

ESTÉE  
LAUDER  
C O M P A N I E S

# Omni channel Loyalty

A seamless Customer Experience

Who we are?

ESTÉE LAUDER

CLINIQUE

LA MER

MAC

smashbox  
COSMETICS

TOM FORD

BOBBI BROWN

JO MALONE  
LONDON

DKNY  
DONNA KARAN NEW YORK

TOMMY HILFIGER

Bb.

Bumble and bumble

AVEDA™

Kilian

EDITIONS DE PARFUMS  
FREDERIC MALLE

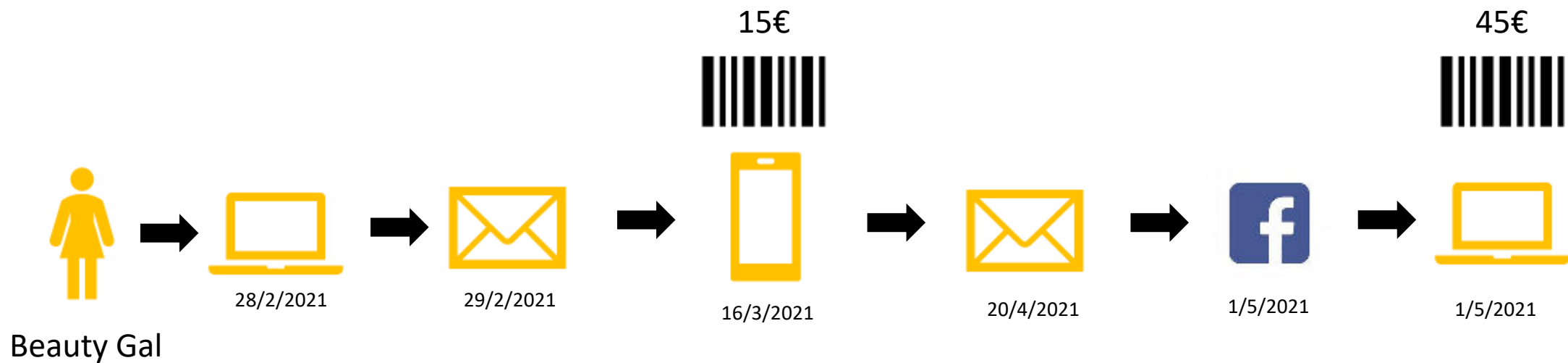
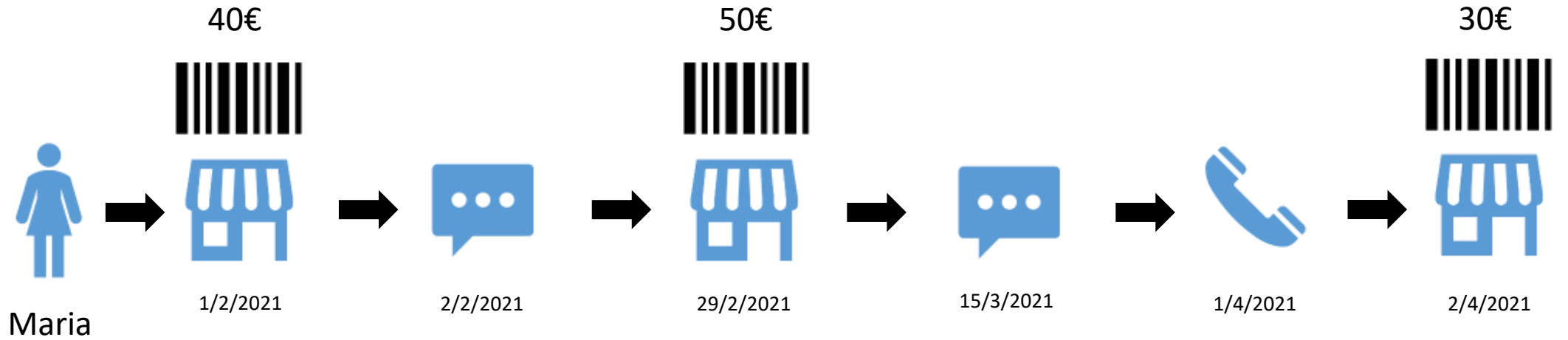
# 7 Omnichannel Loyalty Programs

