

BEYOND SKIN DEEP

THE RADIANCE OF BEHAVIORAL INTELLIGENCE IN
BEAUTY AND COSMETICS

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WHAT'S IN THIS ARTICLE

1. Behavioral intelligence is driving successful action and acquisition in the beauty and cosmetics vertical.
2. Modern cosmetics consumers are more savvy, discerning, and knowledgeable than ever before, thus, identifying, understanding, and targeting these audiences is more difficult than ever before.
3. Behavioral intelligence gives marketers an incredibly important view into the purchase intent and behavior of beauty and cosmetics shoppers inside and outside of the category.
4. In-depth understanding of customers can help marketers create more relevant experiences, target more efficiently, and create longer lasting, more valuable relationships with their customers.

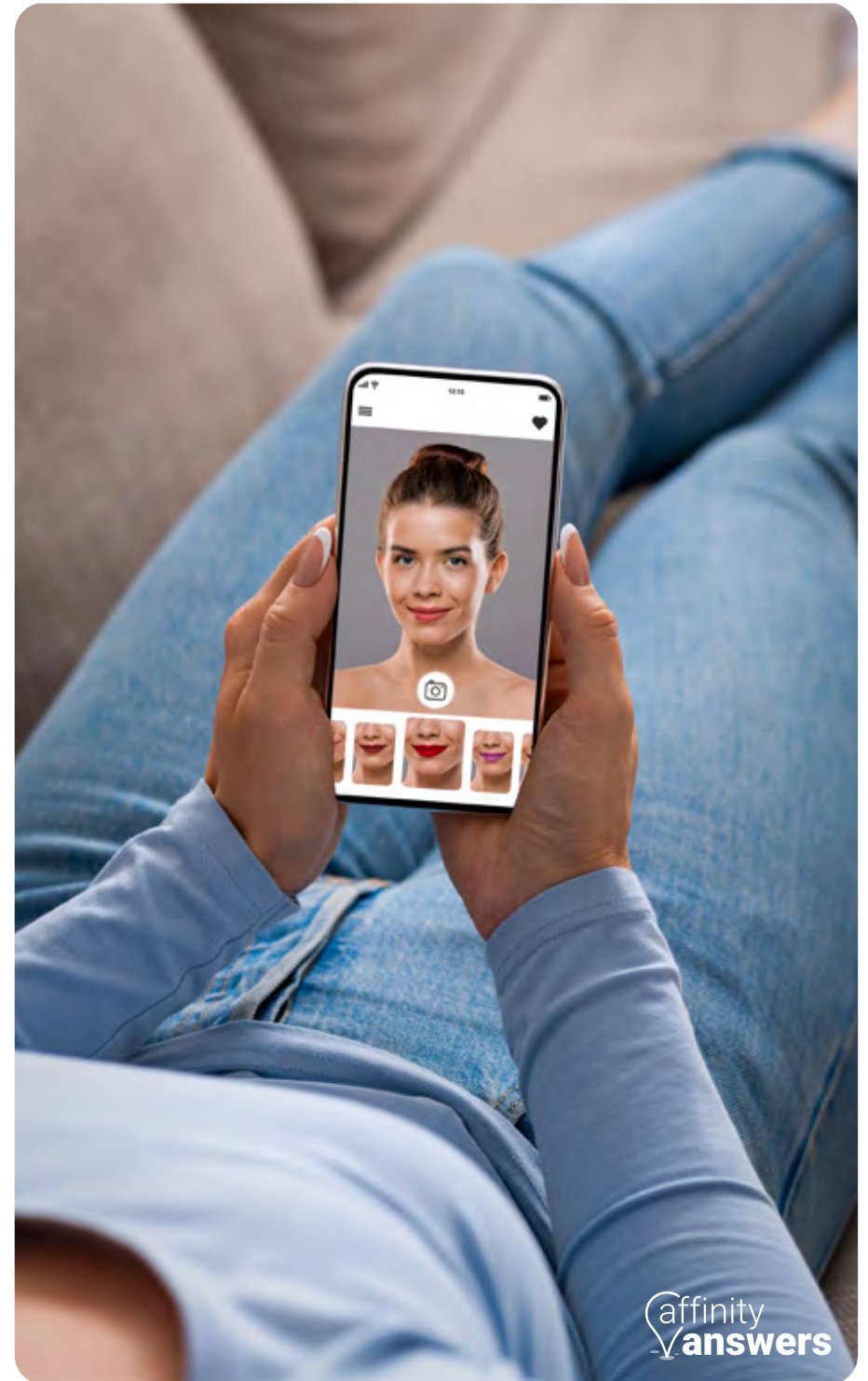


THE RADIANCE OF BEHAVIORAL INTELLIGENCE IN BEAUTY AND COSMETICS

The world of beauty and cosmetics is as diverse and complex as its users. This industry continuously evolves, driven by cultural shifts, scientific advancements, and changing consumer needs, offering countless colors, formulations, and experiences. Yet, there's more to this industry than meets the eye, like the often overlooked realm of behavioral intelligence.

Behavioral intelligence explores the interactions and engagements consumers have on social platforms. It collects positive reactions like likes, shares, comments on brands, influencers, and entertainment properties. It then organizes this behavioral data into understandable audience segments. These segments unveil not just who the consumers are, but also their preferences, beliefs, and online behavior. In the fashion industry, the amount of data available is almost impossibly large considering the number of videos, posts, and reviews that are created every minute.

So, what's the significance of behavioral intelligence in beauty and cosmetics? It's straightforward. This insight lets brands understand their audience in a more personal way, offering experiences and products that truly resonate. Rather than relying heavily on demographics, it prompts a more advanced understanding of consumers. With behavioral intelligence, brands can deliver beauty experiences as unique as each consumer.





UNDERSTANDING THE BEAUTY CONSUMER

BEAUTY'S TRANSFORMATION OVER TIME

Beauty trends, like mirrors of their time, reflect each era's values and worldviews. From the classic red lips of the 50s to the vibrant hues of the 80s, fashion is like a living timestamp of society. But beauty is no longer a one-size-fits-all concept. The advent of social media has broadened our perception of beauty into a vibrant tapestry of individual expressions, representing various cultures, age groups, and personal preferences.

These trends owe their diversity to a variety of influences. Pop culture, celebrity impacts, technological advances, and societal changes all leave their marks. The recent swing towards self-care, wellness, and inclusivity has profoundly shaped the current beauty scene. Additionally, consumers' growing interest in ethical, sustainable choices is transforming the industry.

THE MODERN BEAUTY CONSUMER

The contemporary beauty enthusiast is discerning, knowledgeable, and wants more than just aesthetic appeal. They crave personalization, products that cater to their unique needs, skin types, and style preferences. They value the art of beauty, but they also want their products to tell a story that aligns with their ideals.

Being tech-savvy and socially active, they communicate with brands, influencers, and fellow beauty lovers on social platforms. They endorse their top picks, share reviews, and contribute to online beauty communities. This interaction is far from passive scrolling. They actively shape the beauty conversation, and their opinions hold weight.



Moreover, the modern beauty consumer is a conscious shopper. They care about their products' origins, the ingredients, and the ethics of the companies they patronize. They prefer brands that uphold sustainability and social responsibility. With a wealth of information available, they make informed choices that reflect these values.

The beauty consumer is no longer a mere recipient of trends and products. They are active contributors, even influencers, in a constantly evolving industry. Understanding them requires more than just demographic data; it requires an examination of their behaviors, interactions, and passions. It is within these insights that the value of behavioral intelligence truly comes to light.

UNDERSTANDING BEHAVIORAL INTELLIGENCE

THE MODERN TOOLS

Today's beauty industry extends beyond traditional tools to include advanced technology and data science. These new tools provide brands with valuable insights into consumer behavior using behavioral intelligence. This technique uses sophisticated algorithms and machine learning to capture and analyze consumer interactions across social media platforms such as Instagram, Facebook, Twitter, Reddit, and TikTok. These platforms offer a wealth of information about beauty consumers.

Programmatic and **Advanced TV** offer similarly rich data sets. Advanced TV, like that delivered OTT, can integrate consumer behavior on other platforms into the advertising experience on TV itself.

Every interaction a consumer has with a beauty brand, influencer, or related media contributes to a broader understanding. It's not just about counting clicks or likes. The technology discerns active engagements, differentiating between casual scrolling and genuine interest. This differentiation provides brands with relevant data, highlighting a consumer's likely affinity and intent.





CREATING A CONSUMER PORTRAIT

Consider each interaction as a single piece in a puzzle. Alone, they may not reveal much. But combined, they create a detailed portrait of a beauty consumer. This portrait uncovers not only who the consumer is but also their unique preferences, behaviors, and beliefs. These insights extend beyond demographics, revealing a consumer's love for vegan products, preference for a specific beauty influencer, or interest in a specific skincare trend.

Behavioral intelligence uses these data points to create audience segments, grouping consumers by various criteria. This could be a group that loves a particular beauty brand, follows a specific beauty trend, or champions eco-friendly beauty choices. These audience segments help brands target their marketing strategies more accurately, reaching the right people with the right products at the right time.

Crucially, behavioral intelligence continually updates these segments to keep pace with the dynamic nature of social media interactions. As consumer preferences and behaviors change, so do the audience segments, allowing brands to stay in tune with their audience's needs.

While behavioral intelligence might seem complex, it's designed to be user-friendly for brands. The data comes in ready-to-use audience segments through data marketplaces, making it easy for brands to implement their data-driven strategies. It's similar to having a personal beauty assistant that knows your customers intimately, guiding your brand's strategy in the beauty industry.

