

Wunderkind



2025 Consumer Insights Report

*CONSUMER BEHAVIORS AND PURCHASE
INTENT IN SKINCARE, MAKE-UP, FRAGRANCES,
HAIR-CARE AND BODY.*





Introduction

The beauty industry in 2025 is undergoing a significant transformation, shaped by evolving consumer expectations and advancements in technology. Consumers are prioritizing personalized experiences, seeking AI-driven recommendations and AR-enhanced try-ons to tailor beauty routines to their individual needs. Sustainability has also become a core demand, with shoppers gravitating toward brands that offer environmentally friendly packaging, ethical sourcing, and transparent supply chains. Inclusivity continues to redefine the market, pushing brands to diversify their shade ranges, cater to various skin types, and feature more representation in their marketing.

Despite lingering cost-of-living pressures, consumer spending in the beauty sector remains resilient, growing year-on-year. Shoppers of course prioritize value, and convenience, but also readily pay for premium products with transparent and high quality ingredients. This dynamic environment presents both challenges and opportunities for beauty marketers seeking to navigate evolving expectations and fierce competition.

Social media remains a dominant force in beauty retail, with platforms like TikTok and Instagram driving brand discovery and impulse purchases. Viral trends, influencer collaborations, and real-time consumer feedback are shaping product popularity faster than ever. Meanwhile, the men's beauty sector is experiencing steady growth, signaling a shift in traditional grooming habits.

One defining characteristic of beauty consumers is how they typically switch between devices and research on multiple sites before purchasing. This fragmented purchasing journey makes re-engagement crucial—delivering the right message, on the right channel, at the right time can mean the difference between securing a sale and losing a potential customer.

Yet, up to 95% of website traffic remains anonymous, making it difficult to deliver personalized offers via email, text, and ads. Additionally, only 3% of visitors complete a sale in a single session. Beauty brands that fail to identify and re-engage these potential customers risk missing out on significant revenue opportunities.

This is where identity resolution transforms the game. Traditional identity resolution providers match an unknown device to an email or mobile number, but Wunderkind takes this a step further. With over 9 billion consumer devices recognized and nearly 2 trillion digital engagements observed annually across thousands of websites, Wunderkind possesses deep insights into the browsing, clicking, and buying behaviors of over 1 billion opted-in consumers. This intelligence allows beauty brands to match anonymous visitors to their first-party databases, triggering highly personalized messaging at scale. Unlike traditional marketing technologies, Wunderkind guarantees a measurable lift in revenue for its clients.

Wunderkind also addresses a critical challenge for beauty brands: recognizing shoppers across multiple devices. Without the ability to connect these touchpoints to a single individual, beauty brands struggle to deliver a seamless, personalized experience. Wunderkind's advanced identity resolution technology ensures that Jane Doe on her laptop is recognized as the same Jane Doe who browsed perfume on her phone—enabling consistent messaging and a frictionless customer journey.

Beyond identifying existing customers, Wunderkind also helps beauty brands capture first-party data from anonymous visitors who aren't yet in their database. By collecting consented first-party data at scale, Wunderkind converts unknown website traffic into engaged subscribers, giving beauty brands a larger, more qualified audience to nurture and convert.

Today's shoppers expect hyper-personalization in exchange for their loyalty. With partners like Wunderkind, beauty brands can bridge the gap between anonymous traffic and known customers—unlocking the ability to deliver meaningful, behavior-driven offers across owned channels like email and text.

However, if your beauty brand isn't leveraging an identity resolution partner, this research will help refine your strategy. By understanding what shoppers expect at every touchpoint—broken down by age and gender—you can craft a smarter, more effective approach to engaging and converting your audience and drive growth in the fast-paced world of modern beauty.



Methodology

In partnership with MX8 Labs, Wunderkind conducted the Beauty Consumer Insights Report 2025.

This research explores consumers shopping plans in our targeted verticals for 2025, key drivers influencing purchase decisions, browsing behavior, what leads to cart abandonment and how they can be won back. The report offers detailed insights paired with strategic takeaways designed to empower digital strategists, marketers, and decision-makers to identify emerging shopper trends and develop performance marketing strategies that strengthen brand-consumer relationships.

While this report centers on beauty purchases, additional insights into other retail verticals are available in our Consumer Insights content hub, including multiple reports by country and vertical.

Wunderkind

X

 MX8 LABS

338

This report delves into the latest trends shaping online purchasing, drawn from a representative sample of 338 shoppers in the U.S., reflecting diversity across gender, ethnicity, age, and household income.

Data collection was completed in January 2025.

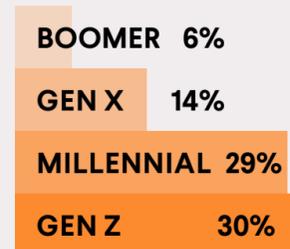
How Often Do Shoppers Buy Beauty Products Online

The frequency of online beauty purchases reflects clear generational trends, with younger consumers displaying higher engagement levels. Millennials and Gen Z are the most frequent shoppers, likely due to their digital-first behaviors and affinity for trying new products. In contrast, Boomers and Gen X purchase less frequently, suggesting they approach beauty shopping with a more intentional, replenishment-driven mindset.

Gender trends show that men are more likely to make spontaneous weekly purchases, likely driven by routine grooming habits, while women shop more strategically, often investing in premium or bulk beauty products. To maximize engagement, beauty brands should tailor their approach—leveraging impulse-driven promotions for frequent shoppers and exclusive perks or subscription options for those who buy less often but at higher value.

Key Insights

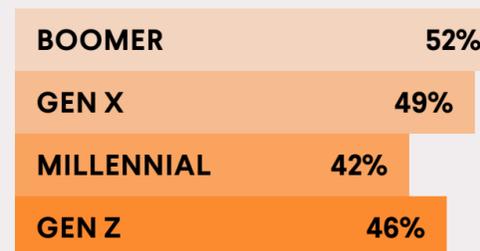
Younger Consumers Lead Weekly Online Shopping



5X 

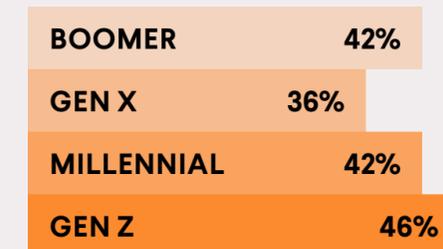
Millennials (29%) and Gen Z (30%) are the most frequent shoppers, making beauty purchases weekly, compared to just 6% of Boomers and 14% of Gen X.

Stereotypes Ring True



Planned purchases are more frequent the older the consumer, with clear differences between each age demographic.

Monthly Shopping is the Norm



The most common purchase frequency is monthly, with uniformity across age demographics and gender.

Spontaneous Shopping vs. Planned Shopping



Weekly shopping is more common among men (28% vs. 18% for women), suggesting spontaneous purchasing. Women tend to shop more strategically, making three or more purchases per year (41% vs. 29% for women), likely investing in premium or bulk beauty buys.

 HOW FREQUENTLY DO YOU PURCHASE DIRECTLY FROM BEAUTY BRAND WEBSITES?

