

How Sephora used Google Analytics 360 to Measure the Offline Impact of its Online Ads in Singapore

SEPHORA

About Sephora

- Founded in 1969, beauty giant Sephora operates 2,300 stores in more than 30 countries around the world, including 17 stores in Singapore and Greater Southeast Asia.
- www.sephora.sg

Goals

- Measure offline impact of digital campaigns
- Get full view of the customer journey
- Improve cost efficiency

Approach

- Used Google Analytics 360 Suite to integrate and analyze data
- Used loyalty cards to match in-store purchases with online transactions

Results

- 3.9X higher ROAS
- 3X increase in conversion rates
- 13% uplift in average in-store order value (if customer visited the Sephora website less than one day prior to purchase)

Today's beauty consumers often hit several touchpoints throughout their purchase journeys. They might search for beauty products on their smartphones, watch product reviews or how-to videos on YouTube, or even go to a store to sample a product in person before making a purchase decision. The complex decision-making journeys consumers make as they move between online and offline channels present a unique set of challenges and opportunities for brands and marketers.

Founded in 1969, beauty giant Sephora operates 2,300 stores in more than 30 countries around the world, including 17 stores in Singapore and Greater Southeast Asia. The brand's digital team was confident that its efforts were driving store visits, but it had no way to prove the offline impact of its online ads. Looking to better understand the purchase journeys of its loyal customers, Sephora turned to Google Analytics 360.

Clarifying the purchase journey with Analytics 360

The key to bridging the gap was Sephora's customer loyalty program. The brand worked with the Google account team to integrate and analyze data across in-store purchases and online transactions. Using Analytics 360, the team was able to see from a specific AdWords campaign level which loyalty members made purchases both on the Sephora website and at brick-and-mortar locations.



"We decided to start sending our offline purchases to our Analytics 360 account to connect these purchases to existing journeys," said Adrien Eudes, head of data at Sephora SEA. "This illuminated which online research pathways finally led to a sale, whether online or offline."

"This system integration was a huge success for us. We've turned it into an ongoing CRM integration for all of our systems across Southeast Asia and Australia."

**– Alexis Horowitz-Burdick, Managing Director,
Sephora Digital SEA**

Measuring the full impact of its digital marketing investments

These tools helped Sephora's digital team identify a clear trend: 70% of customers who visited the Sephora website before buying in-store did so on the day of purchase. Additionally, more than half of these visitors were on mobile. This helped Sephora understand that measuring success based purely on online conversions on its website didn't tell the full story. Rather, many consumers checked the website before making their way to the physical store to buy products.

Indeed, when in-store sales were included in the path to purchase, Sephora saw a 3.9X higher ROAS and a 3X increase in conversion rates from their digital ads. And if customers visited the Sephora website less than one day prior to purchase, there was a 13% on-average uplift in their in-store order values.

Analytics 360 has helped Sephora achieve a holistic and comprehensive view of the customer journey, allowing it to see the full impact of its digital efforts. The brand is currently developing plans to reengage customers who shop offline by retargeting them on digital.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Analytics 360 Suite.

For more information, visit google.com/analytics/360-suite