# ELC Loyalty Programs Evolution

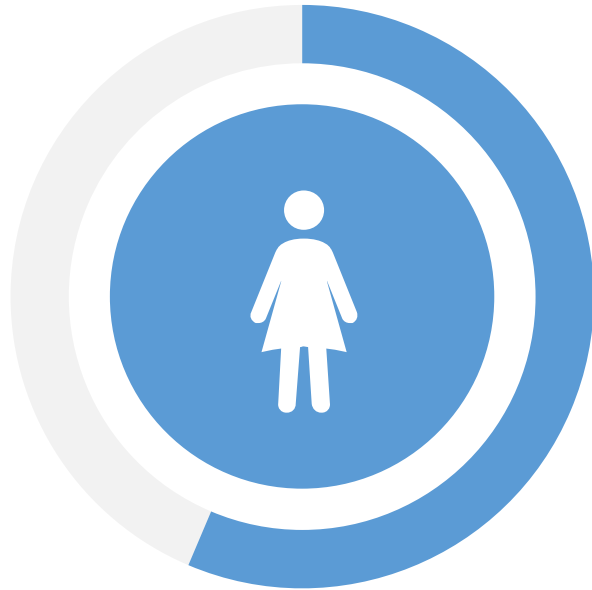


# Why Omnichannel?

# 2 Different Consumer Journeys



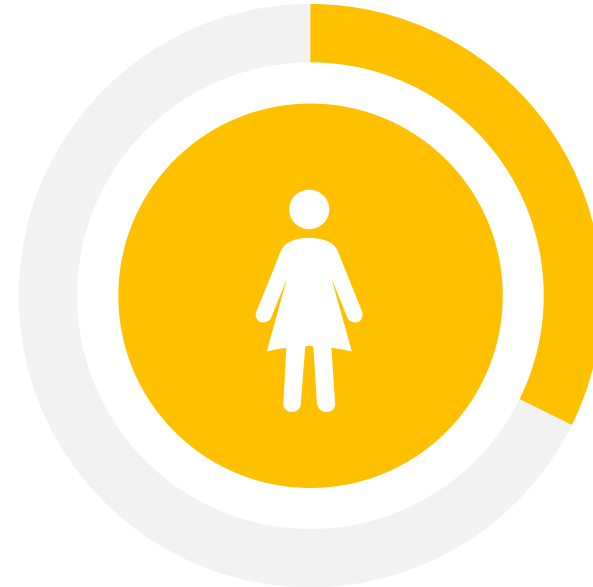
# Consumers Analysis



Frequency 3 | Spend 120 € | Avg. Basket 40€

## Information

Name : Maria Papadopoulou  
Store Visited : MAC Thessaloniki (Center)  
Product Categories : Lipstick & Foundation  
Mobile Optin  
Loyalty Member




Frequency 2 | Spend 60 € | Avg. Basket 30€

## Information

Nick Name : Beauty Gal  
Shipping Address : Pylaia Thessaloniki  
Product Categories : Brushes & Primer  
Email Optin  
Non-Loyalty Member  
Age 24 | Birthday July 7

