

# 3 STEPS TO PERSONALIZING PRODUCTS & MESSAGING TO CAPITALIZE ON POTENTIAL CUSTOMERS

Cosmetics Edition

Compete with disruptive brands that steal market share by using connected data and multi-layered insights



## Step 01

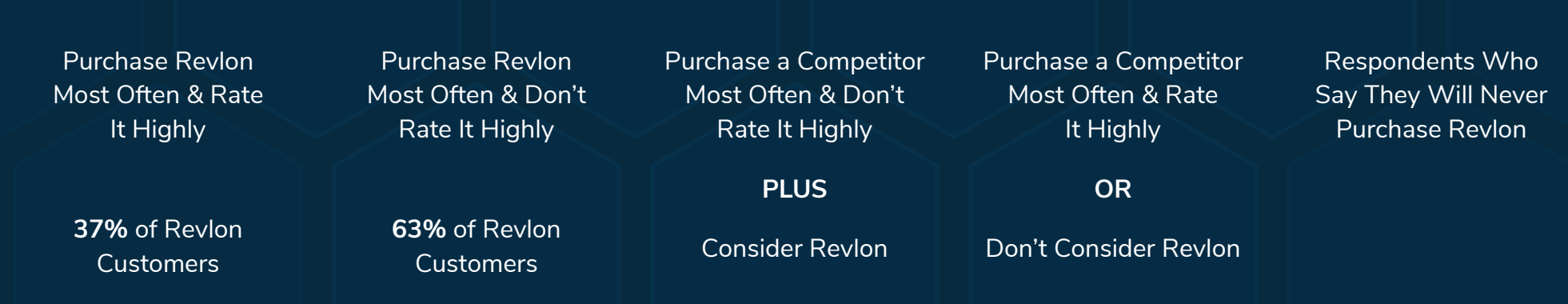
### Identify the Size of Your Potential Audience Based on Loyalty Segmentation

# 01

Let's take a look at the cosmetics category for mass merchandise through the eyes of Revlon® as an example.

#### Revlon's Loyalty Segmentation

##### Potential Switchers



Revlon's Loyals: Purchase Revlon Most Often & Rate It Highly (37% of Revlon Customers)  
 Revlon's Flight Risks: Purchase Revlon Most Often & Don't Rate It Highly (63% of Revlon Customers)  
 Competitors' Flight Risks: Purchase a Competitor Most Often & Don't Rate It Highly (PLUS Consider Revlon)  
 Competitors' Loyals: Purchase a Competitor Most Often & Rate It Highly (OR Don't Consider Revlon)  
 Rejectors: Respondents Who Say They Will Never Purchase Revlon

#### Takeaways

Revlon has an opportunity to acquire 35% of current category purchasers from its competitors by understanding the Competitor's Flight Risks, or the customers who can potentially be acquired.

