



# E-commerce Platform

Enhancing User Engagement and Retention

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# Table of Contents

- 01** Objective
- 02** Context
- 03** Stakeholders
- 04** Final Thoughts



# Objective

Improve user engagement and retention on CeraVe's e-commerce platform using advanced data analytics.

Focus on optimizing product recommendations, enhancing user experience, and increasing the efficiency of marketing campaigns.



# Context

## Product Description

CeraVe's e-commerce platform serves as web and mobile applications.

CeraVe is currently a leading skincare brand offering dermatologist-recommended products. The platform provides a wide range of skincare products, with opportunities to enhance personalized recommendations and user engagement.



# Context



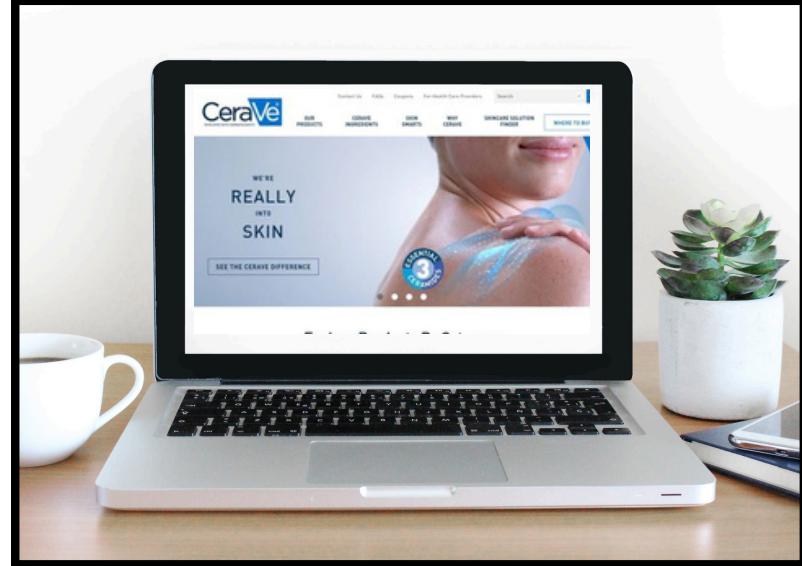
## **Skincare Industry & E-commerce.**

The skincare industry is competitive, requiring continuous innovation to maintain and grow the user base.

Advanced data analytics is key to understanding customer behavior, predicting trends, and optimizing the user experience.

# Stake Holders

- Product Managers
- Data Analysts
- Engineers
- Marketing
- Consumers

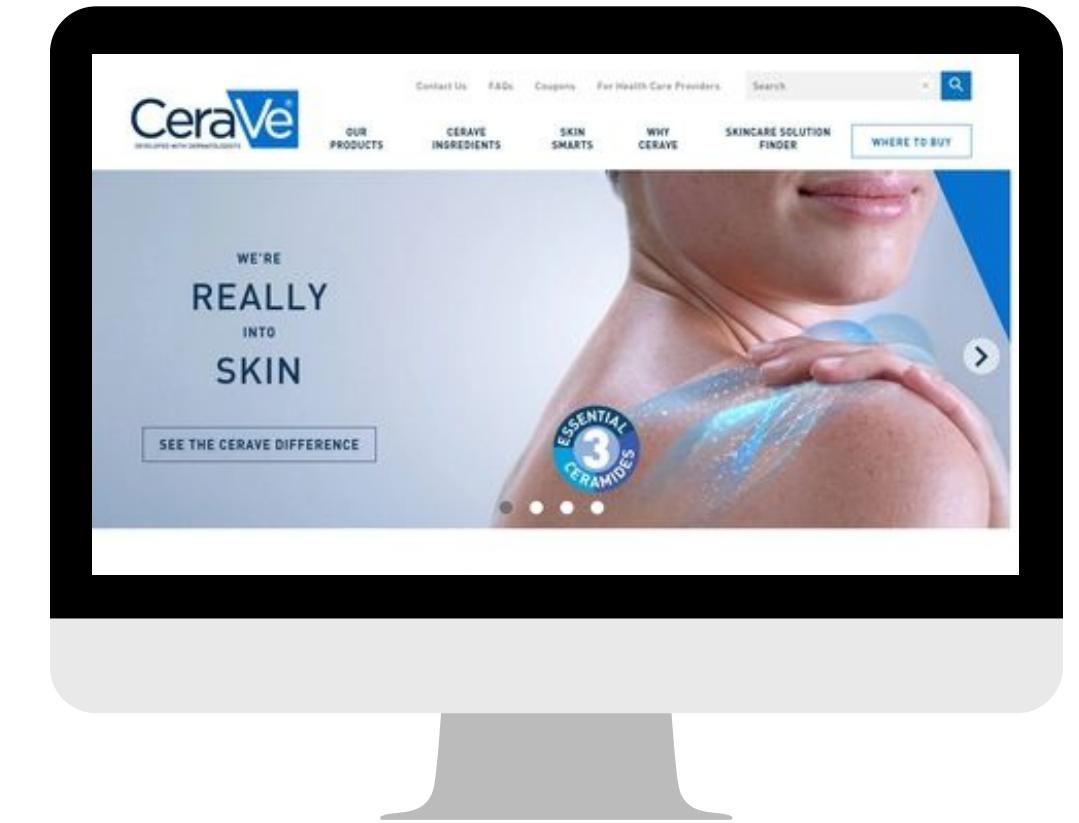
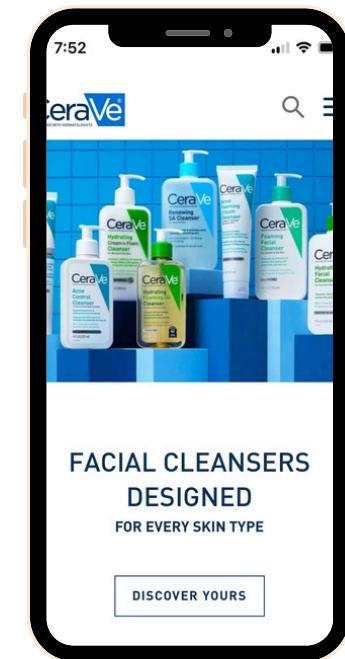


