

BEAUTY WITHIN

MOBILE MOVES BEAUTY

Asia Edition

facebook IQ

Beauty has provided a means of self-expression for generations. In the past, the industry dictated the trends people adopted, but today the conversation goes both ways.

Now, our messages of beauty not only come from runways and glossy magazine spreads but from peers, networks and influencers. Inspiration is pieced together from a friend's selfie, a blog on this season's hot look or a "how to" on the latest make-up trick.

Mobile devices and the visual web are making beauty more transparent and accessible than ever before—and the once linear path to purchase, is much more complicated.

MOBILE MOVES BEAUTY

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MOBILE UNLOCKS

opportunities

It's quick to scroll. It's quick to close. Mobile is the first thing you pick up, the last you put down. Mobile starts anywhere and goes everywhere.

An extension of ourselves, our lifeline to the world—mobile has been described as all of these things and more. But it's less about the device and more about the person behind the device. Power is literally in the hands of people, and it has revolutionized how we spend our time, how we connect, how we share, how we stay informed, how we discover and how we shop.

THERE ARE

1.3B

people who use mobile phones across Asia Pacific¹

INDONESIANS SPEND

210min

on mobile devices each day.³

MALAYSIANS SPEND

204min

on mobile devices each day.³

SOUTH KOREANS SPEND

116min

on mobile devices each day.²

JAPANESE SPEND

97min

on mobile devices each day.²

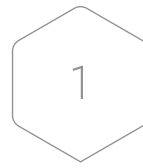
¹ eMarketer <http://totalaccess.emarketer.com/EssentialMetrics.aspx?mid=101&m=Mobile%2BPhone%2BUsers&gid=128&g=Malaysia>

² eMarketer [http://totalaccess.emarketer.com/Reports/Viewer.aspx?R=2001936&dsNav=Ro:-1,N:1240-422-423-424-425-426-434-427-431-432-435-429-428-430-1271-436,Nr:NOT\(Type%3aComparative+Estimate\)](http://totalaccess.emarketer.com/Reports/Viewer.aspx?R=2001936&dsNav=Ro:-1,N:1240-422-423-424-425-426-434-427-431-432-435-429-428-430-1271-436,Nr:NOT(Type%3aComparative+Estimate))

³ GWI Q4 2015. Based on a survey of internet users aged 16-64. FYI: <http://wearesocial.com/sg/wp-content/uploads/sites/9/2016/01/Slide025.png>



In this mobile-first world, we must remember 3 things



KNOW THE JOURNEY



THINK PEOPLE, NOT DEVICES



DESIGN FOR MOBILE



KNOW THE

journey

Your consumers are switching devices and channels at will. She's switching devices and channels at will. She's discovering in one place, considering in another and buying somewhere else—all with total fluidity.

The more complete the measurement picture, the better we can account for mobile's role in driving buying behavior—both online and offline.

There are 3 major shifts that help us understand her and illustrate mobile's role in the consumer journey.

SHIFT #1

Desktop to mobile

The shift from desktop to mobile is one of the biggest stories of our time for marketers, and it cannot be understated. It is one of the biggest disruptions in the beauty path to purchase.

M-commerce is mainstreaming

51%

of beauty buyers in Japan, South Korea, Malaysia and Indonesia reach for their mobile devices first when they want to see beauty-related content.

41%

say that their mobile device is the most important device they use for online resources on beauty and beauty products.

26%

of beauty shoppers say they'll start making more beauty purchases on mobile now as compared to 3 years ago.

Now what?

LEARN FROM THE PAST AND BE FUTURE-READY. Think back to the early digital and ecommerce days. If you have “could’ve, should’ve, would’ve” regrets knowing what you know now, the rise in mobile and m-commerce presents another chance to act—to be bolder, to move faster, to be adaptive and to build a future-ready business.