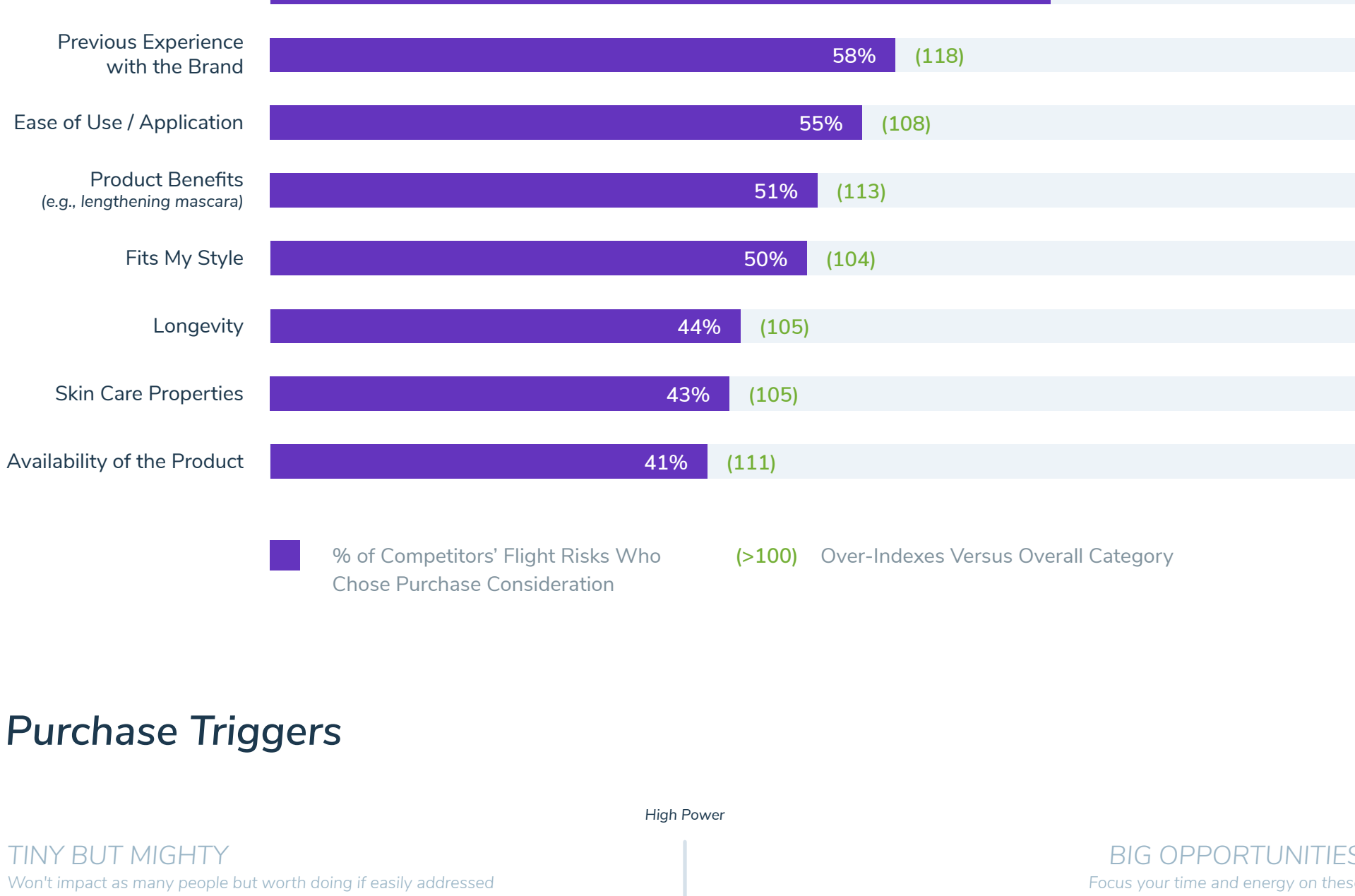
## Step 02

### Understand How They're Different from the Category As a Whole

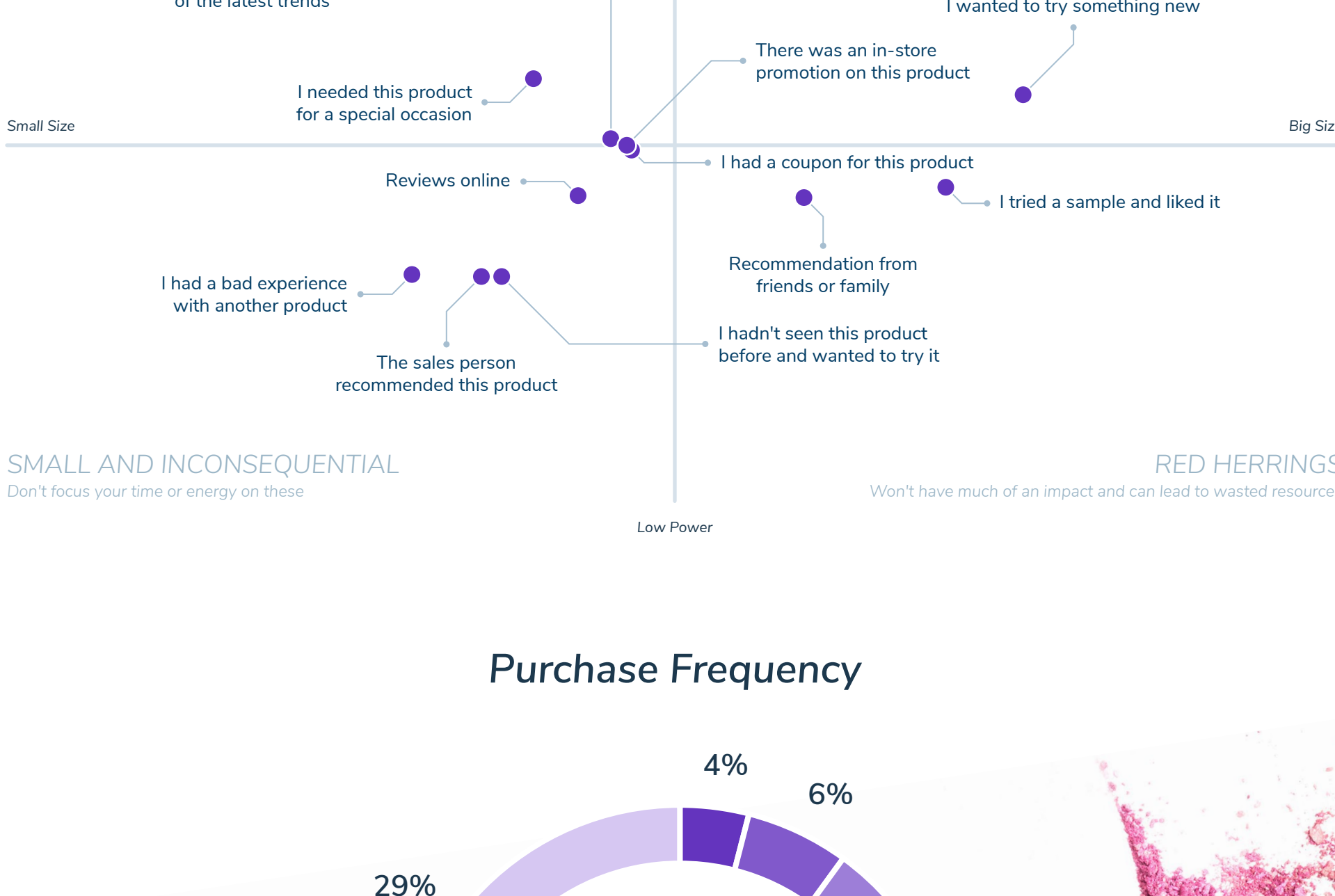
# 02

Make sure you're highlighting the right product features and benefits to speak directly to this potential audience.

#### Top Purchase Considerations



#### Purchase Triggers



#### Purchase Frequency



#### Takeaways

The Competitors' Flight Risks care mostly about functional aspects, so Revlon should ensure their products and messaging meet these drivers.

Online reviews and makeup trends have less power to impact them, so focusing on functional benefits such as durability, availability, color, and quality may be more important than flash or excitement.

Because the potential audience buys makeup less frequently and maintains a more practical perspective on why they purchase what they do, Revlon should focus messaging products' efficacy for single applications lasting all day. Messaging themselves as being for a practical consumer who doesn't buy makeup "just to buy it" should resonate emotionally with this audience.