# PRODUCT MANAGERS

Role: Oversee product development and ensure alignment with CeraVe's business goals.

## Vision

Empower women to be informed and proactive about the health and care of their skin by using dermatologist-recommended Cerave products.



## Strategy

Engage audiences with CeraVe's core messaging to drive new sign-ups, build communication trust, encourage trial, and drive repeat purchases.

Ensure a seamless user experience through personalized messaging and a streamlined, accessible shopping journey across web, mobile platforms, and in-store channels.

# PRODUCT MANAGERS 2/2

## Priorities

- Focus on encouraging sign-ups through website registration and skin type quizzes, targeting interested consumers who want to learn more about the brand.
- Provide relevant and personalized skin health and product information, reinforcing CeraVe's alignment with dermatologists. This educational approach builds loyalty and trust.
- Extend messaging to current users by educating them about brand extensions and promotions, aiming to enhance retention and drive additional purchases.

## Cross functional Teams

- Coordinate with data analysts on insights from web/mobile app activity.
- Coordinate with engineers on UX and performance issues, optimizing user experience.
- Coordinate with marketing on promotions, events, sampling, couponing.
- Engage with consumers via social, events, listen and learn what they are thinking, reviews on websites, positive and negative,

## Product Performance (KPI)

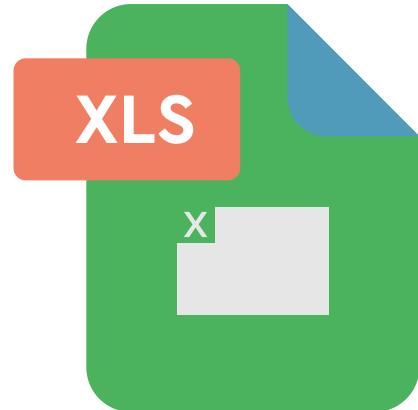
- Total registrations (adjust by identifying key drivers and increase investment, ie. social, display ads, influencer marketing, etc.)
- Bounce Rate and time spent on website/app. (which messaging resonates most/least, why are users not staying, adjust based on insight).
- Coupon redemption rate, purchase data (which messaging, promotions, drove purchase or did not, optimize based on insight)
- Positive/negative reviews, social posts, #hashtags, influencers (adjust marketing campaigns, social investment based on data, learn how to build and improve upon communication)

# DATA ANALYSTS

Role: Analyze user data to provide insights and identify trends.

## Collect and Clean Data:

- Collect registration data, ie. email address, name, gender, birthdate, state, city, skin type, problems, date of registration.
- Utilize Google Analytics to analyze website and app activity over a defined period (e.g., one year). Key metrics to assess include time spent on site, activity across each channel, email open rates, bounce rates, coupon downloads and redemptions, online/retail purchase, retail where purchased, price paid.
- Clean data by structuring in spreadsheet format (arranging various data sets into columns). Assign a unique identifier to each email address in Column 1, listed in numerical order.; insure each column contains uniform data types; Remove irregularities i.e.empty spaces and null cells, delete accounts with incorrect or invalid email addresses and inactive accounts, justify columns uniformly and format headers with borders/color to enhance readability and usability.



