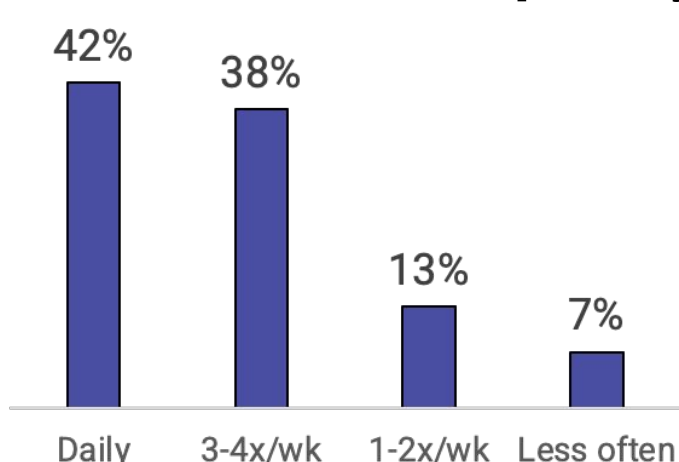


Makeup Vertical Survey Results

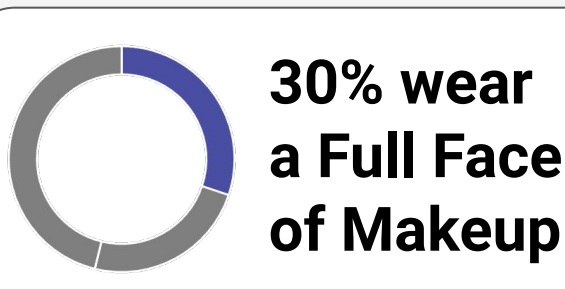
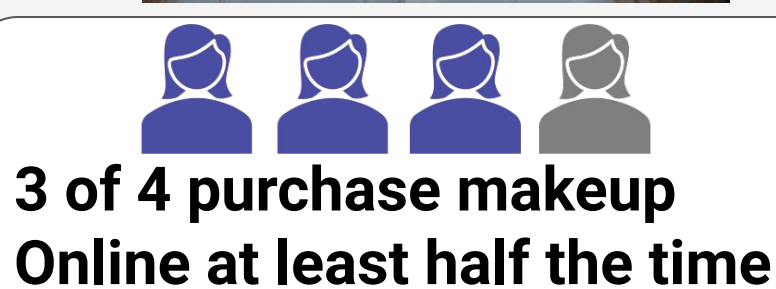
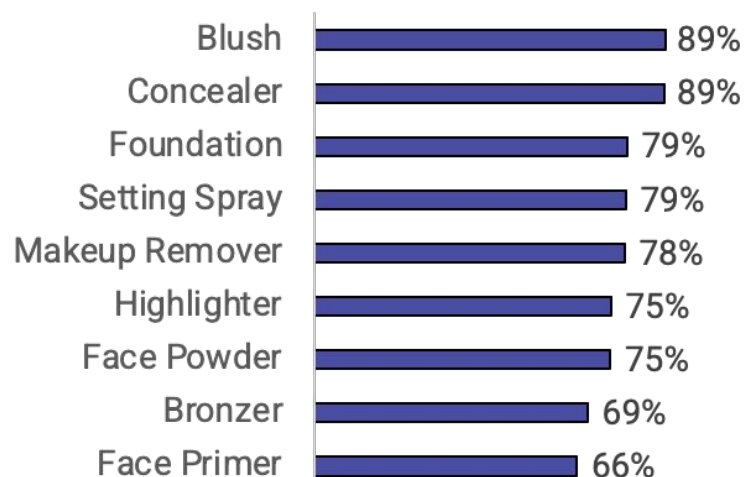
Shops At	amazon	Target	SEPHORA	ULTA BEAUTY
Summary	<p>Don't wear makeup as often (1-2x/week). Tailor content around special occasions (date night, going out with friends, etc.)</p> <p>Like to browse a large a selection of products. Highlight attributes that will make your product stand out in a crowd</p> <p>Have skin concerns. Show your products are gentle on skin</p> <p>Highlight sustainability and eco friendly attributes</p> <p>Lean towards photo content on Instagram and Facebook</p>	<p>Independent shoppers who like to browse products and read labels - simulate this journey in content</p> <p>Lean into video content on TikTok and YouTube</p> <p>Value authentic content and family/friend recommendations. Speak to audience as if recommending a product to a close friend</p> <p>Cost conscious so highlight good value</p> <p>Demonstrate product efficacy - that your product does what it says</p>	<p>Value attractive packaging and store displays. Highlight eye catching packaging and Creators sampling your product in-store</p> <p>Like to feel luxurious when shopping. Show Creator feeling pampered</p> <p>Especially love learning about the latest beauty trends - tap into these</p> <p>Ask beauty advisors and knowledgeable store employees - flex Creators' beauty expertise</p> <p>Value trusted brands so highlight your brand heritage</p>	<p>Shop here because it's relaxed - create chill, leisurely content</p> <p>Promotion driven so highlight special offers/deals</p> <p>Shop for entire beauty routine in a single trip - pitch them multiple products at a time in content</p> <p>Highlight your product's key ingredients</p> <p>Produce lots of content, especially for TikTok, as this is their primary method for new product discovery</p>
Especially Value	<p>Sustainability</p> <p>Sensitive Skin</p> <p>Efficacy</p> <p>Influencer/Celebrity Recommendation</p>	<p>Good Value for the Money</p> <p>Product Reviews</p> <p>Authentic Content</p> <p>Family/Friend Rec</p> <p>Efficacy</p>	<p>Attractive Packaging</p> <p>Ingredients List</p> <p>Trusted Brand</p> <p>Influencer/Celebrity Recommendation</p>	<p>Ingredients List</p> <p>Product Reviews</p> <p>Trusted Brand</p>

