

Transforming to a Direct-to-Consumer Organization with e.l.f. Beauty

The discussion will begin at 2:00 PM ET. You can listen to the video using computer speakers or headphones. Please submit any questions you have and we'll do our best to address them during the Q&A session.

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Head of Customer
Insights

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PRESENTER



Brigitte Barron

Director of Global CRM
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e.l.f. Beauty

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June 23, 2021

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Tamara Gruzberg
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SPEAKER



Brigitte Barron
Director, Global CRM & Customer Growth
e.l.f. Beauty

Overview

Today we will explore



What led e.l.f. to shift toward D2C and how people, processes and tech played a role



How customer data and CDPs play a critical role in driving customer loyalty



Key insights into how e.l.f. integrated technology across multiple business units to drive impact

History of D2C at e.l.f.

1

e.l.f. is a digitally native brand so investing in D2C experiences is critical

2

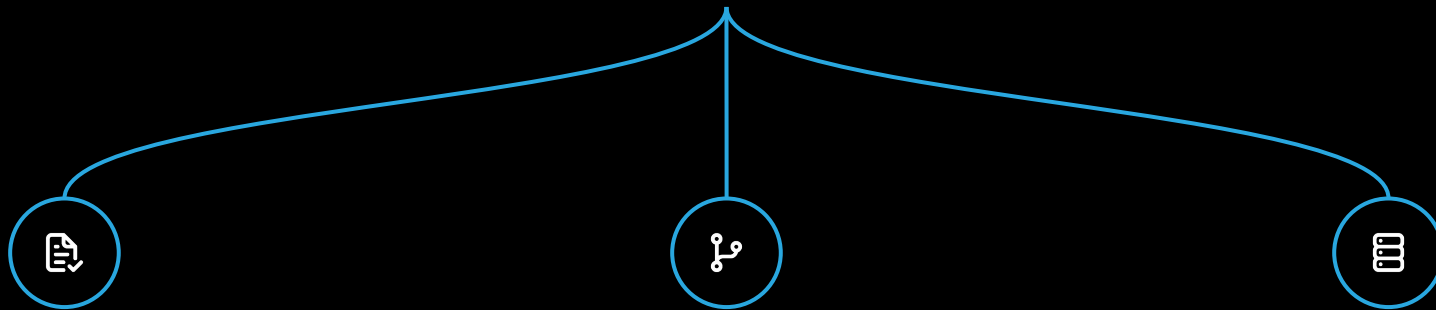
COVID-19 caused an influx of shoppers into ecommerce channels that led to an acceleration of a lot of e.l.f.'s existing investments in D2C

3

Loyalty & 1st party data collection, building better digital experiences, and focusing on new customer onboarding and customer retention became priorities

Driving the Shift

Critical jobs to be done



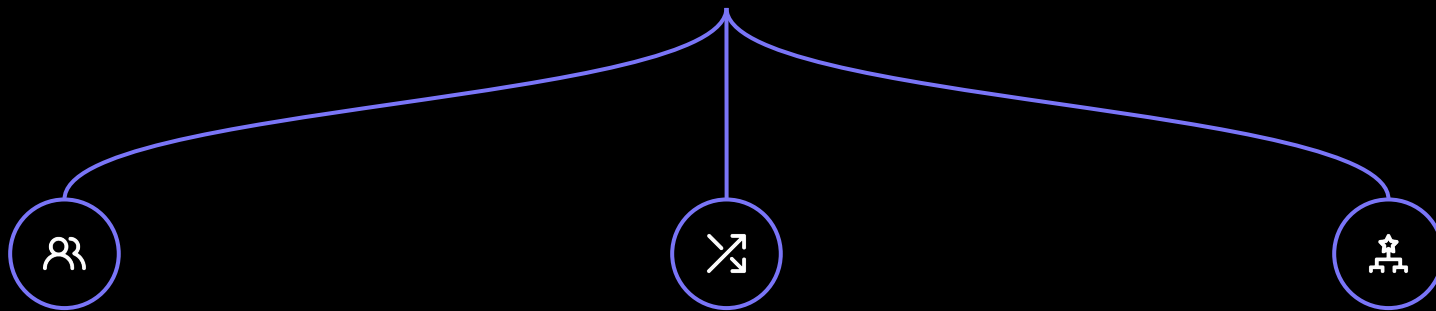
Unify data across channels into **one central system** to create a single view of the customer