## Step 03

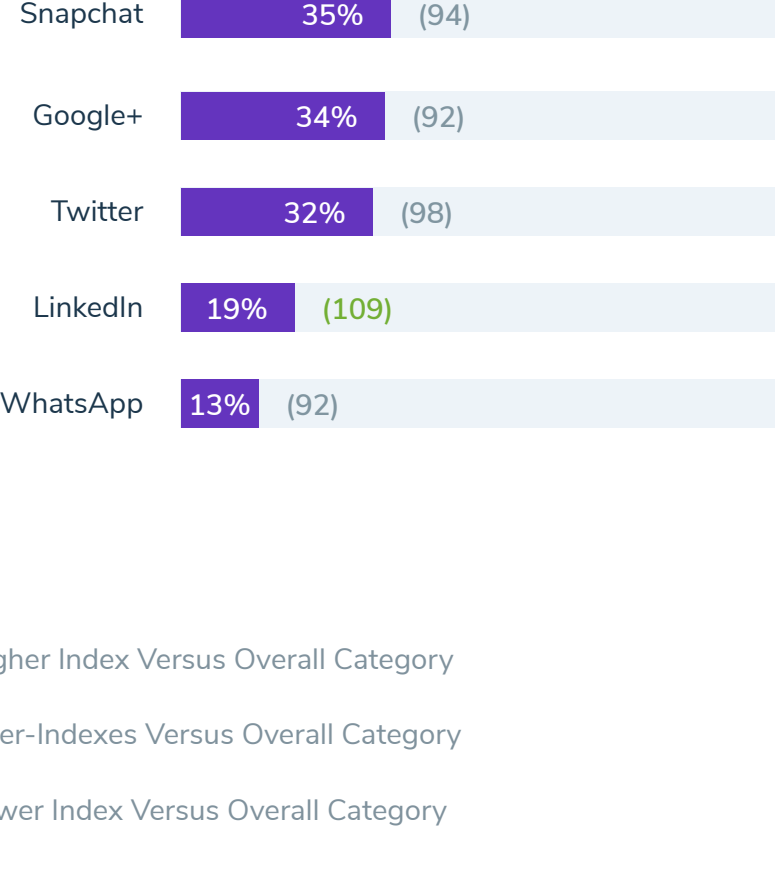
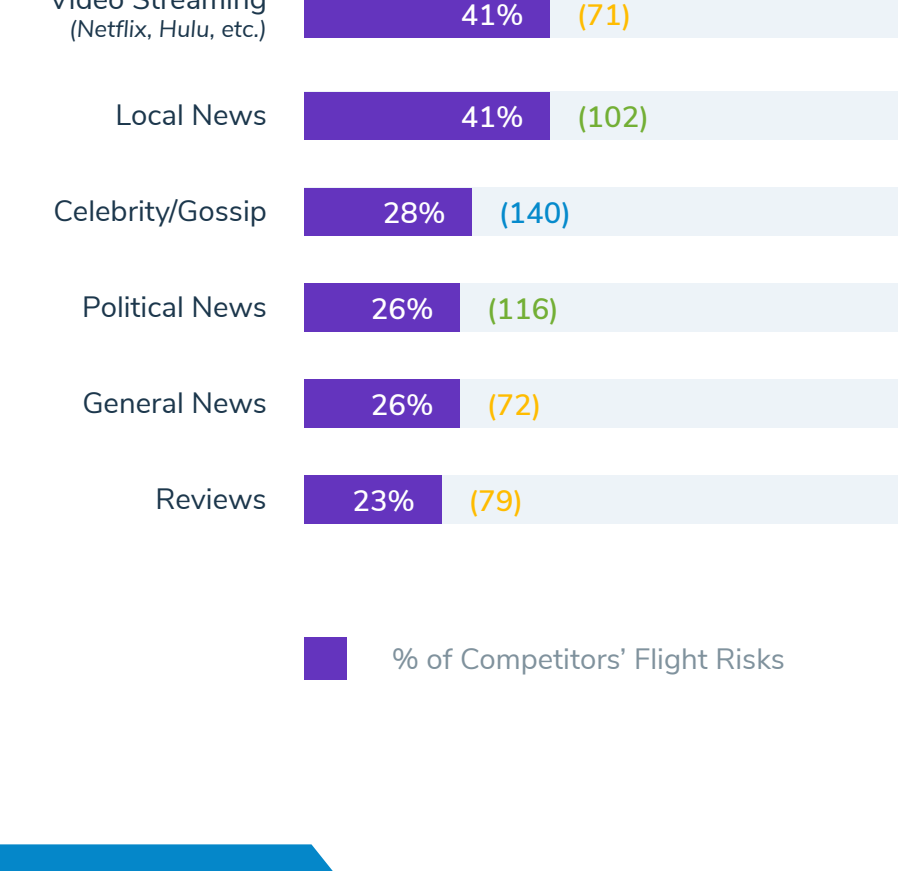
### Know How & Where to Reach Them

# 03

This helps you understand what content this audience finds relevant, as well as what channels or platforms you can use to engage with them.