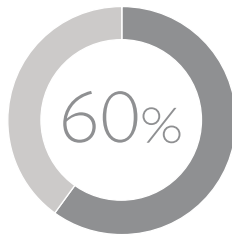


SHIFT #2

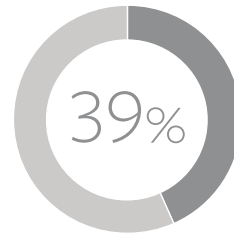
One device to many, one channel to many

Different channels address different needs and different concerns in the beauty path to purchase. Mobile is at the center of this complex omni-channel behavior.

The omni-channel journey is complex

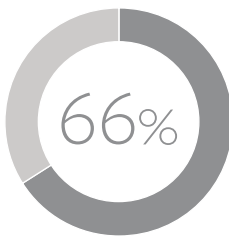


of Millennial beauty shoppers say browsing beauty-related content on mobile is more convenient than other media (i.e., magazines, TV, desktop websites).¹

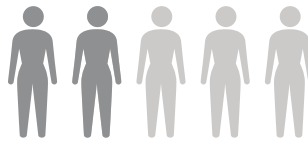


of beauty shoppers say they like to go in-store to test beauty products in person, but eventually make the purchase online or on mobile.¹

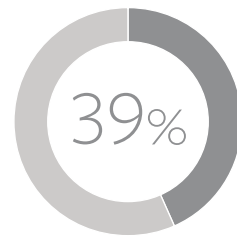
Mobile is the new beauty counter



of beauty shoppers say their mobile device is a resource for them to find information on products while shopping in-store.¹



2 in 5 beauty buyers say their mobile device is a resource for them to find information about products while shopping in-store.¹



of beauty buyers say most of the time, they go in-store to test beauty products in person but eventually make the purchase online or on mobile.¹

Now what?

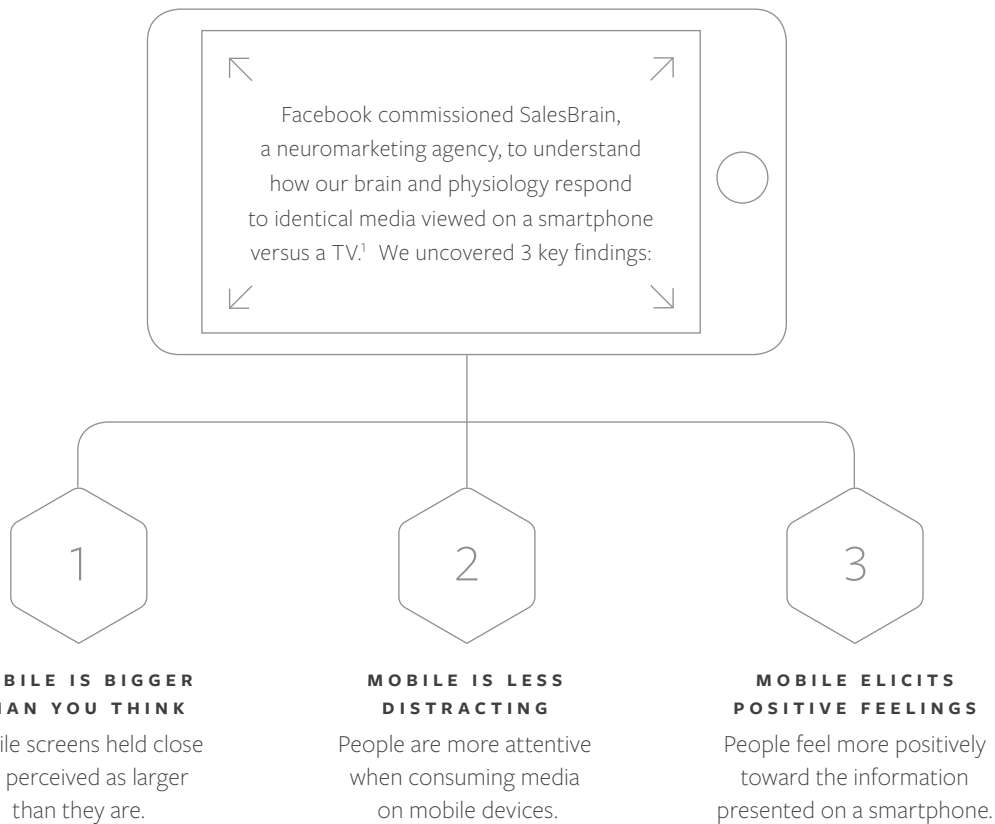
DON'T UNDERESTIMATE THE M-FACTOR. Mobile is increasingly where your consumers go to research beauty products and services, compare prices, check availability and get information while in-store. They're spending more time on digital than on other media. Account for and measure mobile's role in driving beauty buying behavior—across all devices and all channels.

