



About Luxola

Founded in 2011, Luxola offers thousands of hand-picked products from more than 150 brands. Based in Singapore, Luxola ships to customers in Malaysia, Indonesia, Thailand, Hong Kong, Philippines, United Arab Emirates, Brunei, and Australia.

To learn more, visit
www.luxola.com

At a Glance

Promoted Hangout Campaign Results

- 10x increase in Google+ page views¹
- 45% rise in unique visitors to Luxola.com¹
- 7x increase in sales of highlighted products¹
- 24% more Google+ followers¹
- 1.35% average engagement rate for the +Post ad campaign²

"We promoted the shoppable Hangout On Air with +Post ads because of the effort we put into production. We saw an uplift in traffic to the website during the Hangout On Air, which is wonderful."

—Alexis Horowitz-Burdick, CEO, Luxola

Luxola sees the beauty in shoppable Hangouts On Air, amplified by +Post ads

A premier beauty e-tailer in Southeast Asia

Offering a wide range of cosmetics, skincare, haircare, and men's products, Singapore-based Luxola wanted to further establish themselves as Southeast Asia's premier beauty e-tailer. They sought to create a more intimate experience and drive awareness and sales by hosting the region's first shoppable Hangout On Air, which they promoted through Google +Post ads.

Head start on competitors

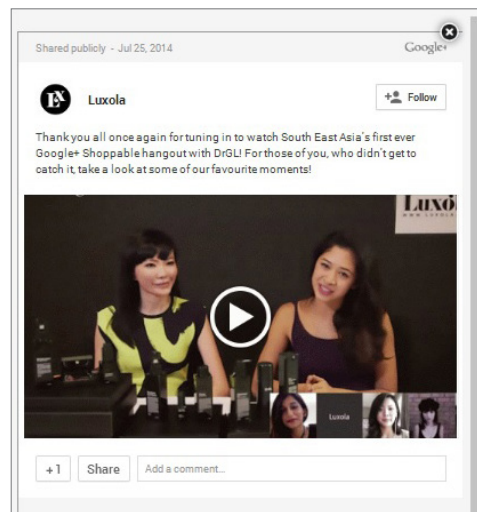
"To be a pioneer in Southeast Asia with a shoppable Hangout On Air was definitely a big appeal for us," says Shaleniie Devi, Luxola marketing manager. "We got a head start on every e-commerce player in the region."

Powered by Google's new Showcase app, the shoppable livestream directs viewers to websites, merchandise, YouTube videos, and Google Play content right from the Hangout. This is a great way to help retail customers discover merchandise related to a live broadcast. It also helps build your Google+ following and deepen your audience interaction and engagement.

+Post ads let companies like Luxola amplify the reach of their social content by turning their posts into display ads with just a few clicks. From photos to videos and even to a live Hangout broadcast with customers, brands can run their content as display ads on the Google Display Network's 2+ million sites. As a result, the entire web becomes a place where brands can distribute their social content. Luxola ran +Post ads that promoted their Hangout live across the web inside these ads.

Tapping broad local appeal

Luxola invited Dr. Georgia Lee to participate in the 30-minute shoppable broadcast, held July 4, 2014. "She is really well-known in Singapore both



¹ YouTube analytics

² AdWords analytics

About Google +Post ads

+Post ads amplify your brand's content by easily turning Google+ posts into display ads that run across the web. People can leave a comment, follow your brand, give a +1 or join a Hangout On Air right from a display ad. The Hangout On Air ad format allows you to go beyond clicks to broadcasting live conversations with your audience. Match your message to the right people, in the right place across the web.

To learn more about +Post ads, visit:
<http://www.google.com/+/brands/ads.html>

"To be a pioneer in Southeast Asia with a shoppable Hangout On Air was definitely a big appeal for us. We got a head start on every e-commerce player in the region."
—Shaleniie Devi, marketing manager, Luxola

as a doctor and very much as a public figure," explains Alexis Horowitz-Burdick, Luxola's chief executive officer. "She has broad appeal throughout Southeast Asia. We were targeting a demographic slightly more mature than our typical customers of fresh grads and college students who buy a lot of makeup. Her skincare line is more expensive, and is more geared toward women age 30 and up."

During the shoppable Hangout, Lee spoke about skin and hair care with four beauty bloggers and with Munah Bagharib, a local YouTube personality who hosted the event. Viewers could directly buy Lee's bespoke range of DrGL skin care products at discounted prices via the Showcase App. Luxola streamed the Hangout live via their Google+ events page and YouTube channel, and through a +Post ad campaign that targeted Singapore, Malaysia, and Indonesia.

'Presenting ourselves to new customers'

"We promoted the shoppable Hangout On Air with +Post ads because we had put effort into production and wanted to drive traffic to it," Horowitz-Burdick says. "We know this is an incremental process of presenting ourselves to new customers and new traffic."

The impact of the shoppable Hangout and +Post ads was positive and measurable. According to Luxola, the number of unique visitors to Luxola's website jumped by 45 percent on the day of the Hangout On Air, and sales of the DrGL products showcased during the event were seven times the average. Luxola reported that the shoppable Hangout on Air also delivered almost five times the typical social actions taken and 24 percent more followers for Luxola's Google+ page. The campaign had an average engagement rate of 1.35 percent.²

Results better than expected

"We drove more participants than we expected to the Hangout On Air," Horowitz-Burdick says. "We were thinking around 500 or so people, and something like 870 attended. We also had an uplift in traffic to our website during the Hangout On Air, which is wonderful." Luxola is now considering offering a regular "Beauty Series" of shoppable Hangouts to feature their top-selling brands.