 **Strategic Takeaways**

1. Encourage Frequent Shoppers

Introduce loyalty programs, auto-replenishment subscriptions, and exclusive perks to sustain Millennials, Gen Z's and Men's engagement.

2. Re-Engage Infrequent Shoppers

Use targeted email and text triggered by browse and click data to generate higher sales. Campaigns featuring seasonal offers, limited-time promotions, and restock reminders can encourage Boomers and Gen X to shop more often.

3. Personalized Gender-Based Engagement

Market routine-based subscriptions and essentials for men while emphasizing new product launches and trends for women to drive conversions.



 **HOW FREQUENTLY DO YOU PURCHASE DIRECTLY FROM BEAUTY BRAND WEBSITES?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Weekly	6%	14%	29%	30%	18%	28%	23%
Once per month	42%	36%	42%	46%	42%	43%	42%
At least 3 times per year	52%	49%	29%	24%	41%	29%	35%

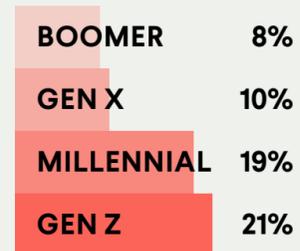
Where Do Shoppers First Discover Beauty Brands

Shoppers find beauty brand websites through a variety of channels, but social media and influencer recommendations (16%) are the leading discovery methods, especially among younger consumers. Millennials and Gen Z are highly influenced by visually engaging content and word-of-mouth marketing, while older shoppers rely more on search engines and advertisements. Gender differences show that men are slightly more likely to click on ads, whereas women engage more with social media and personal recommendations.

These insights highlight the need for beauty brands to optimize both organic and paid discovery channels to capture diverse consumer segments. By customizing discovery strategies for different demographics, beauty brands can attract more first-time shoppers and convert them into long-term customers.

Key Insights

Social Media is the #1 Gateway to Beauty Brands



Unlike other verticals, where more traditional touchpoints dominate, social media and influencer recommendations lead for discovery with 16%. Predictably, younger audiences rank highest.

Women Click, Men Scroll



Women are more likely to click through an online marketplace (14% vs. 9% for men) or be inspired by content (8% vs. 5% for men). Men favor word-of-mouth (15% vs. 11% for women) and digital ads (9% vs. 7% for women).

Older Generations Prefer Traditional Media Formats

Boomers (16%) rely on search engines, compared to the 12% average. A similar trend appears with digital ads—Boomers (13%) and Gen X (10%) versus the 8% average.

Email and Text Has a Foothold

5%

Inboxes aren't the traditional way to navigate directly to products, but it's still the norm preferred route for 5% of consumers with negligible difference between ages and gender.

 HOW DO YOU TYPICALLY FIND AND VISIT A BEAUTY WEBSITE FOR THE FIRST TIME?

 **Strategic Takeaways**

1. Deliver Seamless Cross-Device Messaging

With so many channels and devices in play, leverage identity resolution to recognize shoppers across devices and sessions. Implement a unified cross-channel messaging strategy that provides personalized, consistent communication, ensuring every interaction builds trust and strengthens customer relationships.

2. SEO v GEO? Both!

Brands still need to strengthen search engine visibility to maintain relevance for older shoppers. Consider a robust GEO (Generative Engine Optimization) which differs from SEO by enabling AI search tools to provide your site in contextualized consumer searches. Early adopters of AI will discover your brand's products and services in those personalized search results.

3. Dominate Social Media & Influencer Marketing

Invest in TikTok, Instagram, and YouTube collaborations to attract younger shoppers. Amplify social media campaigns and influencer partnerships to appeal to younger audiences, ensuring content is visually compelling and authentic.

4. Turn Word-of-Mouth into Sales

Encourage referrals with loyalty rewards, exclusive discounts, and subscriber-only perks.



 **HOW DO YOU TYPICALLY FIND AND VISIT A BEAUTY WEBSITE FOR THE FIRST TIME?**

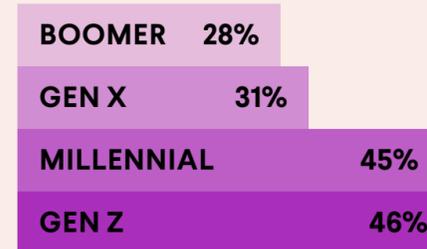
RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Clicking on an advertisement (e.g., Google Ads, social media ads)	13%	10%	7%	5%	7%	9%	8%
Finding the website through a search engine	16%	12%	9%	12%	13%	11%	12%
Discovering it via social media posts or influencer recommendations	8%	10%	19%	21%	16%	15%	16%
Receiving a recommendation from friends or family	14%	11%	13%	13%	11%	15%	13%
Opening an email or text message from the brand	6%	5%	5%	5%	6%	5%	5%
Seeing a physical ad (e.g., billboard, magazine, in-store signage)	5%	9%	7%	6%	5%	9%	7%
Reading about the brand in an article, blog, or review	5%	6%	9%	4%	8%	5%	6%
Clicking a link from an online marketplace (e.g., Amazon, Etsy)	2%	16%	7%	4%	7%	8%	7%
Clicking a link from an online marketplace (e.g., Sephora, Ulta, Fragrancenet.com)	15%	12%	7%	14%	14%	9%	12%
Being redirected from another website	2%	1%	6%	8%	5%	5%	5%
Typing the brand name or URL directly into the browser	14%	9%	9%	8%	9%	10%	9%

Browsers or Buyers? How Often Do Shoppers Browse Beauty Websites Without Buying?

Beauty shoppers frequently visit brand websites without making a purchase, but browsing habits vary widely by age. Millennials and Gen Z are the most active, often browsing weekly or even daily for inspiration and product discovery. In contrast, Boomers and Gen X browse less frequently and with more intent, likely researching purchases in advance. Gender trends show that while men and women browse at similar rates, women are slightly more likely to browse daily. By understanding why and how often shoppers browse, beauty brands can create better online experiences that turn casual visitors into loyal customers.

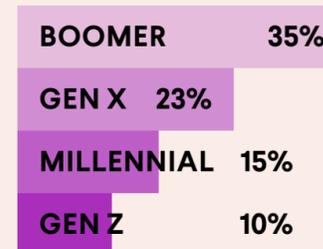
Key Insights

Gen Z & Millennials: The Ultimate Beauty Browsers



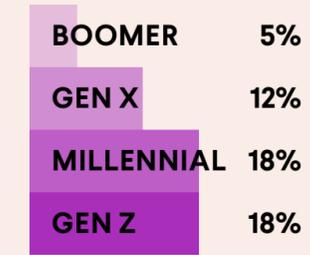
Almost half of Millennials (45%) and Gen Z (46%) browse beauty websites weekly, compared to just 28% of Boomers.

Boomers & Gen X Browse Less Frequently



Over a third (35%) of Boomers and 23% of Gen X browse rarely, indicating they visit websites with more purchase intent.

Daily Habits



3x

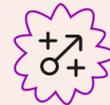
Again, younger consumers are the most frequent daily browsers, with Gen Z and Millennials over 3x more active than Boomers.