SHIFT #3

Big screen to small screen

Our connection to mobile devices is more personal and constant than our relationship with larger screens. This has created both opportunities and challenges for beauty marketers.

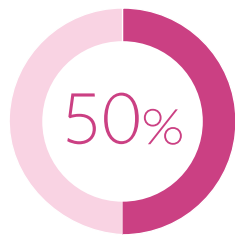
The small screen isn't so small



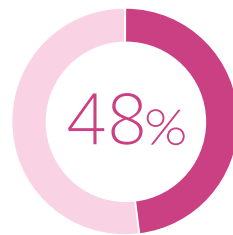
Source: "Neuro Mobile" by SalesBrain (study of US adults commissioned by Facebook), May 2015.



Despite this shift, beauty buyers face friction points on mobile devices. These are the top reasons they cite for buying on their desktop or laptop versus their smartphone or tablet.



1 in 2 beauty shoppers say mobile screens are too small for browsing beauty-related content.¹



make decisions faster when they shop with smartphones or tablets.²

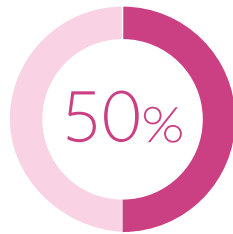
Now what?

CONSIDER THE MOBILE MIND. The brain engages differently when on a mobile versus a TV screen; people are locked in. Treat mobile differently, just as people's brains do. It should no longer be an afterthought—because it's definitely not for consumers. The friction points that arise from this are an opportunity for brand building—for disruption that improves the experience for beauty buyers. With the shift from big screens to small screens, rewrite the rules of success.

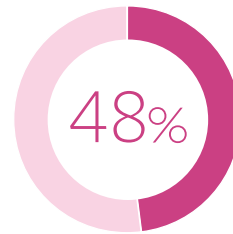
¹ "The Four Faces of Beauty" by TapestryWorks (Facebook-commissioned study of 4,158 women ages 18–55 in ID, JP, KR and MY), Aug 2016.

² "Omni-channel shoppers" by TNS, Indonesia only (Facebook-commissioned online study of 2003 people aged 18 and above).

Despite this shift, beauty buyers face friction points on mobile devices. These are the top reasons they cite for buying on their desktop or laptop versus their smartphone or tablet.



1 in 2 beauty shoppers say mobile screens are too small for browsing beauty-related content.¹



make decisions faster when they shop with smart phones or tablets.²

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2

Think people

NOT DEVICES

From coming of age to becoming a mother, women's evolving relationship with beauty is playing out online more than ever. Their mobile devices have become a leading resource for engaging with beauty content.

It's tempting to get caught up in channels and devices, but it's always been about her.

To reach her in the right place at the right time, we need to understand who she is and where she engages, discovers and shares.



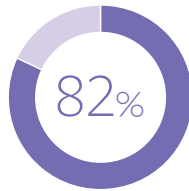
WHO IS DRIVING BEAUTY ON MOBILE?

Millennials. Moms.