Expanding e.l.f. loyalty program as a key avenue to engage with customers

Invest in digital experiences across website and mobile app/anything to aid the digital shopping experience

Empowering the Organization

Organizational Implications



Teams Involved:

- CRM
- Internal Data/Analytics
- Paid Media
- Mobile App

Change Management:

- Identify problems at hand
- Which customers we're trying to reach
- How we can use the tool to model an audience that solves the use case

Metrics:

Track customer metrics & behavior over time to determine success (not always immediate conversion)

Customer Loyalty at e.l.f.

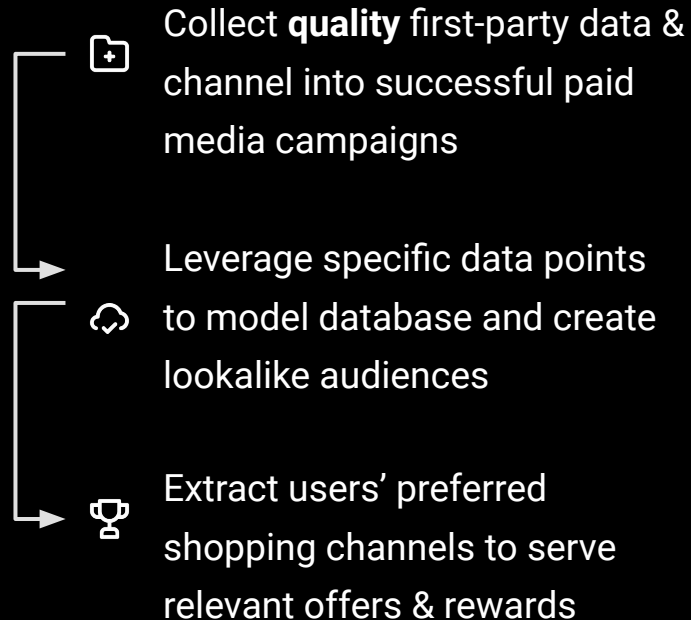


Strategic Goals

Combat the challenges of vast distribution

Capture and reward e.l.f. retail shoppers wherever they are

House in loyalty program that lives primarily on the e.l.f. D2C site



hi [francine]!

you've made a great e.l.f.ing choice

16hr Camo Concealer



product benefits

- 🕒 full-coverage, 16-hour wear
- 💖 crease-proof formula
- 🔥 large doe foot applicator
- 👉 matte finish

hi [francine]!

you've made a great e.l.f.ing choice

Poreless Putty Primer



product benefits

- 🕒 grips makeup for all-day wear
- 💖 smoothes over imperfections
- 🔥 helps minimize the appearance of pores
- 👉 infused with squalane

e.l.f. Beauty Squad JACKPOT

SIGN ME UP!

**\$1,000 A DAY IN E.L.F. \$\$\$
FIVE DAYS. FIVE WINNERS.**

feeling lucky?

Sign up this week to become an e.l.f. Beauty Squad member for a chance to win the \$1,000 in e.l.f. \$\$\$ daily Jackpot.

SIGN ME UP!



Just for you, Brigitte

skincare sets at special prices

Beauty squad exclusive for a limited time.



Just Glow With It Skin Care Set

Retail: \$45 Markdown: \$35

SIGN IN TO SHOP

How Tech is Driving the D2C Shift at e.l.f.

② How CDP comes into play:

- Uncover trends in data and extract insights
- Centralize data to create complex audiences
- Orchestrate multichannel customer journeys
- Build predictive models



Driving the CDP evaluation:

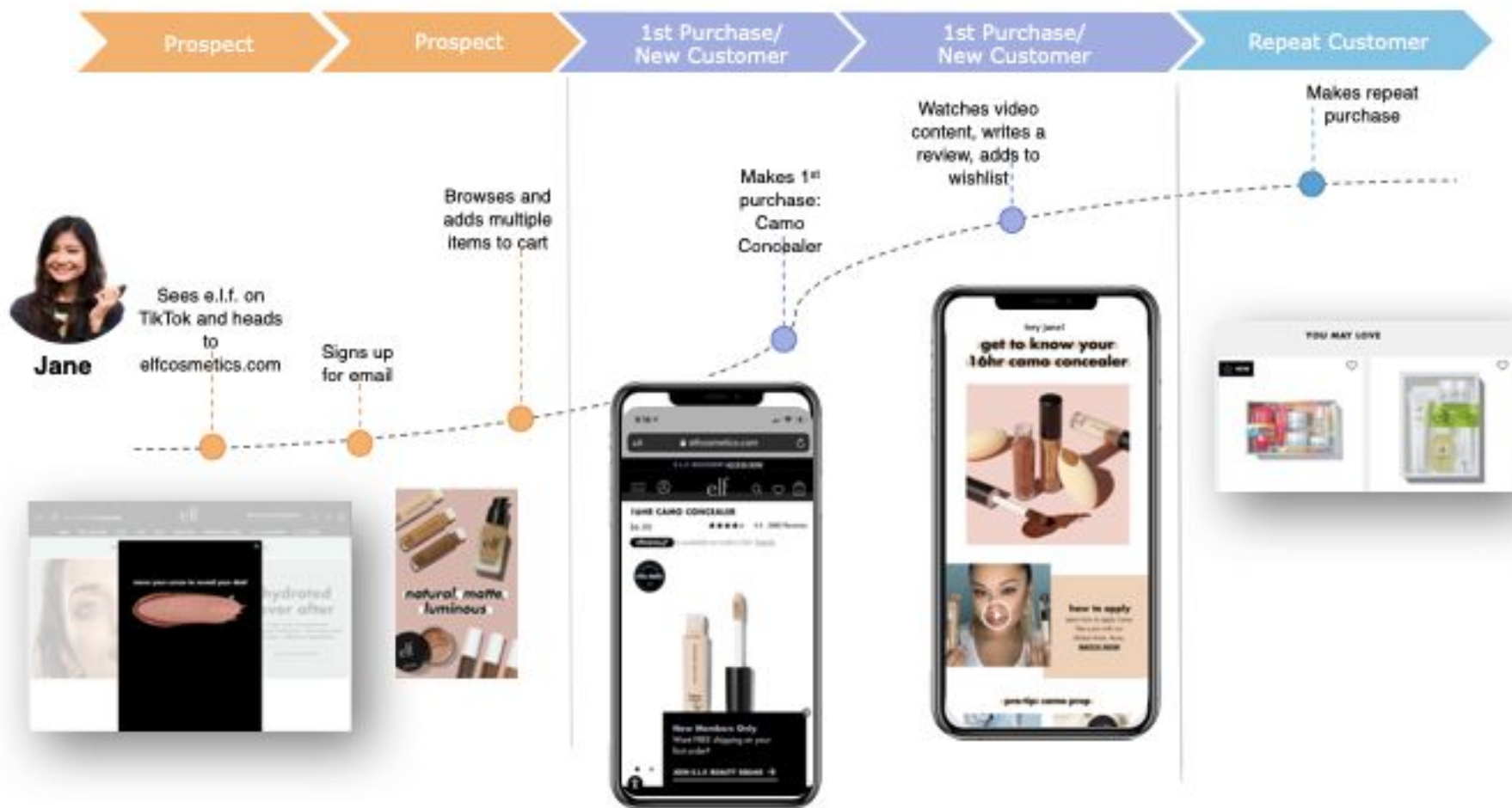
- Balance of analysis & activation
- Flexibility
- Business UI



Driving adoption & impact:

- Cross-functional involvement
 - *(evaluation, selection, scoping, implementation)*
- Clear owner at the execution level
- Branch off capabilities from power user team across the larger team over time

EXAMPLE CUSTOMER JOURNEY

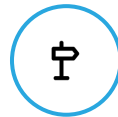


What's Next for e.l.f.



Lessons Learned

- It's important to go a step further beyond just naming business requirements
- Fleshing out **specific use cases** is critical
- Ask the right questions



Next Steps

- Bring in more data sources
- Continue to leverage predictive audiences to unlock opportunities



Thank you!

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