Women Browse More, But Men Aren't Far Behind



There is gender parity throughout browsing behavior, with women slightly more likely to browse daily (16% versus 13 men).

 HOW OFTEN DO YOU BROWSE BEAUTY WEBSITES WITHOUT INTENDING TO MAKE A PURCHASE?

 **Strategic Takeaways**

1. Engage Daily Browsers with Fresh Content

Offer dynamic, fresh content such as trend updates, application tutorials, and exclusive deals to retain Millennials and Gen Z who browse frequently. Identify these consumers with the help of identity resolution partners like Wundekrind to trigger email and text messages more frequently than other consumers, even if they appear as anonymous traffic.

2. Encourage Habitual Browsing Through Personalization

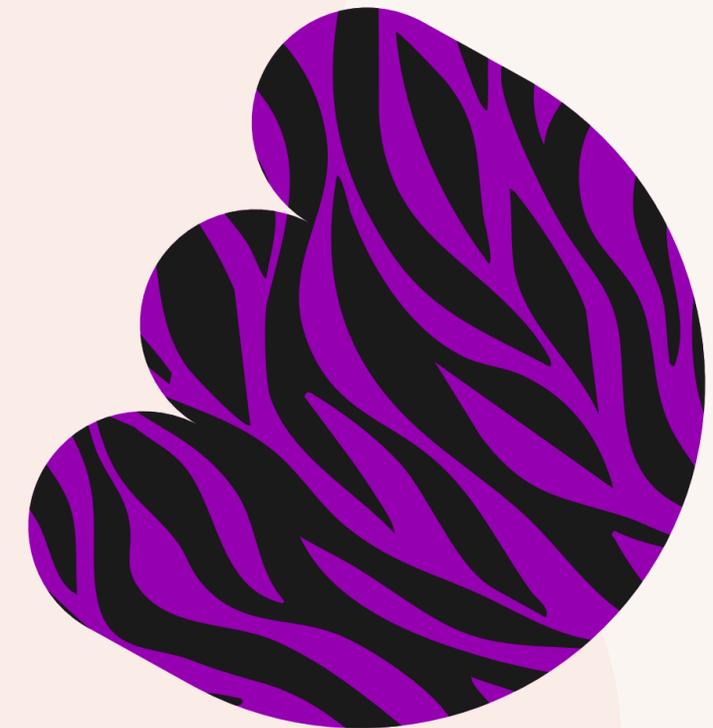
Leverage email and text encouraging consistent visits with tailored offers and updates.

3. Target Shoppers with Precision Marketing

Use AI-powered insights and identity resolution to identify patterns in shopping behaviors. Deliver personalized, timely promotions, such as limited-time discounts and restock reminders to nudge Boomers and Gen X toward conversion.

4. Optimize Mobile & Social Browsing Experiences

Since younger shoppers browse frequently, ensure seamless mobile navigation, shoppable social media posts, and influencer-driven engagement.



 **HOW OFTEN DO YOU BROWSE BEAUTY WEBSITES WITHOUT INTENDING TO MAKE A PURCHASE?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Daily	5%	12%	18%	18%	16%	13%	15%
Weekly	28%	31%	45%	46%	41%	39%	40%
Monthly	32%	34%	22%	26%	27%	28%	28%
Rarely	35%	23%	15%	10%	16%	19%	18%



WHEN YOU BROWSE BEAUTY WEBSITES WITHOUT INTENT TO MAKE A PURCHASE, WHAT IS THE PURPOSE OF YOUR VISIT?

Window Shopping: Why Consumers Visit Beauty Sites Without Purchasing

Everyone knows the meaning of “window shopping” for a reason—it’s as habitual as payday splurges and impulse buys. Many beauty shoppers visit brand websites without the intent to purchase, whether for research (24%), inspiration (18%), or entertainment (14%). Price comparisons (29%) and product discovery (25%) are the top browsing drivers, particularly for Boomers and Gen X, who take a more deliberate, research-driven approach. Millennials and Gen Z, on the other hand, are more likely to browse for fun, seek trend inspiration, or bookmark products for future purchases. Gender differences show that women are more inclined to explore new beauty trends, while men focus more on price. By delivering value beyond just shopping, beauty brands can turn casual browsers into loyal customers when they’re ready to buy.



Key Insights

Price & Discount Hunting Leads Browsing Behavior

BOOMER	34%
GEN X	32%
MILLENNIAL	30%
GEN Z	26%

Checking for deals is the #1 reason for browsing. While relatively similar across ages, it’s more prevalent the older the consumer.

Research, Research, Research

Around a quarter of consumers are comparing products (25%), investigating the provenance (24%) and reading reviews (21%).

Gen Z Browse for Fun & Inspiration

2x

14% of consumers aimlessly browse, peaking at 20% of Gen Z, at a rate 2x higher than Boomers and Gen X.

Women Bookmark, Compare and Browse



Women research new products (25% vs. 23% for men), compare products (26% vs. 23% for men), bookmark (16% vs. 13% for men), consume reviews (23% vs. 17% for men) and browse for fun (15% vs. 13% for men).



WHEN YOU BROWSE BEAUTY WEBSITES WITHOUT INTENT TO MAKE A PURCHASE, WHAT IS THE PURPOSE OF YOUR VISIT?



Strategic Takeaways

1. Maximizing Customer Identification and Re-Engagement

Implement advanced identity solutions to recognize browsing anonymous visitors and link them across devices and sessions. This allows for personalized follow-ups through email, SMS, and targeted ads.

2. Make Deals & Promotions Easy to Find

Since price-checking is the top reason for browsing, beauty brands should implement dynamic pricing tools, price-drop alerts, and limited-time offers to convert hesitant visitors. Using email and text triggered by browse and click data to deliver these will generate higher conversions.

3. Create Engaging, Trend-Driven Content

Gen Z's and women's tendency to browse for entertainment presents an opportunity for immersive content like application tutorials, influencer collaborations, and engaging social media storytelling.

4. Use Personalization and Encourage Bookmarking & Wishlist Features

Implement "Save for Later" tools, back-in-stock alerts, and personalized reminders to re-engage undecided shoppers. Deploy retargeting strategies, such as email reminders, push notifications, or in-app saved-product prompts, to bring them back when they're ready to buy.

5. Use AI-Powered Product Recommendations

Offer smart comparisons and personalized suggestions to cater for women's focus on researching and comparing beauty products.





WHEN YOU BROWSE BEAUTY WEBSITES WITHOUT INTENT TO MAKE A PURCHASE, WHAT IS THE PURPOSE OF YOUR VISIT?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Research and discover new beauty products	21%	20%	27%	25%	25%	23%	24%
Learn about ingredients and application techniques	16%	17%	12%	13%	12%	15%	14%
Compare products	29%	29%	27%	17%	26%	23%	25%
Price comparisons or discounts for future purchases	34%	32%	30%	26%	27%	32%	29%
Looking for inspiration for looks	13%	11%	23%	18%	16%	19%	18%
Browsing for entertainment or relaxation	8%	10%	13%	20%	15%	13%	14%
Bookmarking or saving items for later consideration	11%	20%	12%	16%	16%	13%	15%
Looking for gift ideas for friends or family	16%	15%	16%	17%	15%	16%	16%
Reading customer reviews or learning more about the brand	21%	20%	19%	23%	23%	17%	21%

WHAT WOULD MAKE A BEAUTY BRAND'S WEBSITE ONE OF YOUR FAVORITES TO VISIT REPEATEDLY?