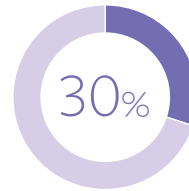


Millennial beauty buyers

What Millennials are doing now is what everyone will be doing soon. Millennials have grown up online and on mobile. Over the course of their lifetime, they've seen the mobile phone evolve from a simple texting and talking device into an “everything hub.”

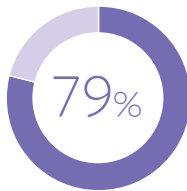


say their mobile is always with them.¹

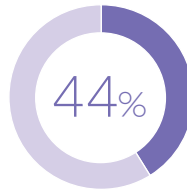


of their online beauty and personal care purchases are made on mobile devices.¹

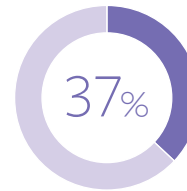
Closer Look: Young Millennial beauty buyers (18-24) like to play the extremes.



prefer for their make-up to look natural and effortless.²



say they spend the most they can afford to take care of their skin.²



agree when it comes to make-up, they are adventurous and enjoy experimenting with the way they look.²

Now what?

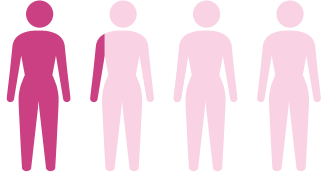
THINK AND ACT LIKE A MILLENNIAL. Because Millennials are mobile-first, they inherently and organically expect mobile. Meanwhile, older generations are translating their desktop habits onto mobile devices, ultimately adapting easily to tablets and purchasing on mobile. Adopt the “M-lens” and start to think and act like a Millennial.

¹ “Omni-channel shoppers” by TNS, Indonesia only (Facebook-commissioned online study of 2003 people aged 18 and above) ² “The Four Faces of Beauty” by TapestryWorks (Facebook-commissioned study of 4,158 women ages 18-55 in ID, JP, KR and MY), Aug 2016.

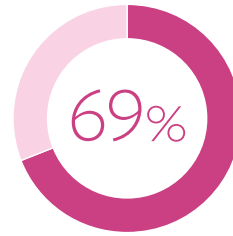


Moms

Mobile is a lifeline for moms, who spend more time on Facebook mobile than non-parents. Living in a world that can feel chaotic, moms see mobile as a medium they can readily consume. Their mobile devices help them stay connected, stay abreast of the latest trends, retain their sense of identity and get things done.

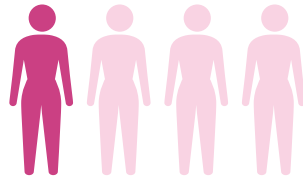


More than 1 in 4 moms say they use Facebook to learn more about beauty trends as compared to 3 years ago.



of moms say a positive review of a beauty product motivates them to buy it.

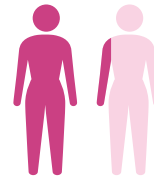
1 IN 4 MOMS SAY



they make more beauty purchases on mobile now as compared to 3 years ago.

they read more magazines to learn about beauty trends now as compared to 3 years ago.

MORE THAN HALF SAY



they often come across ideas for new beauty looks on social media from posts and advertisements by beauty brands.

Now what?

SEIZE THE MOBILE OPPORTUNITY WITH MILLENNIAL MOMS. Not all moms are the same. In fact, Millennials now dominate the new parent landscape. Reach and drive purchases among the next generation of beauty buyers on mobile. From coming of age to becoming a mother, women's evolving relationship with beauty is playing out online more than ever. Regardless of age, how a woman chooses to engage with beauty content signals important transitional moments in her life.

Source "The Four Faces of Beauty" by TapestryWorks (Facebook-commissioned study of 4,158 women ages 18-55 in ID, JP, KR and MY), Aug 2016.