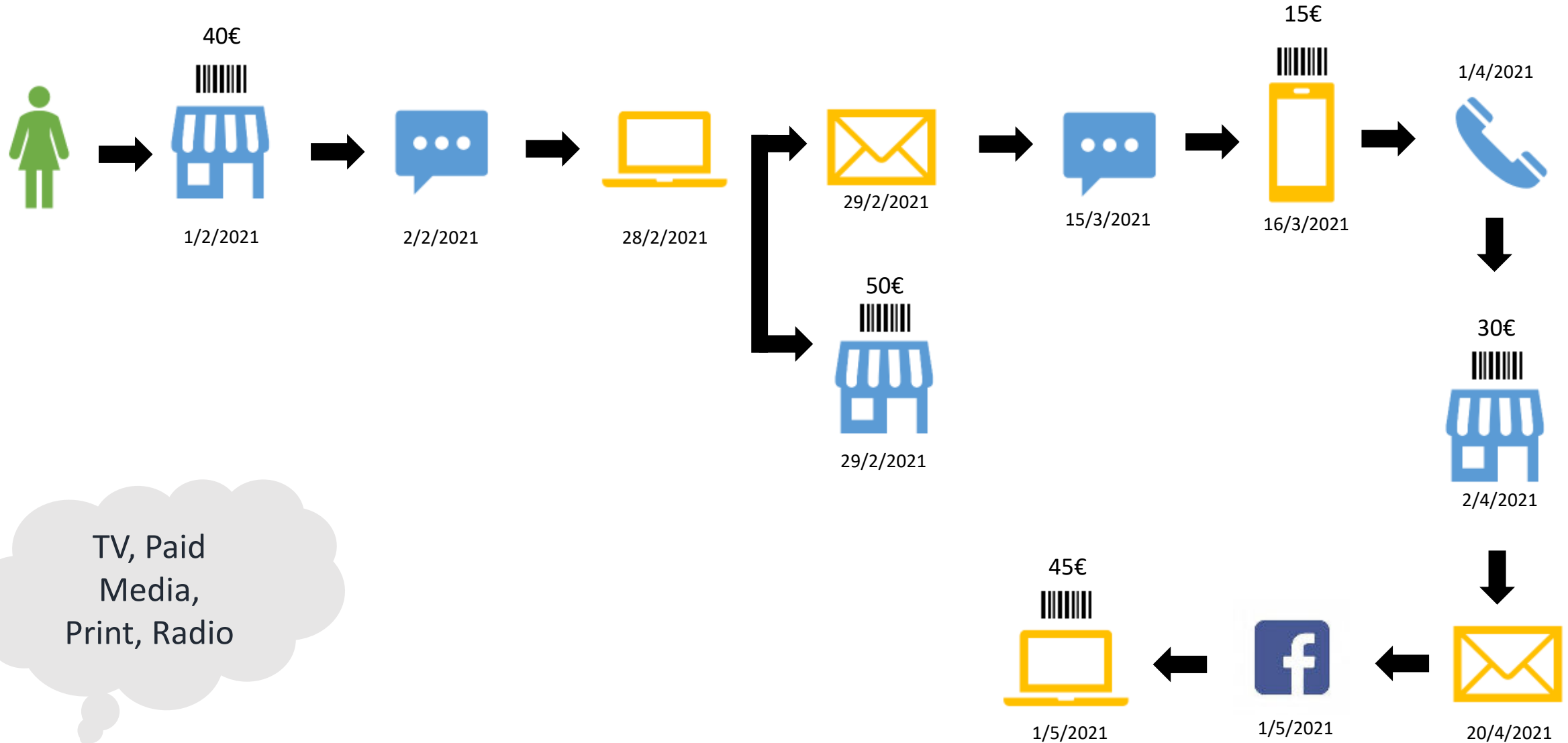




Same Consumer  
Different Channel

Anything odd?

# Omnichannel Consumer Journey



# Omnichannel Consumer Analysis



Frequency 5 | Spend 180 € | Avg. Basket 36€

## Information

Name : Maria Papadopoulou | Nick Name : Beauty Gal  
Store Visited : MAC Thessaloniki (Center)  
Shipping Address : Pylaia Thessaloniki  
Product Categories : Lipstick & Foundation & Brushes &  
Primer  
Mobile Optin | Email Optin  
Loyalty Member  
Age 24 | Birthday July 7