A Wrinkle-Free Operation: What Makes a Beauty Brand's Website a Go-To Destination?

When it comes to favorite beauty websites, shoppers high-quality product descriptions and visuals (28%), exclusive rewards (23%) and loyalty perks (20%). Discounts and free shipping, while important, are not the top driver, proving repeat purchases are about more than cutting your bottom line.

Younger consumers typically reach for personalized product recommendations and content, meanwhile older consumers value discounts and loyalty programs. These insights highlight the need for brands to balance a 360 strategy for broad appeal. By combining rewards with compelling visuals and loyalty incentives, beauty brands can create a website experience that keeps shoppers returning.

Key Insights

High-Quality Images and Descriptions Lead



Unlike most verticals, discounts are not the top driver of loyalty in beauty. 28% want best-in-class visuals and specs, with parity across genders and high among all age demographics.

Who Doesn't Like Fast and Free Shipping?



Rhetorical of course, as the answer is no one. A fifth (20%) of consumers are wooed by expedited shipping, topping out at 24% of Millennials.

Younger Shoppers Want Personalization



A quarter (24%) of Gen Z favor beauty websites that offer personalized recommendations based on browsing and purchasing history - 2x that of Boomers and Millennials.

Deals & Discounts Are Still a Key Facet



Almost a quarter (23%) of consumers cite rewards as the biggest motivator for return visits, especially for Boomers (32%).

Loyalty Rewards Trend Older



Tangible perks for members are loved by 20% of consumers, more popular the older the consumer.

Women Love Discounts, Men Want Personalization



There is almost total gender ubiquity across the board, but some minor differences with women valuing exclusive discounts (25% vs. 21% for men) and men personalized recommendations (18% vs. 16% for women).

 WHAT WOULD MAKE A BEAUTY BRAND'S WEBSITE ONE OF YOUR FAVORITES TO VISIT REPEATEDLY?

 **Strategic Takeaways**

1. Deliver Rewards That Keep Customers Coming Back

Wunderkind's advanced identity resolution technology ensures that Jane Doe on her laptop is recognized as the same Jane Doe who browsed eyeliner on her phone—enabling you to deliver the perks that particular customer loves.

2. Promote Discounts & Loyalty Rewards

Highlight exclusive savings, VIP perks, and membership benefits to convert value-conscious shoppers, particularly Boomers.

3. Create a Visually Engaging Shopping Experience

Use high-quality images, product videos, and interactive content to appeal to all shoppers.

4. Personalize the Shopping Journey at Every Opportunity

Since shoppers prefer tailored suggestions, beauty brands should harness browsing history and past purchasing data to deliver hyper-relevant product recommendations via triggered messages post visit. AI decisioning will allow you to deliver this at scale, with no need for complicated journey orchestration.

5. Enhance Website Usability & Brand Storytelling

Ensure seamless navigation, clear policies, and ethical messaging to build brand trust.





**WHAT WOULD MAKE A BEAUTY BRAND'S WEBSITE
ONE OF YOUR FAVORITES TO VISIT REPEATEDLY?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Easy-to-navigate design and user experience	16%	15%	18%	10%	14%	14%	14%
Frequent updates with new products	13%	12%	10%	11%	11%	11%	11%
Personalized recommendations based on browsing or purchase history	13%	16%	13%	24%	16%	18%	17%
Exclusive discounts, sales, or rewards for frequent visitors	32%	21%	22%	22%	25%	21%	23%
High-quality product images and detailed descriptions	23%	32%	27%	30%	29%	28%	28%
Inspiration through application tips or trend guides	3%	6%	11%	16%	10%	11%	11%
Transparent and ethical brand values (e.g., sustainability, inclusivity, animal testing, etc.)	11%	11%	23%	14%	17%	14%	16%
Reliable and fast shipping	15%	19%	24%	18%	20%	19%	20%
A loyalty program or perks for members	29%	23%	17%	16%	20%	20%	20%
Positive previous shopping experiences with the brand	19%	20%	19%	19%	20%	18%	19%

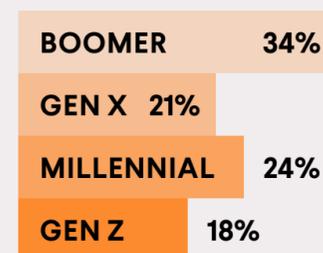
WHAT TYPICALLY STOPS YOU FROM MAKING A PURCHASE DURING YOUR FIRST VISIT TO A BEAUTY BRAND'S WEBSITE?

Why Shoppers Leave Beauty Websites Without Buying—And How to Win Them Back

Even the most stunning beauty websites face a common challenge: cart abandonment. Shoppers visit, browse, and add items to their carts—only to leave without completing a purchase. The biggest barriers? Lack of urgency (23%), holding out for a sale (20%) and uncertainty about product quality (19%). While Boomers and Gen X hesitate for discounts, Millennials and Gen Z are more concerned about shipping fees. By understanding and addressing these obstacles, beauty brands can craft strategies that turn hesitation into conversion.

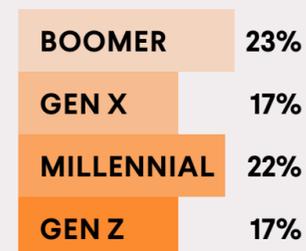
Key Insights

Lack of Urgency is the #1 Blocker



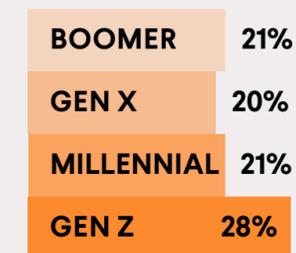
23% of shoppers don't feel the need to buy right away, with Boomers most likely to delay (34%) - almost 2x that of Gen Z.

Quality of Course Matters



19% of shoppers prioritize higher quality, signaling a preference for premium, long-lasting products.

Shipping Costs Send Shoppers Away



High shipping fees are a major deterrent, especially for Gen Z (28%) and women (27% vs. 18% for men).

Men Second-Guess the Product, Women Need Urgency



Men are more likely to hesitate due to product uncertainty (23% vs. 16% for women) and lack of reviews (17% vs. 12% for women). Women delay purchases due to a lack of incentives (25% vs. 21% for men).

 WHAT TYPICALLY STOPS YOU FROM MAKING A PURCHASE DURING YOUR FIRST VISIT TO A BEAUTY BRAND'S WEBSITE?

 **Strategic Takeaways**

1. Recognize More Anonymous Cart Abandoners

Traditional identity resolution providers match an unknown device to an email or mobile number, but Wunderkind takes this a step further. With over 9 billion consumer devices recognized and nearly 2 trillion digital engagements observed annually across thousands of websites, Wunderkind possesses deep insights into the browsing, clicking, and buying behaviors of over 1 billion opted-in consumers. This intelligence allows beauty brands to match anonymous visitors to their first-party databases.