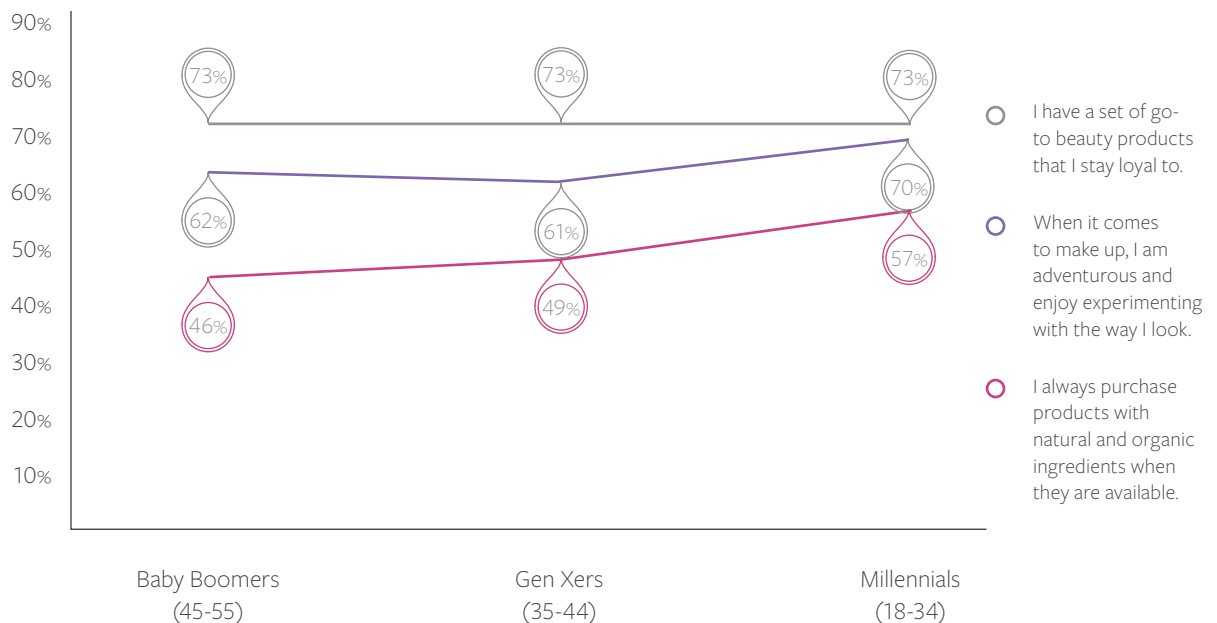
THE FUTURE

Today vs. tomorrow

The mobile shift has happened and mobile's role in the beauty path to purchase is only going to grow.

Millennials, who grew up swiping their thumbs across screens, are driving this growth; they are more likely to conduct commerce-related activities on their mobile devices than the older generations who came of age exerting control through a remote or a mouse.

An indication of what's to come for beauty



Now what?

IN 5-10 YEARS, EVERYONE IS GOING TO BE A MOBILE SHOPPER. Millennials' purchasing power is increasing. Gen Xers, also mobile natives, are sure to follow, meaning that the power of the thumb will only become more important. Understand and quickly adapt to people's mobile-native and shifting behaviors to prepare for tomorrow.

Source: "Omni-channel Shoppers" by GfK, US only (Facebook-commissioned online study and opt-in panel of 460 people ages 18+ who said they researched online and bought in the Beauty category in the last three months and selected from a Facebook-commissioned online study and opt-in panel of 2,407 people ages 18+ who have researched online and bought from at least one of five key categories in the last three months), conducted to quantify key differences in shopping behavior across channels (tablets, mobile phones, PCs, brick-and-mortar retail) and fielded Sep 16-18, 2015.

PLATFORMS

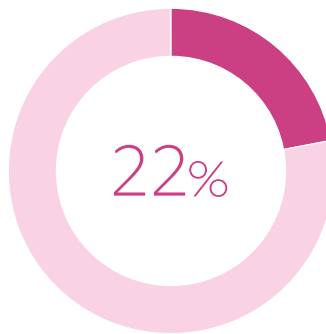
Facebook and Instagram

In the highly personalized context of their feeds, the content on both platforms is seen as trustworthy, authentic and more relevant because of the personal connection.