# DATA ANALYSTS

2/3

## Use Statistical and Machine Learning Techniques

Determine demographic profile: [Gender, Median Age, Geo]

Gender: excel spreadsheet, use function = COUNTA (cell range, "male") , COUNTA (cell range, "female")

Age: function =(TODAY( ) -X cell)/365, where X is their birth date. then function = AVG (range of cells) for median age

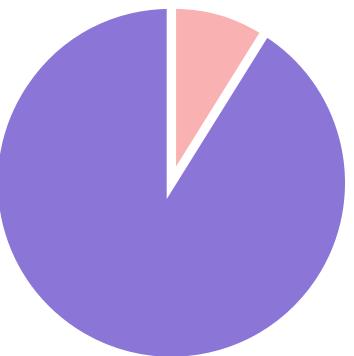
Segments: use function = IF(AND(age cell>=18, age cell<=24), "YES")

to determine total # of registered users ages 18-24, then use function = COUNTA(cell range, "YES"), do same calculation for 25-34, 35-44, 45+

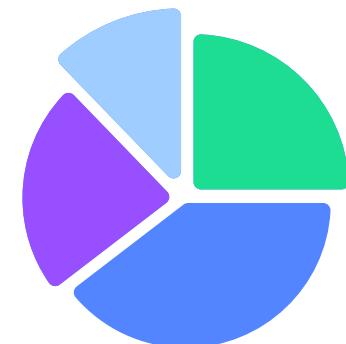
Geographic/DMA - Sort and filter data by city (top DMA's) and COUNTA (location cell)

## Visualizations and Reports: (Tableau)

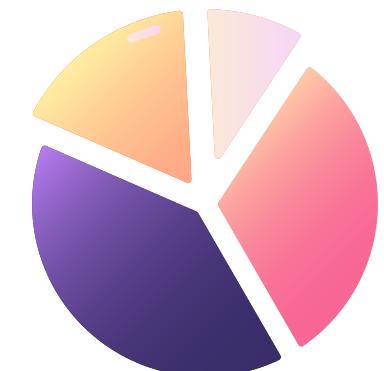
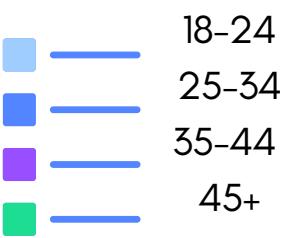
Consumer target: Female, Median  
Age 45 years  
A County



Female/Male



Age segments



A county - Top 10 DMA  
A county - 11-20 DMA..  
B County...etc

# DATA ANALYSTS

3/3

## Use Statistical and Machine Learning Techniques

Who is purchaser and what kind of consumer? How do they engage with website?  
What drives purchase?

Identify types of purchaser- loyal consumer (example: 5 + past year ) new consumer 1 x, non-purchaser = 0, Extract data using **VLOOKUP** and **COUNTA** functions to see volume of each segment.

Dig into data to uncover insights on where heavy purchasers spent most time on website, skin type, products purchased, amount paid, where purchased (online or retail), geo, etc.  
coupon redemption.

Use Google Analytics to understand how user comes to website, coupon, etc.  
Find correlation between profile of different purchasers and online activity.

## Visualizations and Reports:



# ENGINEERS

Role: Implement technical solutions and develop features based on data-driven insights.

## Develop and Maintain Systems:

QA testing to insure functionality of applications is running smoothly, experience is intuitive and simplified, proactive in fixing and preventing bugs.

## Integrate Data Analytics Tools:

Integrate data tools - i.e. Google Analytics, SQL, Python, Mailchimp (or similar CRM), Voucherify (coupon tracking), IRI (sales data at retail).

## Optimize Algorithms:

Leverage demographic data and engagement patterns (e.g., social media, email) to tailor communication strategies. Customize messaging based on factors such as skin type or condition, ensuring it is delivered in a contextually relevant environment.

## Ensure Platform Performance:

Consistent testing with QA team and end users.



# MARKETING

Role: Develop and execute marketing strategies to improve user acquisition and retention.

## Analyze Market Trends:

Media Consumption: The beauty category is driven today by social media, influencer marketing, blogs, video ,WOM.

Brand positioning and price point are important factors in making purchase decisions.

Purchasing of beauty products has shifted more to online with its convenience and cost effectiveness (free shipping) and away from the retailer.



# MARKETING

2/2

## Design and Run Campaigns

Digital campaigns that brand awareness and drive engagement with call-to-action messaging, i.e. sign-up, get a free sample, coupon, 'like' social pages, take a quiz on your skin.