Usage

2 of 5 Wear Makeup Daily

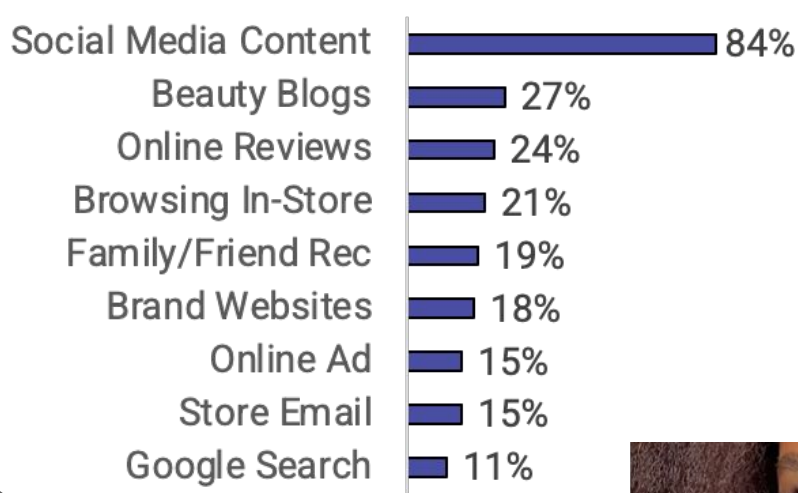


Face Makeup Purchases

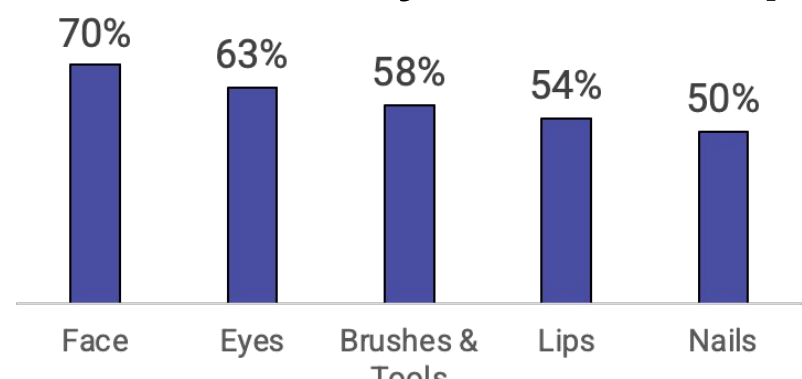


Discovery

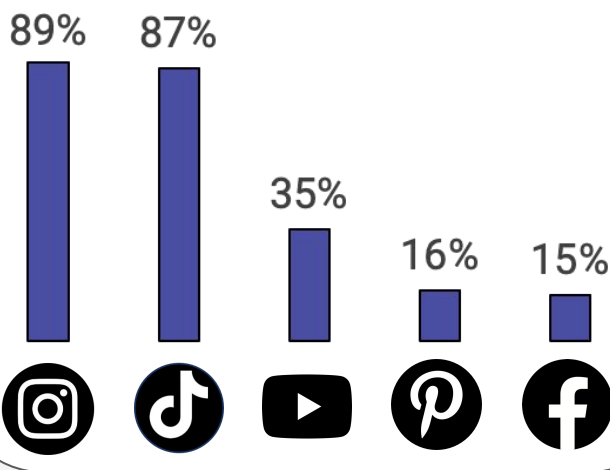
Product Discovery



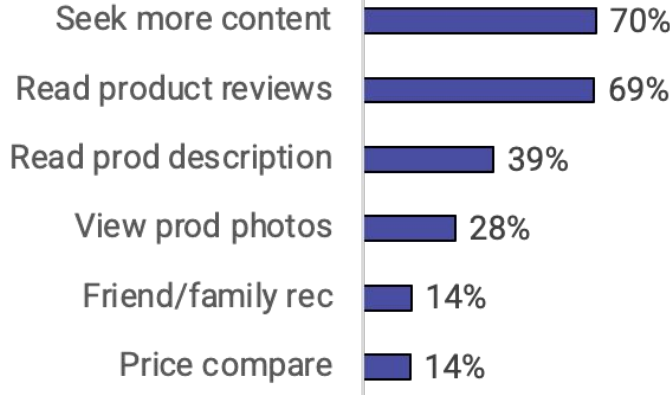
70% must see 3+ pieces of content to buy face makeup