Facebook and Instagram provide a personalized gateway to new beauty products and trends...

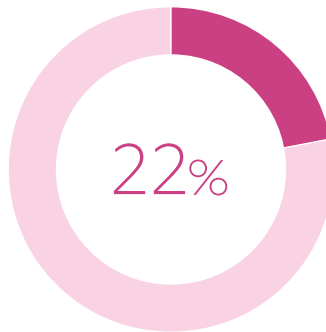


of beauty purchasers who purchased beauty products in the last 3 months say they trust the people who provide information because they have a personal connection.

Now what?

BECOME A PART OF HER TRUSTED CIRCLE. Women are taking more and more cues from their curated (hence trusted) network of influencers and their opinion reaches far within the in-store setting. To join the conversation, brands now can achieve everyday relevance through small screens and micro-content that's relatable, accessible yet inspirational to win her attention and encourage greater exploration.

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3

DESIGN FOR mobile

Stopping the thumb takes more than mobile design; it takes personalization, visualization and experimentation. Above all, it takes empathy.

Help her discover beauty products that are most relevant to her, rethink how you can present product details to be more visually engaging and take a mobile-first approach.

Let's hone in on designing, building, measuring and leveraging Facebook and Instagram for mobile success. These pillars are critical to overcoming friction points, and we're here to help.

How to build

How do you build a mobile experience that's both right for consumers and maximizes business impact? Apply the right analytics, tools and techniques for an efficient, personalized mobile environment at scale.

TEST AND SCALE.

Build a robust A/B testing framework that allows you to analyze, learn and eventually personalize the consumer experience at scale.

GROW.

Aggressively manage your m-site to simplify the process for your consumers and to optimize from the start.

ENGAGE.

Boost the number of sessions and minutes spent per day by providing fresh, relevant content every time your consumers come back to your m-site.

RETAIN.

Identify consumers at risk of lapsing, and test strategies to prevent churn.

MONETIZE.

Test strategies like exclusive deals, personalized notifications and machine learning to increase transactions and basket size over time.

How to design

The consumer experience can dramatically impact the beauty path to purchase. It's time to think smarter about guiding her from consideration to purchase with exceptional, people-driven experiences.

GIVE PEOPLE WHAT THEY WANT, AND DESIGN FOR WHERE THEY ARE.

Build for specific platforms. Account for non-wifi or low bandwidth connections. Build for discovery and browse modes. Be sure to direct people to the right landing page.

**KEEP IT CLEAN.
BE FOCUSED AND CLEAR.**

Time is limited and screen real estate is small. Design clear hierarchies of information.

**REDUCE, REUSE.
DON'T REDESIGN.**

All of your m-site components should feel at home in the brand experience. When you change a design/interaction/flow, make sure it adds value to the consumer experience.

BUILD FOR REPEATED USE.

Inspire people to take action now. Make common actions easy to find and perform. Give people a reason to come back.

BE FAST. TIME MATTERS.

Loading time greatly impacts how long people will stay on your m-site. Make even the hardest processes fast and efficient.

How to measure

Today's complex beauty path to purchase means that if we only look at clicks, we're missing a lot. Facebook can help to unpack new ways of looking at measurement and the true drivers of your business.

PEOPLE-BASED MEASUREMENT.

The most accurate form of advertising measurement in this cross-device/channel world.

ATTRIBUTION.

Ensure you are accurately accounting for the impact of your mobile ad efforts in your attribution models.

LIFT.

To understand how much additional business you receive from your ad efforts, measure your ad campaigns using Lift methodology.

How to Facebook

On Facebook, beauty brands can reach her on her most personal device. Use this platform to drive your business objectives across the entire beauty path to purchase.

REACH REAL PEOPLE.