2. Highlight Urgency for Boomers & Less Frequent Shoppers

Limited-stock messages, last-minute bundle-deals, and scarcity-driven tactics can help drive sales among shoppers who lack urgency. Also great when serving with personalized emails and texts.

3. Emphasize Product Quality

Showcase ethical certifications, detailed ingredient details, high-quality visuals and customer testimonials to reassure hesitant buyers and attract shoppers who value premium products.

4. Use Dynamic Pricing Alerts & Limited Time Offers

Since price sensitivity is a blocker, beauty brands should implement exclusive first-time discounts, limited-time flash sales, and loyalty rewards to convert price-conscious shoppers. Identify users on your sites and apps to send these personalized alerts via email and text.

5. Reduce Friction with Shipping Incentives

Provide free shipping thresholds, discounted rates, or bundled shipping offers to ease Gen Z's concerns.





WHAT TYPICALLY STOPS YOU FROM MAKING A PURCHASE DURING YOUR FIRST VISIT TO A BEAUTY BRAND'S WEBSITE?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Waiting for a sale or discount	13%	27%	22%	16%	19%	20%	20%
Unsure about the quality of the product	23%	17%	22%	17%	16%	23%	19%
High shipping costs	21%	20%	21%	28%	27%	18%	23%
No urgency to buy immediately	34%	21%	24%	18%	25%	21%	23%
Lack of customer reviews	10%	15%	10%	20%	12%	17%	14%

 WHEN DECIDING BETWEEN TWO BEAUTY BRANDS, WHAT FACTOR MOST INFLUENCES YOUR CHOICE?

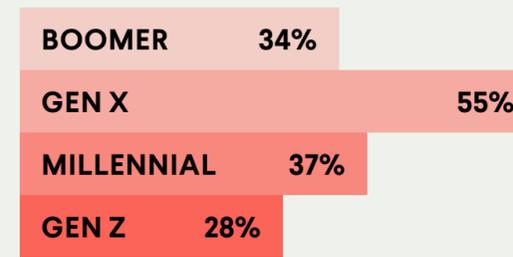
Battle of the Beauty Brands: What Makes Shoppers Choose One Over Another?

With endless beauty brands competing for attention, as well as subscription disruptors, what truly influences a shopper's final decision? Price (38%) and quality (30%) are the biggest factors, but sustainability (12%), shopping experience (11%), and fast shipping (10%) also play key roles.

Older consumers prioritize price, while Millennials and Gen Z are more likely to pay for a more ethical product. Gender trends show that women are more drawn to ethical and sustainable brands, whereas men favor a smoother online shopping experience. Understanding these decision-making factors and aligning with what matters most to different consumer segments allows beauty brands to position themselves strategically, stand out in a crowded market and earn shopper loyalty.

Key Insights

Price Wins with Older Shoppers



2x 

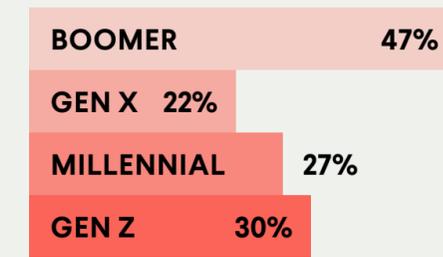
Over half of Gen X (55%) and over a third Boomers (34%) and Millennials (37%) are price-conscious. Gen X are 2x more motivated by price than Gen Z.

Online Experience Sways Gen Z

2x 

16% of Gen Z want a better online experience, 2x that of any other generation.

Boomers Love Quality



Almost half (47%) of Boomers prioritize better quality, signaling their preference for premium, long-lasting products.

Women Care About Ethics, Men Want Convenience



Women are more influenced by brand values and sustainability (13% vs. 11% of men), while men favor a better online shopping experience (13% vs. 8% of women).

 WHEN DECIDING BETWEEN TWO BEAUTY BRANDS,
WHAT FACTOR MOST INFLUENCES YOUR CHOICE?

Strategic Takeaways

1. Win Price-Conscious Shoppers with Smart Discounts

Offer competitive pricing, value bundles, and loyalty-based savings to attract older shoppers. Beauty brands should emphasize these offers in email marketing, website banners, and app notifications.

2. Showcase Quality to Attract Older Consumers

Use ingredient transparency, product testimonials, and premium packaging to appeal to Boomers.

3. Lean Into Sustainability Messaging

Highlight eco-friendly packaging, cruelty-free formulations, and ethical sourcing to resonate with women, and younger value-driven shoppers.

4. Make Online Shopping Seamless

Invest in user-friendly website navigation, AI-powered recommendations, and fast checkout options to cater to men's and Gen Z's preference for convenience.

5. Harness First-Party Insights

Use first-party data to personalize the shopping experience. Leverage this data, along with customer browsing behavior, across email and text to recommend related products, share relevant content, and build long-term customer relationships.

 **WHEN DECIDING BETWEEN TWO BEAUTY BRANDS,
WHAT FACTOR MOST INFLUENCES YOUR CHOICE?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Better price	34%	55%	37%	28%	39%	35%	38%
Higher quality	47%	22%	27%	30%	27%	32%	30%
More ethical or sustainable practices	7%	13%	14%	13%	13%	11%	12%
Better online shopping experience	6%	7%	9%	16%	8%	13%	11%
Faster shipping options	6%	3%	14%	13%	12%	8%	10%

 WHEN A BEAUTY BRAND SENDS YOU EMAILS OR TEXTS WITH OFFERS, WHICH ARE MOST INFLUENTIAL TO GET YOU BACK TO THEIR WEBSITE?

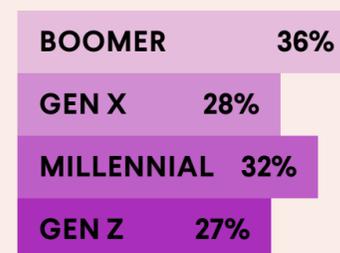
The Power of the Perfect Offer: What Brings Shoppers Back to Beauty Websites?

There are a multitude of reasons why shoppers don't always convert first time around. Fortunately, there are opportunities to tempt them back, and the vast majority are receptive to messaging to remind them of what they left in their basket. Personalized recommendations and exclusive promotions are the strongest motivators, especially for Gen X and Boomers, who prefer reminders based on their browsing history. Millennials and Gen Z are more influenced by trending products and seasonal collections, showing their preference for staying ahead of beauty trends.

Gender trends reveal that men respond better to personalized offers, while women are more drawn to exclusive launches and curated beauty edits. To drive return visits, beauty brands must deliver targeted, timely, and relevant offers.

Key Insights

Personalization is Number #1



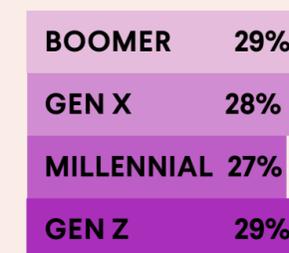
36% of Boomers and 32% of Millennials are most influenced by recommendations derived from items they've browsed.