## Measure Campaign Performance

KPI – new registered sign ups, new followers on social pages.

Engagement on website/application content, ie. quiz, coupon redemption, email (open rate)

Reviews on amazon.

## Collaborate with Data Analysts

Define target user (new-to-brand, medium/heavy - loyal). Customize brand messaging for acquisition (new sign ups) and retention (i.e. online couponing, etc).

Test creative messaging, with test/control. Optimize campaign based on learnings.

Gain insight into level of engagement on website and channels, and relation to coupon redemption, etc.

# CUSTOMERS

Role: The end-users seeking a personalized and seamless skincare shopping experience.

- Solicit feedback: Regularly ask for feedback to understand their satisfaction levels and areas for improvement.
- Respond to any issues raised by customers via email or social media. Use this insight to improve upon communication.
- Use insights to determine how to maximize brand's message to target market, also curate more personalized and interactive relationship.



# Final Thoughts

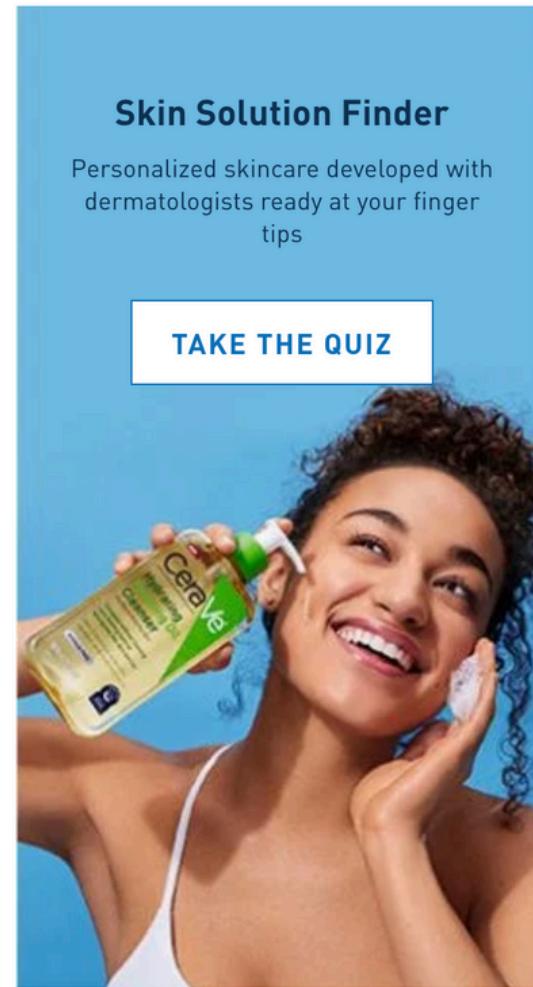
## Acquisition:

My approach to acquiring new consumers, is as follows. I would start by extracting data from reported registered users who have joined CeraVe's mailing list to receive samples, coupons, or newsletters. These individuals have expressed an interest in the brand, regardless of whether they have made a purchase.

I would then profile these registered users to establish general demographic targets and then segment them further by factors such as age, sample receipt, coupon downloads, and coupon redemptions.

With this data, I'd analyze insights into user acquisition sources, such as email campaigns, blogs, social media campaigns, and search. This analysis will help marketing teams develop targeted campaigns that address these touch points effectively.

To measure performance, I would calculate the cost per acquisition (CPA) using data on investment in each media tactic against the volume of new registered users. This will help identify the most effective campaigns. Marketing can then optimize strategies by reallocating investments to the campaigns that demonstrate strong performance.



# Final Thoughts

2/2

## Retention:

Again, I would extract data from registered CeraVe users. My first approach would be to profile these users using reported demographic targets, purchasing behavior over the past year (e.g., frequency of purchases, types of products, and including skin types).

Additionally, I would analyze their engagement with brand messages across various channels, such as websites, emails, coupon redemptions, and samples, as well as their purchase behavior online versus in retail. I'd utilize tools like Google Analytics and IRI for this analysis.

The goal is to identify any meaningful insights from this data. For example, understanding brand engagement can help predict purchase likelihood and assist Product Managers in optimizing website content.



I would also identify any correlations within these data sets related to purchase behavior. This analysis can assist marketing in developing a tactical media plan that includes advertising, retail promotions, email campaigns, and social media strategies, to drive repeat purchases.

Profiling data based on skin type can help tailor messaging, such as offering targeted coupons for brand extensions, and utilizing location data can drive awareness of brand events.

Finally, I'd measure the effectiveness of ROI (calculate the cost of each campaign against the total revenue generated from purchases of CeraVe products). This data allows marketing to optimize strategies by reallocating investment to campaigns demonstrating strong performance.