On Facebook, everything we do starts and ends with people. By putting people first, you have complete control of your story, personalized to every beauty consumer, wherever they are. Leverage our insights and targeting tools to tailor your creative for the beauty consumers that matter to your brand.

BID FOR YOUR BUSINESS OBJECTIVES.

Our media planning, buying and delivery tools make campaigns on Facebook seamless and easy execute. Bid based on your brand objective and consider using ad sequencing or video remarketing to bring precision and efficiency to your story telling across the beauty path to purchase.

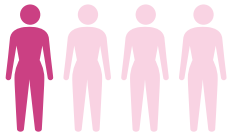
OPTIMIZE FOR MOBILE.

We offer a creative canvas that is dynamic, flexible and built for mobile. Continue to tell stories through sight, sound and motion in their hands with Video, Canvas, Carousel Ads, and more.

PEOPLE BASED MEASUREMENT.

Measure your results against your business objectives like Reach, Resonance and Reaction.

Get real business results



After finding out a new product, 1 in 4 beauty shoppers would search Facebook before buying the product.

79%

of beauty buyers who engage with beauty content on Facebook agree that they get inspiration from beauty looks posted by friends and celebrities.

LEARN MORE ABOUT FACEBOOK ADVERTISING

facebook.com/business

Source: "The Four Faces of Beauty" by TapestryWorks (Facebook-commissioned study of 4,158 women ages 18-55 in ID, JP, KR and MY), Aug 2016.



How to Instagram

On Instagram, beauty businesses of every size now have access to the same targeting, buying and measurement tools as they do on Facebook. Use this platform to drive objectives—from brand awareness to increased sales—with a highly engaged audience.

SET UP YOUR CAMPAIGN.

Run your campaign across Instagram and Facebook together by adding Instagram to your new and existing Facebook ad sets. Call to action buttons on Instagram work best when they drive to a mobile optimized landing page.

TARGET AND BID YOUR ADS.

Start quickly by applying your existing targeting strategy from Facebook. Like Facebook, bid for your primary business objective.

CREATE COMPELLING CONTENT.

You can take a variety of creative strategies on Instagram, so test different approaches to see what works best for you. Many businesses leverage existing assets, while others produce creative specific to Instagram.

TRACK SUCCESS. Since Instagram is a mobile-only platform, it's important to track conversions that happen on other devices. Set up cross-device reporting with the Facebook Pixel.

Get real
business results

53%

of beauty shoppers say they use Instagram to find inspiration for beauty looks and ideas.

After learning about a new product,

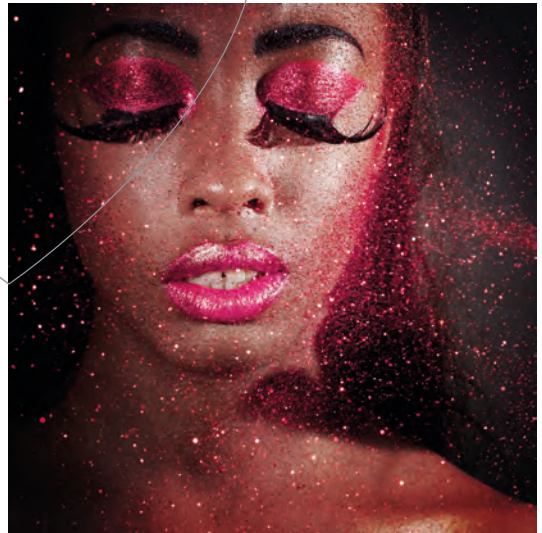
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**LEARN MORE ABOUT
INSTAGRAM ADVERTISING**

[instagram.com/business](https://www.instagram.com/business)
[@instagramforbusiness](https://www.instagram.com/instagramforbusiness)

Source: "The Four Faces of Beauty" by TapestryWorks (Facebook-commissioned study of 4,158 women ages 18-55 in ID, JP, KR and MY), Aug 2016.



facebook IQ