Deeper / Better  
Consumer Knowledge

More Relevant Communication

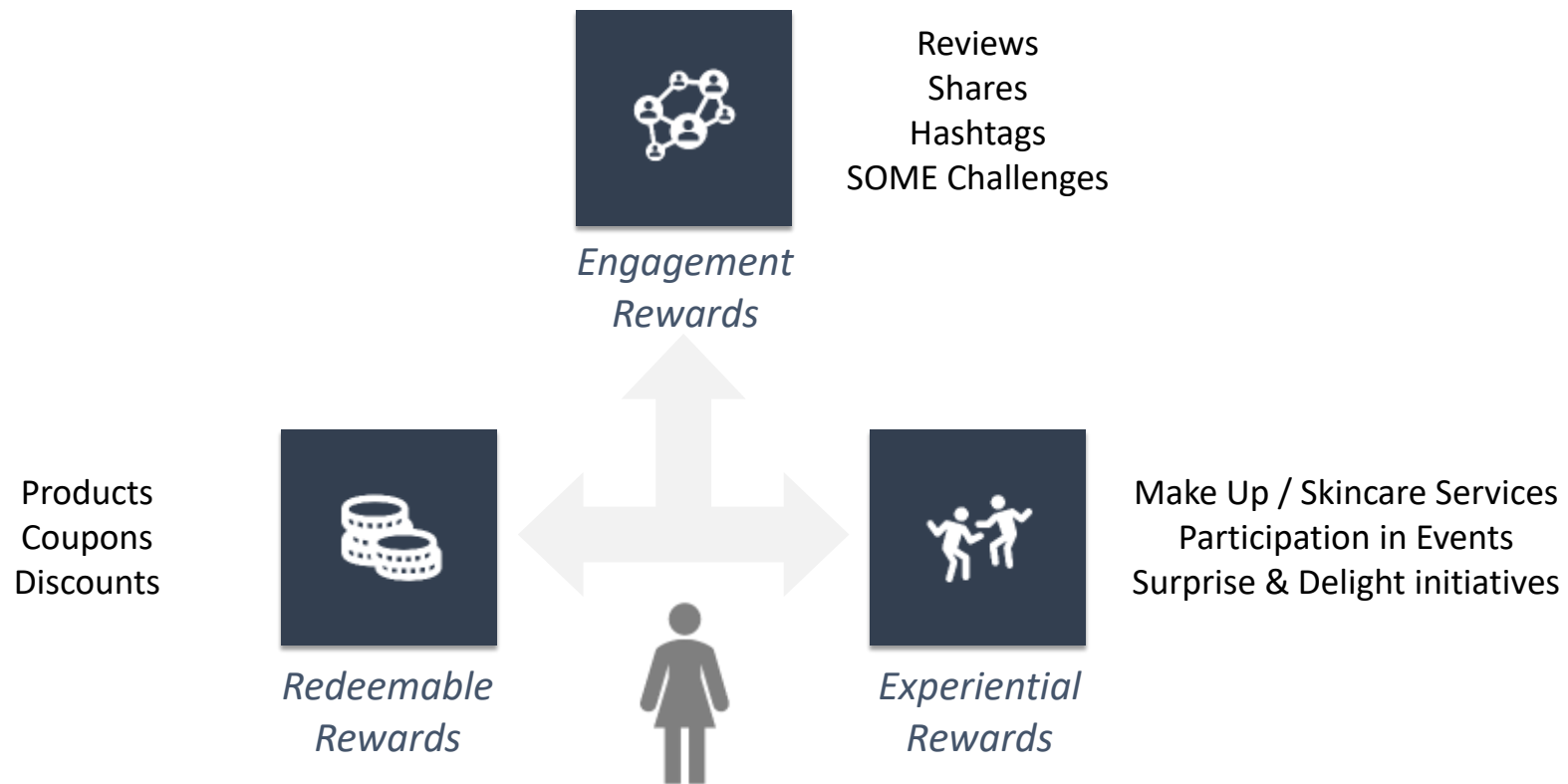
High Touch  
Marketing @ Scale

More Privileges

Cross Channel  
attribution  
understanding

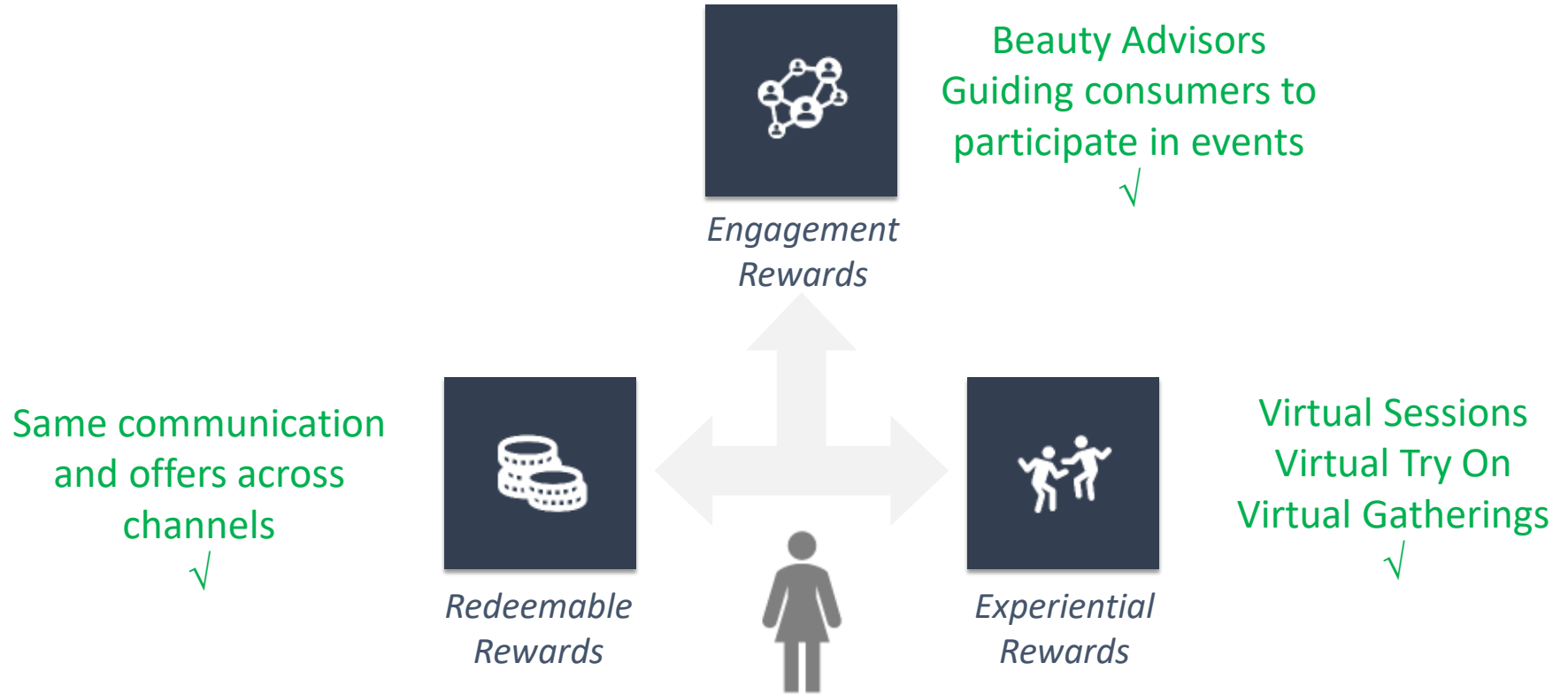
# Omnichannel Benefits

# Loyalty Program Benefit