Social Media Content

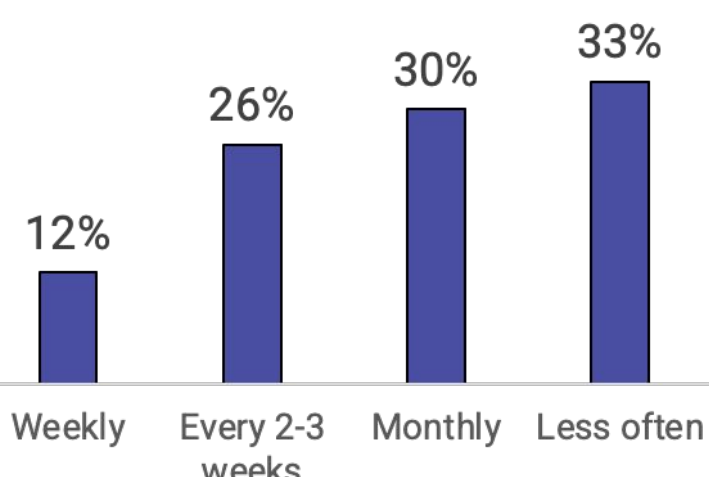


Next Steps Bef Purchase

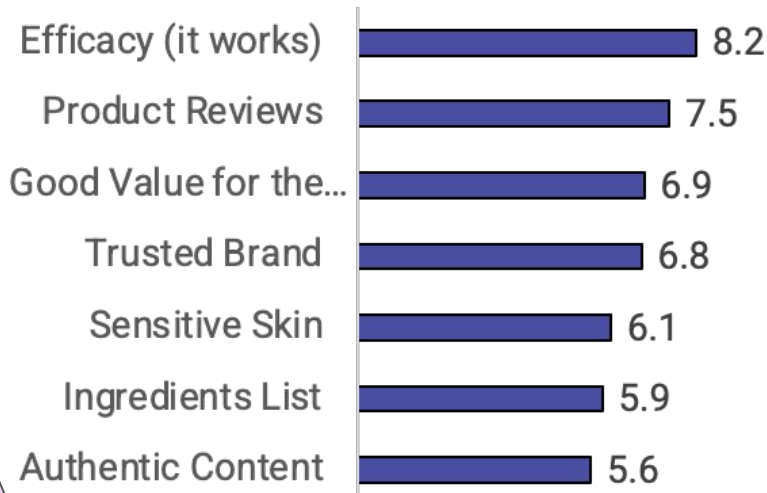


Spending

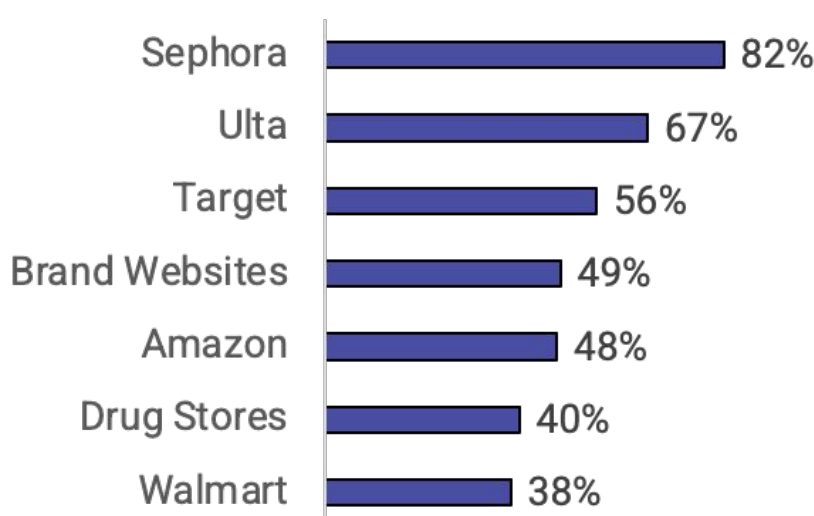
38% purchase more than once/month



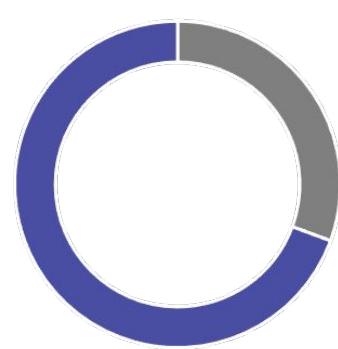
Top Product Attributes When Buying



Where Shops for Makeup



69% like to experiment with new makeup products



31% stick to prods they know because:

