

SALSIFY | eBook

Beauty Brands Win on the Digital Shelf With Content Activation



Small direct-to-consumer (D2C) brands have changed the game in the beauty industry. Some of these small brands have overtaken trendy, high-end manufacturers in popularity. Digital transformation has created a new normal in the beauty industry — rapid, unpredictable changes now define the environment.

Product discovery, product and brand research, comparing options, and purchasing now all happen on the digital shelf, often with no face-to-face interactions. Buyers don't even have to step foot in the store in most cases.

So much of the buying journey now exists online. It's not hard to feel as though ecommerce channels are out of a brand's control. Brands have **more in their control than they may realise** though. Activating content is one of the factors within their reach that helps beauty brands win on the digital shelf.

Activation for Success on the Digital Shelf

The best beauty brands utilise activation, which helps brands integrate in-store and digital workflows. This creates engaging product experiences and connects brands' entire commerce ecosystem. But each retailer has their own unique online experience, leading to consistent changes in requirements for publishing product content on their sites. These shifting standards lead to labour-intensive processes for optimising product content and getting products to market.

Syndication solutions enable beauty brands to distribute content and keep up with the consistently changing requirements of each digital channel. Premiere content activation includes all forms of content, like images, video, comparison charts, 360-degree spins, and other crucial product information. The best beauty brands maintain a seamless brand identity customised to every retailer audience.

1. Unilever

British brand Unilever may be a household name globally, but that doesn't excuse them from providing the best product experiences and rich media to each of their customers. Unilever knows that the better the digital experiences are, the more the brand assists consumers in their decision-making journey. Unilever knows this best and showcases it with Q-tips, their popular cotton swab.

Q-tips can be used for a wide range of uses, all of which are detailed specifically in their informative and engaging product pages. Unilever recognises that the most common and known use for Q-tips is as a personal care tool, but their product page details its usability for crafting, cleaning, and baby and pet care.

Q-tips also knows that shoppers want familiar and reliable products when it comes to daily hygiene. Their images showcase the product well, using an engaging photo that also provides relative size for those who may not have used Q-tips in the past.



Image Source: Q-tips Amazon

2. Clearasil

When shoppers are on the lookout for skincare products, the shopper is usually looking for two pieces of information: What's in it, and how will it fit into their daily routine? Clearasil, a skincare line that specializes in acne and spot treatments, is sure to address these two questions early on in the shopper's journey.

Clearasil, a subsidiary of British conglomerate Reckitt Benckiser, includes the active ingredients in their products, salicylic acid, and what they do in the product. Additionally, they provide a how-to guide at the bottom of their product page. It's a simple three-step graphic that showcases how to use the product with the best effects and how much time it will take in the shopper's schedule.

Clearasil understands the importance of standing out on the digital shelf in order to capture consumers' attention and providing the information they need to make their purchase decision. On Amazon, the brand includes a variety of copy and images to showcase what's in the product, how it works, and how it fits into a shopper's schedule all in an engaging product detail page (PDP). By answering common questions the brand brings buyers closer to converting.

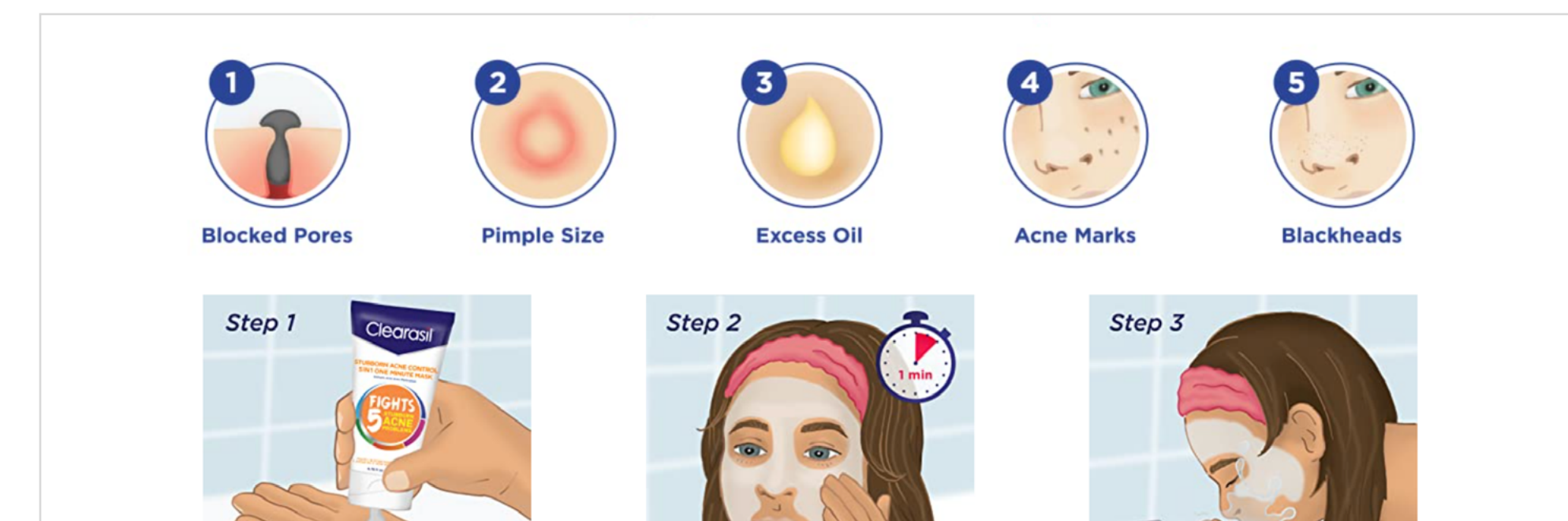


Image Source: Clearasil Amazon

3. Oral-B

Dental hygiene is one of the most consistent parts of beauty and personal care routines. Electric toothbrushes make it easier and clean better than a standard toothbrush. But because of the cost of premium electric toothbrushes compared to disposables, shoppers want to compare options before converting.

Oral-B, one of the most popular toothbrushes in the world from international brand Procter & Gamble, knew of these consumer habits and addressed this in their product content for the “Oral-B White Pro 1000” rechargeable electric toothbrush. Oral-B provides necessary information via bulleted lists and created unique product page content for each retailer.

The brand used the specs for Amazon’s product page real estate to share engaging images, informative product details, and comparison charts with other models to help customers come to a decision. To create better product experiences and beat out their competitors, Oral-B doubled the image count of competing products and encouraged verified buyers to write reviews.



Compatible with a variety of Oral-B brush heads for every oral care need
CrossAction: Precisely angled bristles are set at 16 degrees to reach deep between teeth.



CrossAction



FlossAction



3D White



PRO 1000



PRO 1500



PRO 3000

Brushing Modes	1 Brushing Mode	1 Brushing Mode	3 Brushing Modes
Tech Features	Pressure Sensor	Visible Pressure Sensor	Visible Pressure Sensor, Bluetooth Connectivity
Charger & Battery Info	Standard Charger & Standard Battery (10 days)	Standard Charger & Li-ion Battery (14 days)	Standard Charger & Standard Battery (10 days)
2-Minute Timer	✓	✓	✓

Image Source: Oral-B Amazon

4. Dr Organic

One of the rising trends in the beauty industry is all about natural, organic, and cruelty-free ingredients. British beauty brand Dr Organic knows this and uses their PDP space to address these popular features in the beauty industry. Consumers spend a great deal of time looking for skincare products that are vegan, cruelty-free, and organic.

On Dr Organic's Amazon PDP, the brand uses engaging, and aesthetically pleasing images to promote their products. For example, their snail gel is totally organic, natural, and cruelty-free. The PDP's space is utilized to address these features in the products to help shoppers who are interested in these distinguishing features to easily find them and help them come to a purchase decision.



Image Source: Dr Organic Amazon

5. Braun

If shoppers are going to spend hundreds of pounds on grooming products, they're going to want a high-quality, high-value, and trustworthy brand. German brand Braun has almost 100 years of experience manufacturing the highest quality grooming products, with a legacy of developing reliable technology for its products. Similar to Q-tips, it takes more than just a well-known name to set a brand apart on the digital shelf.

Instead of droning on about lengthy and irrelevant product details that most customers may not understand, Braun focused on the key essential features. Using engaging imagery, captivating videos, and thorough customer reviews, Braun established a story of the product without boring the customer.



Image Source: Amazon Braun

Brand Experiences That Count

According to Forrester Research, over **£2 trillion in consumer spending will be digitally influenced by 2023**. It's becoming more and more important for brands to keep their brand and product experiences consistent. Whether customers are shopping on Amazon, Argos, Boots, Harrods, or any other retailer, brands must be able to enjoy the same high-quality and memorable brand experiences across the digital shelf.

See How it Works

See how Salsify can efficiently and effectively activate your content across the digital shelf.

Request a demo today.