Types

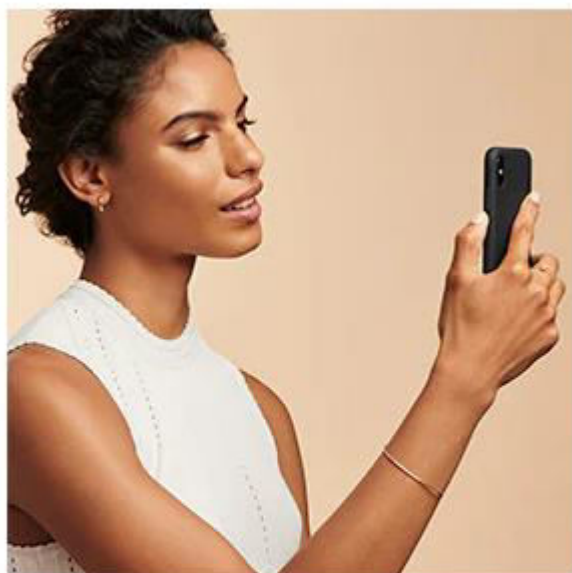


Challenge : Omnichannel Implementation

# Omni-channel In Action



ESTÉE LAUDER



**ΚΛΕΙΣΤΕ ΤΟ LIVE VIDEO-PANTEBOY ΣΑΣ ΤΩΡΑ!**

Κλείστε τώρα το live video-ραντεβού σας με έναν Estée Lauder Expert για μια virtual αξιολόγηση επιδερμίδας.

