



YOUR BEAUTY & COSMETICS RETARGETING CHEAT SHEET

If you're new to the world of retargeting, or just looking for a refresher, we've got you covered. Check out these helpful hints on how to target and reach your beauty and cosmetics site visitors, and bring them back to convert.

Before you get started, be sure to complete the following.

① IDENTIFY YOUR BUYING CYCLE

Whether it's skin care, cosmetics, or fragrances, your products will have their own buying cycles. For inexpensive products with a quick purchase window, keep it short. Stretch your buying cycle longer if it's an expensive purchase that requires more consideration.

② ENSURE YOU HAVE A PRODUCT FEED

Some advertising platforms use your site's product feed to insert products directly into your retargeting ads. However with SteelHouse, no product feed is necessary — the SteelHouse pixel dynamically and seamlessly pulls products into your ads automatically, saving what can be a time-consuming process.

③ CREATE SEGMENTS BASED ON YOUR CUSTOMER'S JOURNEY

Poor retargeting performance can often be attributed to "one size fits all" campaigns, with broad messaging served to all site visitors. Drive more conversions by pairing messaging and offers with customers based on where they are in the buying journey.

CONSIDERATION CAMPAIGNS

Whether they're just dipping their toes in the water, researching your brand or products, or spending a lot of time on your site without taking action, these users aren't quite ready to convert. It's time to pique their interest.

JUST IN MARKET

 1-3 Page Views

 1 Site Visit

 0 Products Added to Cart

WHO THEY ARE

People who browsed your site but are still learning about your brand and your products.

HOW TO ENGAGE THEM

Use product carousels to show off your best selling items. These are particularly useful for visitors who didn't click around a lot on your website to see the breadth of your offering.

RELUCTANT SHOPPERS

 4+ Page Views

 1 Site Visit

 0 Products Added to Cart

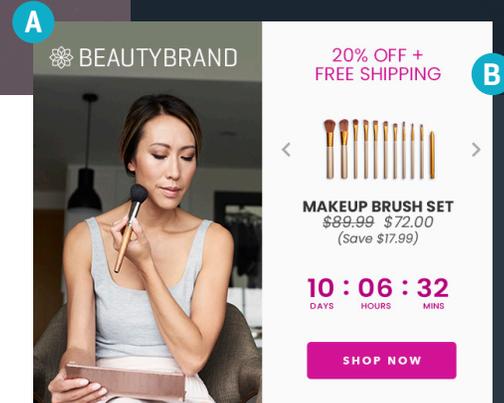
WHO THEY ARE

People who visited your site just once but clicked around more than the average first-time visitor.

HOW TO ENGAGE THEM

Present them with a modest offer; it may be enough to push these customers over the edge.

CREATIVE TIPS



A **SHOW YOUR LOGO**
Ads with prominent logos perform 12% better than those with small or those that blend into the background.

B **STATE YOUR PROMO**
Ensure your offer is clear; whether it's free shipping, or 20% off, don't let that message get lost.

CONVERSION CAMPAIGNS

It's time to get aggressive with your offers and bids. Users close to converting are considering who to purchase from, so it's important you give your brand the extra edge. Pull out all the stops and ensure when they click "Buy," it's with you.

HIGHLY-ENGAGED

 2+ Views to Specific Product Page

 0 Products Added to Cart

WHO THEY ARE

People who have shown enough interest in a specific product to view its page multiple times.

HOW TO ENGAGE THEM

Employ retargeting ads that feature the product they have repeatedly viewed to keep a potential purchase top-of-mind.

LINGERING PROSPECTS

 2+ Page Views

 0 Products Added to Cart

WHO THEY ARE

These people know your brand, and care enough to come back to your site, but aren't converting.

HOW TO ENGAGE THEM

Your brand is appealing to them, but they're not pulling the trigger. Give them an aggressive offer to convince them to convert.

CART ABANDONERS

 1+ Products Added to Cart

WHO THEY ARE

People who have added items to their cart but never purchased.

HOW TO ENGAGE THEM

Promote products that complement what they previously purchased to give them reason to return.

CREATIVE TIPS



A DO THE MATH
If you're offering a discount on a specific item, show both the percentage and the actual dollar amount saved.

B PICK YOUR FEATURES
Great visuals are important, but feature-flourishes can make the difference. Countdown timers, for example, help create a sense of urgency and can prompt a user to convert before they miss out.

LOYALTY CAMPAIGNS

Users that have previously converted, or re-entered sales cycles, come in all shapes and sizes. Some may be loyal and love your brand, while others may have forgotten about you. Diversify your message based on who you're targeting, and why you're targeting them.

BRAND LOYALISTS

 2+ Lifetime Purchases

WHO THEY ARE

These people love you enough that they purchased from you multiple times.

HOW TO ENGAGE THEM

Create a segment of repeat customers by product category. Customers often fall in love with brands because of specific product lines – if they like your lipstick, show them more lipstick.

UN-ENGAGED CUSTOMERS

 1 Purchase

WHO THEY ARE

People who have only purchased once, but never returned to your site.

HOW TO ENGAGE THEM

Promote products that complement what they previously purchased to give them reason to return.

CREATIVE TIPS



A

PUT IT IN ACTION

Lifestyle images or video featuring your product in use perform better than just product images alone.