#### Online Presence

#### Social Media Usage

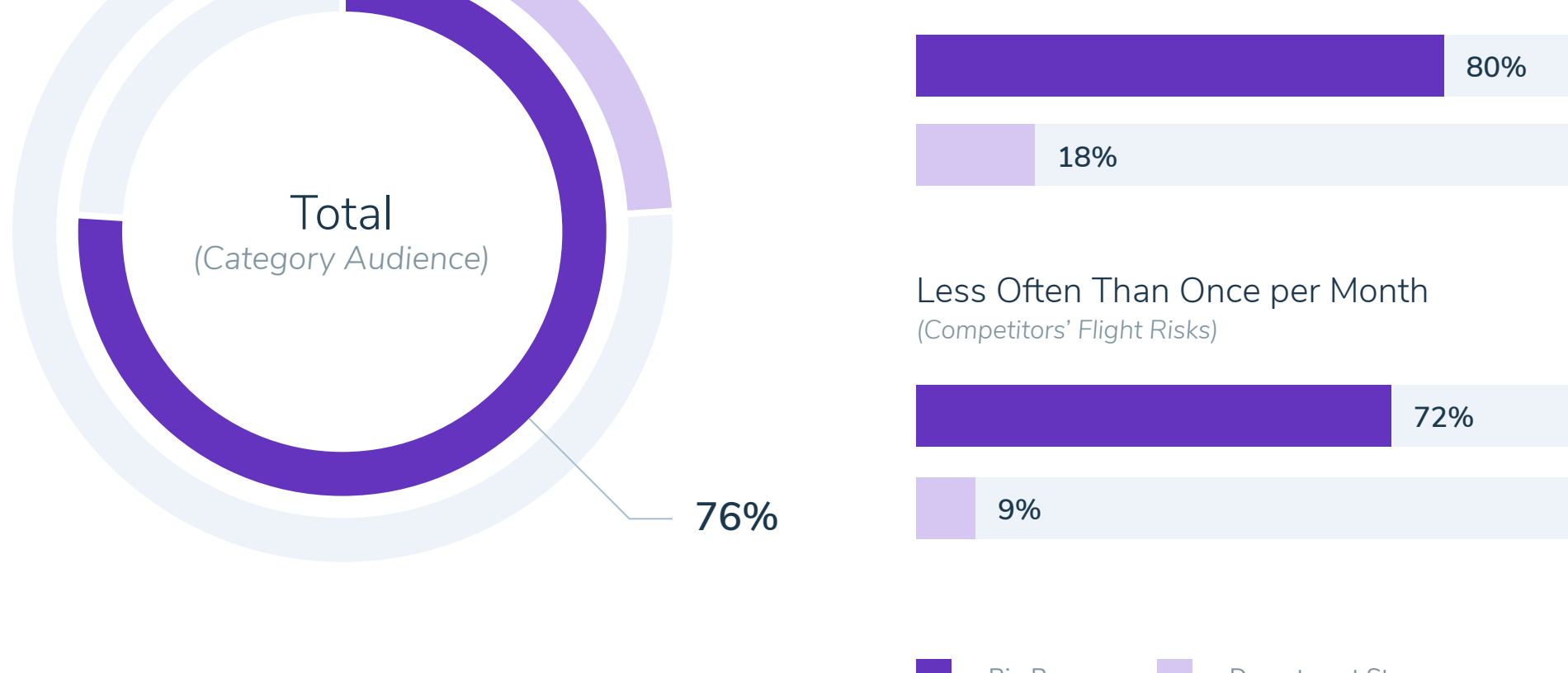


#### Takeaways

Online news, both local and political, is consumed most frequently, which tracks with this audience's focus on practicality over trendiness.

This audience over-indexes on channels like LinkedIn and Pinterest—again, more known for functional uses such as professional development and DIY projects—and under-indexes on social media channels like Facebook.

#### Purchase Locations: Brick-and-Mortar



#### Takeaways

Revlon would have more success targeting this audience, who again shops infrequently compared to the category, at big box stores, where customers may be purchasing makeup alongside non-cosmetic products.

Once the Competitors' Flight Risks are converted from their non-Revlon brands, there could be an opportunity to increase touchpoints for sale by researching this audience further to understand their most common (non-makeup) retailers. Revlon could then advertise alongside the non-cosmetic products this audience may buy more frequently.

#### Quick Recap:

The Path to Personalizing Products & Messaging to Capitalize on Potential Customers

- 01 Identify the Size of Your Potential Audience Based on Loyalty Segmentation
- 02 Understand How They're Different from the Category As a Whole
- 03 Know How and Where to Reach Them

#### In Case You Missed It

Check out our first cosmetics edition infographic, where we talk more about acquiring customers from competitors.

See Infographic

