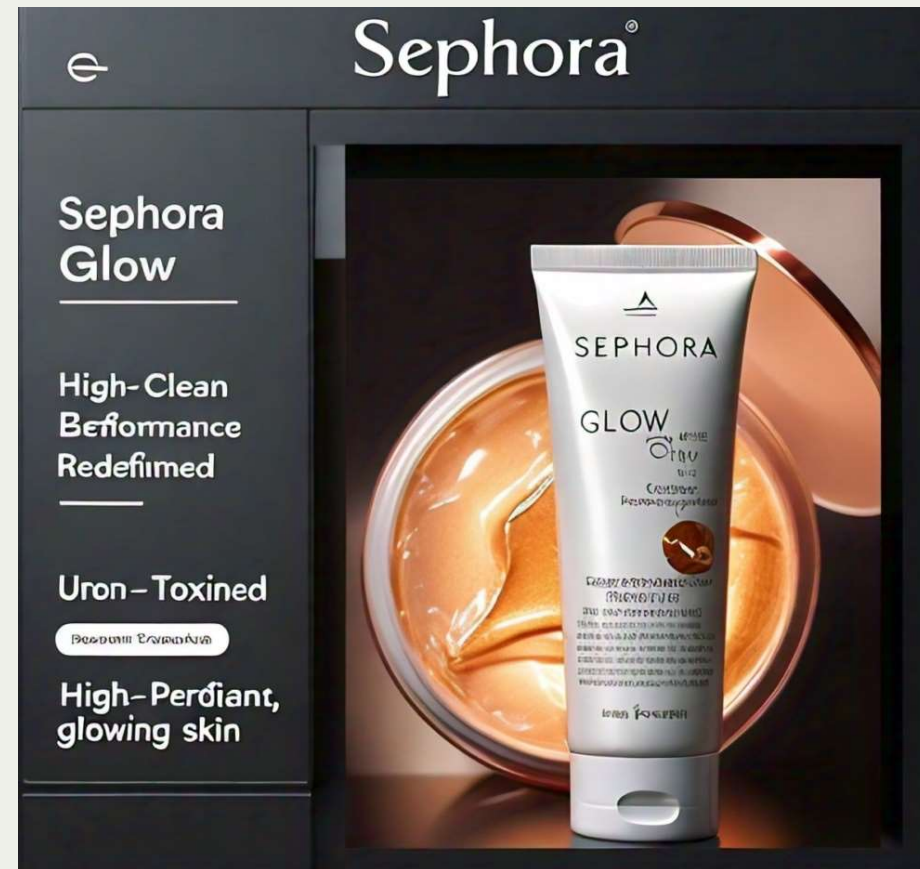
Budget Split :

- **Social Media Advertising: 30%** of budget
- **Influencer Marketing: 25%** of budget
- **Paid Search: 20%** of budget
- **Sponsored Content: 15%** of budget
- **Display Advertising: 10%** of budget



Media Partners:

- **Social Media Platforms:** Instagram, TikTok, YouTube
- **Influencer Marketing Platforms:** AspireIQ, Upfluence (to identify and collaborate with relevant influencers)
- **Publisher Networks:** Verizon Media, Yahoo, Hearst





Launch Strategy for Sephora Glow

Success Campaign Parameters

Awareness

- Total Impressions (Goal: 50M+)
- Target Audience Reach % (Goal: 25%+)
- Video View Rate
- Social Engagement Rate
- \$8-\$12 CPM benchmark

Interest

- Content Views (Blog/Video) (Goal: 150K+)
- Social Engagements (Likes, Comments, Shares) (Goal: 500K+)
- Organic Search Traffic for Brand/Product Terms

Decision

- Website Sessions (Goal: 3M)
- Conversion Rate (Goal: 6-8%)
- Leads Acquired (Goal: 250K)
- Cost Per Acquisition (Goal: \$25-\$40)

Purchase

- Sales Revenue (Goal: \$20M in 3 months)
- Return on Ad Spend (Goal: 4x)
- Marketing Percentage of Revenue (Benchmark: 15-20%)

Google Ad Descriptions and Callouts:

"Discover Sephora Glow: Clean Beauty That Performs | Shop Now"
"Clinically-Proven Results | Non-Toxic Ingredients | Sustainable Beauty"

Paid Search

- CTR
- CPC
- CVR

Paid Social

- CPM
- CPC
- Eng Rate

Influencer Marketing

- Impressions
- View through conversion
- Content Views

Clickable Content

Create engaging content formats:

- Product tutorials (**35% engagement rate**)
- Influencer reviews (**28% engagement rate**)
- Behind-the-scenes content (**20% engagement rate**)

Collaborate with creative teams and influencers to develop:

- **50** product tutorial videos
- **1K** influencer product reviews and sponsored posts
- **30** behind-the-scenes videos

Optimize ad creatives and landing pages for **CTRs** and **conversions**, testing different messaging, visuals and adjust messaging based on audience feedback and real-time data.





Launch Strategy for Sephora Glow

Post Launch



Channel Analysis : Examine top sources of traffic to Sephora's website using Google Analytics to identify the most effective channels (e.g., organic search, social media, referrals) to drive traffic and conversions

Audience targeting : Leverage Google Analytics data to create targeted segments based on demographics, interests, and behavior to target potential customers with relevant messaging and creative assets

Keyword Optimization : Using Google Analytics to analyze the top organic search keywords with Google Trends data to identify relevant high-volume keywords and optimize the "Sephora Glow" product pages

Conversion Funnel Optimization : Study user behavior data in Google Analytics to understand how customers interact with Sephora's current skincare offerings for better user experience and conversion rates.



Campaign Outcome Measures

- Total Impressions: **60M** (20% buffer from 50M goal)
- Audience Reach: **30%** of target segment
- Social Engagements: **600K** (20% over goal of 500K)

Website Outcome Measures

- Sessions: **3.5M** (15% buffer from 3M goal)
- Conversion Rate: 7% (within 6-8% range)
- Avg. Order Value: \$75 (based on historical data)

Google Outcome Measures

- Paid Search ROAS: **6x** (50% above benchmark)
- CTRs: **3-4%** (aligns with industry averages)
- CPCs: **\$0.80 - \$1.20** (based on keyword volumes/competition)
- Organic Traffic: **+25%** lift (vs. pre-launch period)

Goal Outcome Measures

- Net New Customers: **175K** (70% of lead goal)
- Customer Acquisition Cost: \$35 (within \$25-40 range)

Financial Outcome Measures

- Gross Revenue after 12 months: **\$40M+**
- Overall Media ROAS: **4.2x** (above 4x target)
- Marketing % of Revenue: **17%** (within 15-20% benchmark)

Thanks!