# 81%

Higher Avg. Basket  
vs non-Virtual Service Users

MAC

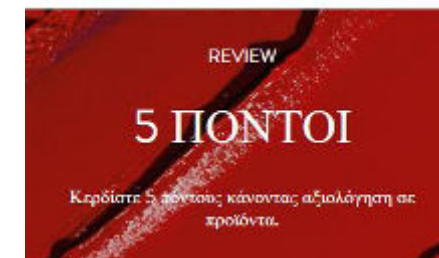


# 35%

of Online Sales occurred  
during Sessions that included  
Virtual Try - Ons

BOBBI BROWN

ΠΩΣ ΣΥΛΛΕΓΕΤΕ ΠΟΝΤΟΥΣ



# 50%

more reviews after  
the implementation

## Best Practices

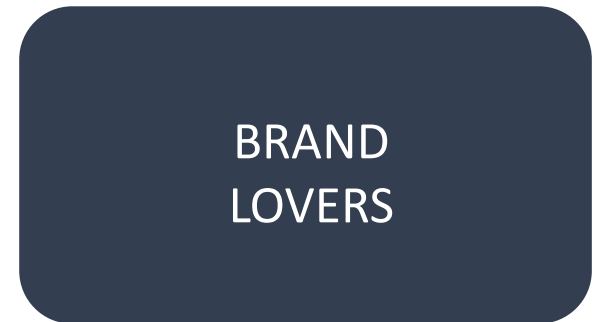
# What have we gained?



Consumers that will talk about our brand and recommend it to their friends.



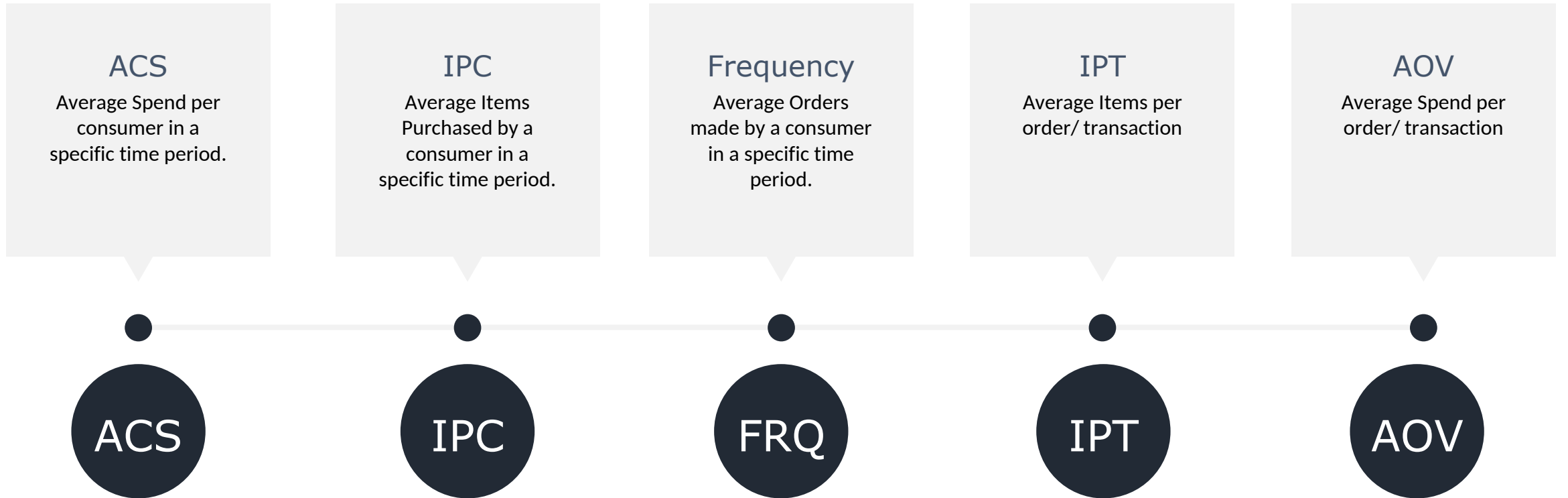
Consumers that need to use our brand, want to follow it and be up to date with any new release.