Women Want Personalization, Men Love Trends



Women respond to personalized styling (17% vs. 10% of men) and personalized product recommendations (32% vs. 28% of men). Men want trending products (14% vs. 10% of women).

Best Sellers Universally Loved



There's almost total parity across age and gender for best sellers and highly-rated products by other customers.

 WHEN A BEAUTY BRAND SENDS YOU EMAILS OR TEXTS WITH OFFERS, WHICH ARE MOST INFLUENTIAL TO GET YOU BACK TO THEIR WEBSITE?

Strategic Takeaways

1. Email with Behavioral Triggers

Design rich, personalized email campaigns targeting all demographics and implement automated reminders, such as cart abandonment messages and personalized recommendations. Trigger upsell offers via email or mobile a day, week or short time after a purchase is made.

2. Channel Segmentation

Continuously monitor consumer engagement metrics across channels to refine strategies. Leverage feedback and behavioral data to stay ahead of shifting preferences and maximize communication effectiveness. Wunderkind is an excellent orchestration partner to ensure cross channel communication is optimized.

3. Mobile Engagement

Invest in text campaigns and push notifications for all shoppers.

4. Leverage Trends & Seasonal Hype

Promote limited-edition collections, trending beauty picks, and seasonal must-haves to attract Millennials and Gen Z.

5. Highlight Exclusive Access & VIP Perks

Offer early access to product launches, loyalty-based exclusives, and members-only discounts.

6. Personalize Offers for Women

Since women prefer tailored recommendations, brands should use AI-driven suggestions based on browsing history and previous purchases to make follow-ups more relevant.



 **WHEN A BEAUTY BRAND SENDS YOU EMAILS OR TEXTS WITH OFFERS, WHICH ARE MOST INFLUENTIAL TO GET YOU BACK TO THEIR WEBSITE?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Beauty products styled around a certain look	11%	16%	13%	14%	17%	10%	14%
Products that complement items in your cart	6%	14%	24%	19%	17%	18%	17%
Products trending with other shoppers	8%	10%	13%	17%	12%	14%	13%
Items similar to what you've viewed or purchased	36%	28%	32%	27%	32%	28%	30%
Trend-specific recommendations	8%	13%	11%	13%	10%	14%	12%
Recommendations based on your previous purchases	34%	33%	29%	25%	30%	28%	29%
Newly launched or exclusive products	24%	26%	26%	28%	26%	27%	26%
"Best-sellers" or highly rated products by other customers	29%	28%	27%	29%	28%	29%	28%

WHICH ALERTS/OFFERS CAN A BEAUTY BRAND SEND VIA EMAIL OR TEXT TO MOTIVATE YOU TO PURCHASE AN ITEM YOU'VE PREVIOUSLY BROWSED OR PLACED IN A CART?

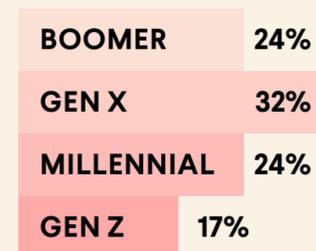
Unlocking the Power of Messaging to Win Back Lost Sales

Crafting impactful messaging offers is essential for reengaging beauty shoppers who have abandoned a purchase. Email and text remain unparalleled tools for delivering highly personalized and timely messages. These channels enable brands to cut through the noise of crowded digital landscapes, targeting consumers with offers that align with their preferences, shopping behaviors, and position in the customer journey.

Shoppers often leave beauty websites with items still sitting in their carts—but the right offer can push them to buy. Price drops, limited-time flash sales, and “buy one, get one free” (BOGOF) promotions are the most effective motivators. Boomers, Gen X and Millennials are most influenced by price reductions, while Gen Z responds well to exclusive early-access offers. Women are more likely to return for BOGOF deals, flash sales and bundling while men are swayed by trending products and loyalty perks. Understanding what triggers a purchase allows beauty brands to craft smarter, more effective re-engagement strategies that turn abandoned carts into completed sales.

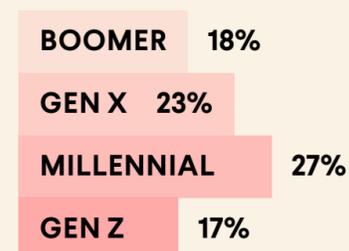
Key Insights

Price Drops Are the #1 Purchase Trigger



32% of Gen X and 24% of Millennials and Boomers are most likely to complete a purchase if an item goes on sale.

Free Shipping Has Appeal



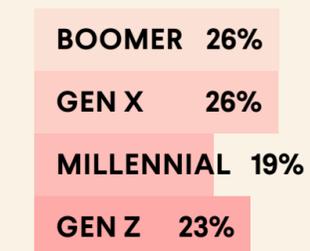
Nearly a quarter (22%) of shoppers are drawn to free shipping offers, with interest peaking at 27% of Millennials and 23% of Gen X.

Women Love Freebies, Men Prefer Popular Picks



Women are most influenced by BOGOF deals (27% vs. 18% of men), flash sales (22% vs. 13% of men) and bundles (13% vs. 9% of men). Men are swayed by highly rated, trending products (15% vs. 11% of women), free shipping (23% vs. 20% of women) and exclusive access (15% vs. 9% of women).

BOGOF Deals Create Urgency



26% of Boomers and Gen X find “buy one, get one free” promotions the most compelling.

Long-Live Loyalty Perks



A fifth of shoppers are moved by loyalty perks, peaking at 24% of Boomers.



WHICH ALERTS/OFFERS CAN A BEAUTY BRAND SEND VIA EMAIL OR TEXT TO MOTIVATE YOU TO PURCHASE AN ITEM YOU'VE PREVIOUSLY BROWSED OR PLACED IN A CART?



Strategic Takeaways

1. Emphasize Urgency

Craft targeted campaigns with deals and bundles for hesitant shoppers, particularly for women. Let AI engines determine which message to send to whom and when. You focus on human tasks while data decides the best journey at an individual level. Send automated email and text alerts when an item goes on sale to re-engage these price-sensitive shoppers.

2. Identity is Key

Partner with an identity solution like Wunderkind to turn the unknown shopper into the known and target them with messaging on the right channel, with the right offer, at the right time.

3. Leverage Behavioral Triggers

Implement automated email and text messages like cart reminders and tailored product recommendations to re-engage consumers based on browsing history.

4. Feature Best-Sellers & Trending Products

Use social proof, customer reviews, and trending product highlights to attract men who prefer highly rated items.