REFINING THE BEAUTY EXPERIENCE

The beauty industry has evolved beyond selling products; it's about delivering unique experiences. Consumers now want more than transactional relationships with beauty brands; they desire personalized interactions that consider their skin types, aesthetic tastes, and lifestyle choices. Through behavioral intelligence, beauty brands are innovating to meet these desires.

PERSONALIZED PRODUCT SUGGESTIONS

Personalization is now a fundamental aspect of the beauty industry. Behavioral intelligence allows brands to curate product selections that resonate with individual preferences and skin types. This goes beyond merely suggesting products similar to previous purchases.

Behavioral intelligence considers broader social data, like engagements with beauty influencers, comments on skincare routines, or likes on makeup looks. This data forms a comprehensive understanding of a consumer's beauty profile.

For instance, consider a user who frequently interacts with vegan makeup posts and follows cruelty-free brands. Behavioral intelligence identifies this user's preference for ethical beauty products and can suggest brands and products that align with these values. This personalization provides consumers with appealing product suggestions and strengthens the connection between the brand and its consumers.

INTERACTIVE RETAIL & VIRTUAL TRY-ONS

Retail experiences are changing as in-store and online interactions merge into a single consumer experience. Traditional stores are adopting technology, providing interactive features like virtual try-ons and augmented reality makeup testers. Likewise, online stores aim to mimic physical shopping by offering detailed product information, customer reviews, and high-resolution images.

Behavioral intelligence enhances these retail experiences. By understanding a consumer's online behavior, brands can customize the shopping experience to suit their preferences. For example, if a consumer often engages with posts about liquid lipsticks, the brand can feature these products in their virtual try-on feature.

Behavioral intelligence can also guide brands in their retail strategies. If consumers frequently discuss enjoying in-store makeup testing, brands might consider adding more interactive features in their physical stores. On the other hand, for consumers who engage more with beauty influencers online, improving the online shopping experience could be more beneficial.

In summary, behavioral intelligence is transforming the beauty industry. It provides a closer understanding of the consumer, enabling brands to create experiences that truly resonate. The beauty experience has shifted from a product-oriented approach to a consumer-focused one, providing personalized recommendations and tailored retail experiences that enhance each individual's beauty experience.

SUSTAINABLE BEAUTY THROUGH INTELLIGENT CHOICES

ETHICAL PURCHASING PATTERNS

More and more consumers are favoring beauty brands that reflect their values. Whether they're interested in vegan, cruelty-free, or zero-waste products, these ethical considerations significantly impact their buying decisions.

By tracking consumer behavior, brands can identify these ethical preferences. A consumer's positive interaction with eco-friendly beauty brands on social media or their interest in posts about sustainable practices provide valuable data on their values.

Armed with this knowledge, brands can shape their product development, marketing strategies, and brand messaging to align with these ethical sentiments. In doing so, they can not only meet the demand for sustainable products but also build stronger relationships with conscious consumers.





CLOSING THOUGHTS

In an era where personal connection and authenticity reign supreme, the beauty and cosmetics industry is experiencing a significant shift in its approach to consumers. Behavioral intelligence is at the forefront of this transformation, equipping brands with unparalleled insights into the intricate dynamics of consumer interactions, preferences, and values. By tapping into these rich data streams, brands can transcend traditional marketing strategies and engage with consumers on a genuinely personalized level.

In essence, the world of beauty and cosmetics, once focused primarily on external aesthetics, is now delving deeper to understand the individual stories, passions, and aspirations of its consumers, thereby crafting experiences that are truly skin-deep and beyond.

As consumers continue to demand experiences that resonate with their unique personalities and values, the onus is on brands to evolve and innovate. Behavioral intelligence offers the tools and insights required to meet these demands head-on. By embracing this paradigm shift, brands can not only foster deeper connections with their audience but also champion a future of beauty that celebrates individuality, ethical choices, and the diverse tapestry of human expression.

To learn more about how behavioral intelligence from Affinity Answers can enhance your cosmetics and beauty marketing initiatives, contact us at audiences@affinityanswers.com





CASE STUDY: NEUTRONIAN

NEUTRONIAN STUDY CONFIRMS VALUE OF HIGH-AFFINITY

METHODS

Affinity-based segments were matched to industry standard purchase data to understand if there was a significant lift in purchase behavior based on consumers affinity for certain products and categories. Affinity scores ranged from 1-10. Low-Affinity was 1-3. High-Affinity was 8-10.

RESULTS

The results confirm a significant lift in purchase behavior by high-affinity purchasers vs. low-affinity purchasers. Across the beauty and cosmetics categories, high-affinity purchasers showed statistically significant increases in more money spent, more units bought, and an increase in purchase frequency.



3.62%
more money spent

7.25%
more units bought

10.36%
increase in purchase frequency