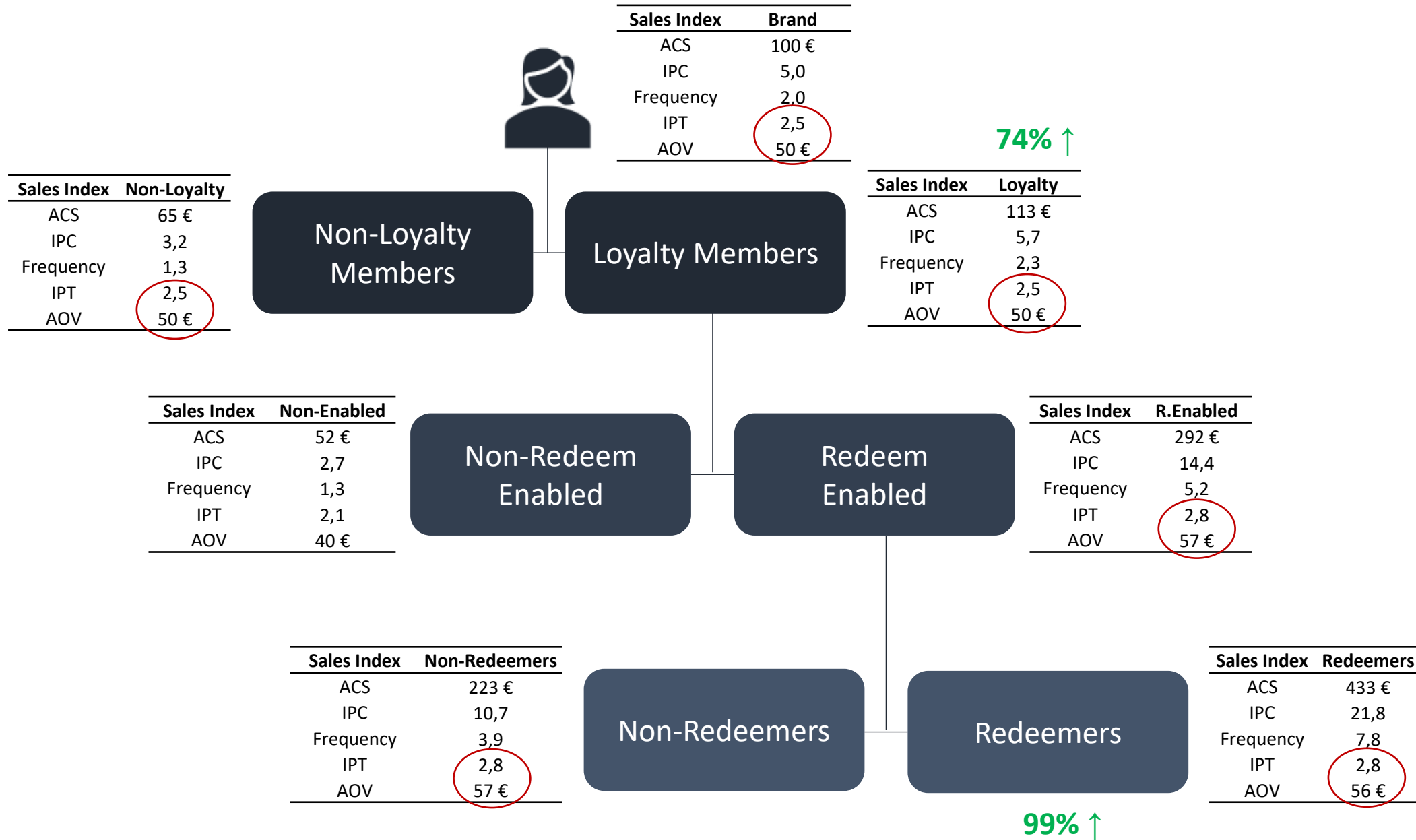


Let's talk numbers..

# Consumer KPIs



# Consumer Analysis



# Key Take Aways

Omnichannel Loyalty  
is a competitive  
advantage.

*More privileges for the consumer. Better  
personalization strategy for the brand.*

Consumers need to trust  
the brand to perform the  
same in all channels.

*Gain Consumer Trust, make them your  
advocates. Word of Mouth/ micro influencers*

Consumer Engagement  
is key

*Reviews, Shares and interactions can help  
build a community of brand lovers.*

Loyalty Consumers  
worth more

*Loyalty Consumers have higher Frequency of Purchase  
that result to higher spend. The more engaged with the  
program the higher the consumer value.*

Thank you!