WHICH ALERTS/OFFERS CAN A BEAUTY BRAND SEND VIA EMAIL OR TEXT TO MOTIVATE YOU TO PURCHASE AN ITEM YOU'VE PREVIOUSLY BROWSED OR PLACED IN A CART?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Item is back in stock	13%	5%	7%	8%	9%	6%	8%
Item is low in inventory	10%	6%	5%	8%	7%	7%	7%
Item has a price drop	24%	32%	24%	17%	23%	23%	23%
Item is part of a limited-time flash sale	19%	20%	15%	19%	22%	13%	18%
Item is included in a "buy one, get one" promotion	26%	26%	19%	23%	27%	18%	23%
Item is included in a bundle offer	3%	7%	15%	14%	13%	9%	11%
Item is trending and highly rated by other shoppers	13%	10%	14%	13%	11%	15%	13%
Item qualifies for free or discounted shipping	18%	23%	27%	17%	20%	23%	22%
Item is part of an exclusive early-access collection	8%	12%	10%	16%	9%	15%	12%
Item has limited availability due to high demand	8%	9%	14%	10%	9%	12%	11%
Item now includes additional perks, such as loyalty points bonuses	24%	17%	21%	20%	19%	22%	20%
Item is recommended as a perfect gift or seasonal favorite	8%	7%	12%	13%	9%	13%	11%

 WHAT DOES THE TERM “VALUE” MEAN TO YOU WHEN PURCHASING FROM A BEAUTY BRAND?

Defining Value: What Makes a Beauty Purchase Feel “Worth It?”

Value means different things to different beauty shoppers. For some, it’s getting high-quality ingredients at a reasonable price (18%), while for others, it’s about affordability (16%), exclusive discounts (11%), or ethical sourcing (8%). Boomers focus on price and proven results, while Millennials and Gen Z are more drawn to product quality and sustainability. Women prioritize discounts and customer service, while men associate value with long-term effectiveness and price. Understanding how different shoppers define “value” allows beauty brands to craft messaging and offers that truly resonate. And by aligning marketing and pricing strategies with what each shopper values most, beauty brands can strengthen customer loyalty and increase conversions.

Key Insights

Quality vs. Price - The Generational Divide

Boomers (26%) define value as getting high-quality ingredients at a reasonable price, while 22% of Millennials prefer affordable pricing over competitors.

Women Prioritize Discounts, Men Look for Reliability



Women see value in discounts (13% vs. 9% of men) and strong customer service (10% vs. 7% of men), while men focus on proven effectiveness (14% vs. 8% of women) and affordability (17% vs. 5% of women).

Exclusive Rewards Win Over Older Shoppers

BOOMER	15%
GEN X	16%
MILLENNIAL	10%
GEN Z	8%

2x 

15% of Boomers and 16% of Gen X say receiving promotions and discounts define value, compared to just 8% of Gen Z.

 WHAT DOES THE TERM “VALUE” MEAN TO YOU WHEN PURCHASING FROM A BEAUTY BRAND?

 **Strategic Takeaways**

1. Showcase Ingredient Quality & Product Efficacy

Use before-and-after results, dermatologist endorsements, and customer testimonials to appeal to Boomers and Men.

2. Offer Competitive Pricing & Exclusive Discounts

Highlight affordable alternatives to luxury brands, limited-time promotions, and rewards programs to attract price-sensitive shoppers.

3. Make Sustainability a Selling Point

Promote eco-friendly packaging, cruelty-free formulas, and ethical production to capture Millennials and Gen Z.

4. Build Trust with Customer Service & Loyalty Perks

Offer hassle-free returns, VIP support, and membership benefits to appeal to women who value reliability.



 **WHAT DOES THE TERM “VALUE” MEAN TO YOU WHEN PURCHASING FROM A BEAUTY BRAND?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Getting products with high-quality ingredients for a reasonable price	26%	16%	17%	16%	17%	19%	18%
Items with proven results	13%	12%	12%	9%	8%	14%	11%
Items free from harmful chemicals	8%	5%	2%	8%	6%	4%	5%
Receiving discounts, promotions, or rewards for purchases	15%	16%	10%	8%	13%	9%	11%
Access to exclusive or limited-edition items	3%	4%	8%	4%	6%	4%	5%
Affordable pricing compared to other brands or competitors	19%	13%	22%	11%	15%	17%	16%
Free or fast shipping options included with purchases	3%	5%	6%	3%	5%	4%	5%
Ethical, transparent or sustainable production practices by the brand	2%	8%	3%	16%	7%	9%	8%
A seamless and enjoyable shopping experience	2%	6%	5%	11%	6%	7%	7%
Personalized recommendations or offers that align with my preferences	5%	4%	6%	7%	5%	6%	6%
Trust in the brand's reliability and customer service	5%	11%	7%	9%	10%	7%	8%

 MANY BEAUTY BRANDS ARE USING AI TO ENHANCE YOUR BROWSE AND PURCHASE EXPERIENCE ON THEIR WEBSITE. WHICH OF THESE WOULD YOU FIND HELPFUL FOR MAKING A PURCHASE ONLINE DIRECTLY FROM THE BRAND?

Beauty Meets AI: How Tech Enhances Online Shopping

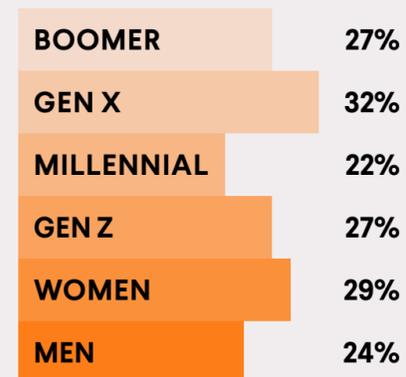
AI is transforming the beauty shopping experience, making it smarter, faster, and more personalized. From AI-powered product recommendations (28%) to virtual product applications (27%) and real-time customer reviews (21%), shoppers are embracing technology that simplifies decision-making.

Predictably Millennials and Gen Z are the most receptive to AI-driven features, especially for personalized product suggestions and high-quality visuals. Boomers and Gen X, while slightly more hesitant, value AI for inventory updates and smart search tools. Gender trends show that women prefer AI tools that enhance discovery, while men favor tech that improves efficiency and convenience.

By integrating AI-driven features that align with different shopper needs, beauty brands can create a seamless, engaging, and personalized online experience that drives conversions.

Key Insights

Personalization Drives Engagement



29% of women and 32% of Gen X prefer AI-powered recommendations based on their individual skin and body types, making it a highly in-demand AI feature.

Boomers Value Practical AI Features

2x 

Almost a quarter (24%) of Boomers appreciate inventory alerts, such as price drops and back-in-stock notifications and AI-powered chat assistance (27%), 2x that of any other generation.

Younger Shoppers Want a Visual Experience



32% of Millennials and 26% of Gen Z find high-quality photos and videos on real people the most helpful AI tool.

Women Want AI for Personalization, Men Want Efficiency



Women like AI for hyper-personalized product recommendations based on personal characteristics (29% vs. 24% of men) and browsing history (33% vs. 23% of men). Men prefer AI-driven chat assistance (20% vs. 13% of women) and smart search (23% vs. 16% of women).

 MANY BEAUTY BRANDS ARE USING AI TO ENHANCE YOUR BROWSE AND PURCHASE EXPERIENCE ON THEIR WEBSITE. WHICH OF THESE WOULD YOU FIND HELPFUL FOR MAKING A PURCHASE ONLINE DIRECTLY FROM THE BRAND?

Strategic Takeaways

1. Double-Down on AI-Powered Personalization to Boost Engagement

Since consumers, particularly women and younger consumers love personalized product recommendations based on their individual preferences and browsing habits, brands should harness browsing history and past purchase data to deliver hyper-relevant product recommendations via triggered messages post visit. AI decisioning will allow you to deliver this at scale, with no need for complicated journey orchestration.

2. Enhance AI Chat Assistance for Immediate Support

With men and Boomers valuing instant AI-powered answers, brands should refine chatbot capabilities to provide real-time buying assistance, product specifications, and shipping policies.

3. Upgrade Visual Shopping Experiences

Invest in high-quality product imagery, video demonstrations, and virtual application technology to appeal to Millennials and Gen Z.

4. Use AI to Improve Inventory Transparency

Implement automated back-in-stock alerts and dynamic pricing updates to cater to Boomers and Gen X.

5. Optimize AI for Different Shopping Preferences

Offer AI-powered search and discovery tools for women and efficiency-focused AI features, like chatbots and smart filters, for men.

6. Leverage AI for Relevance

Use Wunderkind's AI-powered tools to deliver hyper-relevant content that improves the customer experience. From subject lines, to copy and even decisioning on where and when to send, Wunderkind's Autonomous Marketing Platform takes the lift off of your human team and optimizes maximum revenue.



 **MANY BEAUTY BRANDS ARE USING AI TO ENHANCE YOUR BROWSE AND PURCHASE EXPERIENCE ON THEIR WEBSITE. WHICH OF THESE WOULD YOU FIND HELPFUL FOR MAKING A PURCHASE ONLINE DIRECTLY FROM THE BRAND?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Personalized product recommendations based on individual skin type	27%	32%	22%	27%	29%	24%	26%
High-quality photos or videos of products on real humans	21%	24%	32%	26%	26%	27%	27%
Personalized product recommendations based on browsing history	19%	30%	29%	30%	33%	23%	28%
AI-powered chat assistance for instant answers to questions	27%	12%	14%	16%	13%	20%	16%
AI-driven beauty consultations	8%	7%	16%	7%	8%	13%	10%
Inventory alerts like low stock, back in stock, or price drops	24%	19%	24%	20%	24%	19%	22%
Smart search tools that adapt to your preferences and keywords	18%	16%	21%	22%	16%	23%	20%
Real-time customer reviews and AI-curated feedback summaries	16%	26%	22%	20%	21%	21%	21%

Conclusion

The insights from shopper behaviour across demographics reveal clear patterns and preferences that beauty brands can leverage to enhance engagement and drive sales. To thrive in 2025 and beyond, beauty brands must blend technology, personalization, and seamless shopping experiences to capture consumer attention and drive conversions. By understanding generational and gender-based behaviors, brands can craft targeted, data-driven strategies that build trust, increase engagement, and secure long-term loyalty. The brands that adapt to these evolving preferences—offering a mix of convenience, inspiration, and value—will emerge as industry leaders in the new era of beauty retail.

Gen Z and Millennials are shaping the future with their demand for trend-driven content, immersive digital experiences, and AI-powered recommendations, while Boomers and Gen X remain loyal to brands that offer quality, price transparency, and convenience. Women prioritize seamless navigation, exclusive deals, and ethical beauty, whereas men are drawn to efficiency, personalized experiences, and tech-driven solutions.

To truly succeed in 2025, beauty brands must prioritize true-personalization, at every step of the buying journey. However, personalization is only possible when brands can accurately identify their potential customers. Up to 95% of website traffic remains anonymous, making it essential to deploy identity resolution solutions that recognize and track consumer behavior across devices and sessions.

Wunderkind helps beauty brands identify logged-out loyalty members and even builds behavioral profiles for truly unknown visitors, enabling marketers to deliver hyper-personalized offers at the right moment. By leveraging patented email and mobile capture tools, beauty brands can grow their first-party data and re-engage shoppers through behaviorally triggered email and SMS campaigns.

Wunderkind has identified over 9 billion consumer devices and tracks nearly 2 trillion digital interactions each year across thousands of websites. With insights into the browsing, engagement, and buying behaviors of more than 1 billion opted-in consumers, Wunderkind enables beauty brands to connect anonymous visitors to their first-party databases. This advanced intelligence powers highly personalized, one-to-one messaging at scale, delivering a guaranteed increase in revenue—setting it apart from traditional marketing solutions.

Triggered email and text campaigns represent a particularly powerful opportunity. By leveraging first-party data and AI decisioning, beauty brands can engage shoppers at the right moment, whether it's with a back-in-stock alert, a reminder about an abandoned cart, or a personalized product recommendation. These timely, tailored interactions not only boost sales but also deepen loyalty.

The insights in this report serve as a roadmap for navigating the modern beauty landscape. Those who adapt quickly, innovate strategically, and prioritize value without compromise will be the ones who thrive in this fast-changing industry.





Unlock the Power of Identity Resolution

Wunderkind's Identity solution transforms brand-customer connections empowering marketers to deliver personalized experiences, ensuring privacy, compliance, and seamless cross-device engagement, leveraging powerful first-party data insight.

[Download Now](#)



The Power of Acquisition

Unlock the power of first-party data with our comprehensive guide, designed to help you turn website visitors into engaged customers. Learn how to collect emails and phone numbers, leverage behavioral targeting for personalized marketing, and ensure compliance with privacy laws, all while boosting conversion rates at a lower cost than paid media.

[Download Now](#)



Success Stories from Leading Brands

Discover how leading brands are leveraging Wunderkind's Autonomous Marketing Platform to drive personalized engagement, boost revenue, and enhance customer loyalty. By utilizing identity-powered messaging, first-party data, and seamless cross-channel campaigns, these brands are turning unknown traffic into known and seeing huge lifts in revenue.

[Learn More](#)



The Performance Marketing Solution

At Wunderkind, we drive meaningful, measurable outcomes for our clients. With identity and permissioning at the heart of our business, Wunderkind has the data and expertise to help you scale owned revenue channels while providing a premium experience for your customers, all while guaranteeing a lift in revenue.

[Drive Unmatched Revenue](#)

Wunderkind

Wunderkind is the leading AI-driven performance marketing solution that collects consent-based, first-party data and identifies anonymous traffic for beauty brands in order to scale hyper-personalized one-to-one messages. Beauty brands lean on the Wunderkind Identity Network, a proprietary database recognizing 9 billion devices and 1 billion consumers, and observes 2 trillion digital transactions every year, to trigger the most impactful offers to their target audience at the right moment and in the right channel. This proprietary data is accessed by Wunderkind's Autonomous Marketing Platform, an AI engine that integrates seamlessly into a beauty brands' existing ESP to boost performance across email, text and advertising channels.

Wunderkind is the only performance solution that guarantees a lift in revenue for its clients and delivers over \$5 billion in directly attributable revenue annually for brands across a number of industries, often ranking as a top 3 revenue channel in clients' own analytics platforms. Beauty brands such as Clarins, Iconic LONDON, Wander Beauty and tarte high-performance naturals partner with Wunderkind to drive top-line revenue through its guaranteed results.

CLARINS

ICONIC
LONDON

WANDER
BEAUTY

tarte
high-performance naturals™