

MAC Cosmetics India
achieves 17.2 X ROI using
Insider's cross-channel
journey orchestration
and gamification



Karen Thompson

India Brand Head



"Since its inception, MAC stands for unrivalled expertise in makeup and its popularity has grown through a tradition of word-of-mouth endorsements from makeup artists, models, photographers, and journalists around the world. At MAC, we are constantly looking to innovate with new trends and features to make a consumer's shopping journey memorable! Through Insider we have been able to further strengthen gamification and through the exciting ideas deployed on our website, we aim to be seen as a forward looking brand with a long-term desirability to purchase."

About



MAC Cosmetics

"About MAC Cosmetics:

M·A·C (Make-up Art Cosmetics), a leading brand of professional cosmetics, was created in Toronto, Canada in 1984 and is part of The Estée Lauder Companies, Inc. The company's popularity has grown through a tradition of word-of-mouth endorsement from makeup artists, models, photographers and journalists around the world. M·A·C is now sold in 100 countries/territories worldwide. Follow M·A·C on Twitter, Periscope, Snapchat and Pinterest @MACCosmetics, become a M·A·C fan on Facebook (facebook.com/maccosmetics), follow M·A·C on Instagram (instagram.com/maccosmeticsindia), watch M·A·C videos on YouTube (youtube.com/maccosmetics).

MAC Cosmetics India is present in 110 doors across India and online on maccosmetics.in, Nykaa.com, Myntra.com, TataCliq.com, Purplle.com, Ajoio.com, NNNOW.com, Boddess.com and ShoppersStop.com. To locate a MAC Store nearest to you, visit maccosmetics.in. You can also follow Sonic Sarwate, Global Senior Artist, M·A·C India on Instagram @sonicsmakeup.

Founded in: **1984**

Numbers of stores: **62 across India and online on Nykaa, Myntra, Tata Cliq, Purplle, Boddess and ShoppersStop**

Operates in: **130 countries and territories**

Number of employees: **+10800 employees**

MAC Cosmetics wanted to deliver personalized experiences at scale on their website to target the younger generation of customers coming in. Through this, they aimed to achieve conversion uplift and increased revenue.

Insider offered MAC Cosmetics a wide set of features and tools including ready-to-use templates, gamification capabilities, a fast and agile approach, offers and promos support with onsite and offsite scenarios, and algorithm based recommendations for cross sell. By adopting a cross-channel approach, MAC was able to engage their customers across both, the desktop and mobile. This was critical in their decision of choosing Insider.

MAC Cosmetics' tech stack comprised of an email, live chat and onsite changes.

MAC Cosmetics' parent company, Estee Lauder Companies, has had a successful experience working with a number of their brands in Europe. Using the experience with these brands, Insider has been able to adjust the integration model, use cases and solutions to the best possible effect. This made a strong case for choosing Insider.

Executive Summary

Journey with Insider

December 2020
Insider Integration

January 2021
First scenario activation

April 2021
First 'Wheel of Fortune' activation

The Insider team offered support to make the onboarding process as smooth as possible for MAC, and the journey was as follows:

"We are delighted to be working with Insider with the aim of delivering a holistic online shopping experience for our prestige Skincare and Makeup brands. With the platform we have been able to take a step further towards integrating innovative trends and engaging aspiring consumers."

- Rohan Vaziralli,
General Manager - India,
The Estée Lauder Companies Inc.

August 2021
'Memory Game' activation

October 2021
Architect Journey activation

November 2021
InStory activation

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LAUDER
COMPANIES

Gamification templates for lead collection.

- **Challenge**

Turning anonymous website visitors into subscribed customers is a challenge most brands face. With the lack of an incentive, new customers often drop off without completing the first purchase. MAC Cosmetics wanted an interactive means to get their first-time website visitors to complete the purchase while also improving the lead collection on their website.

- **Result**

This led to an improved **conversion rate of 4.43%**, along with a **clickthrough rate of 64.95%**. They also generated a massive 53,000 leads within just two days of implementing this solution.

- **Solution**

After going over various options with the Insider, MAC Cosmetics decided to implement the wheel of fortune gamification to engage and incentivize their website visitors. This offers users a chance to spin the wheel to get a coupon code in exchange for their email address.

The discount coupon gave the customers an incentive to complete their first purchase. The wheel of fortune helps convert anonymous website visitors into leads that marketers can nurture into customers in the long run. This proved to be a win-win situation for both MAC Cosmetics and its customers.



जीतने के लिए व्हील स्पिन करे

यह आसान है अपने ईमेल दर्ज करें और आपने गिफ्ट डिस्कवर करे

सबमिट

- सबमिट पर क्लिक करके आप नियम और शर्तों और प्राइवैसी पालिसी से सहमत हैं *
- हां, मैं M·A·C कास्मेटिक ऑनलाइन से समाचार पत्र प्राप्त करना चाहेंगे | *

64.95% CTR

53000 leads collected in two days

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Using a simple game to promote a limited time offer.

- Challenge

MAC Cosmetics wanted a newer, more exciting way of promoting a limited time offer. They wanted to try something they hadn't done before, which would encourage customer interactions and improve their likelihood to purchase.

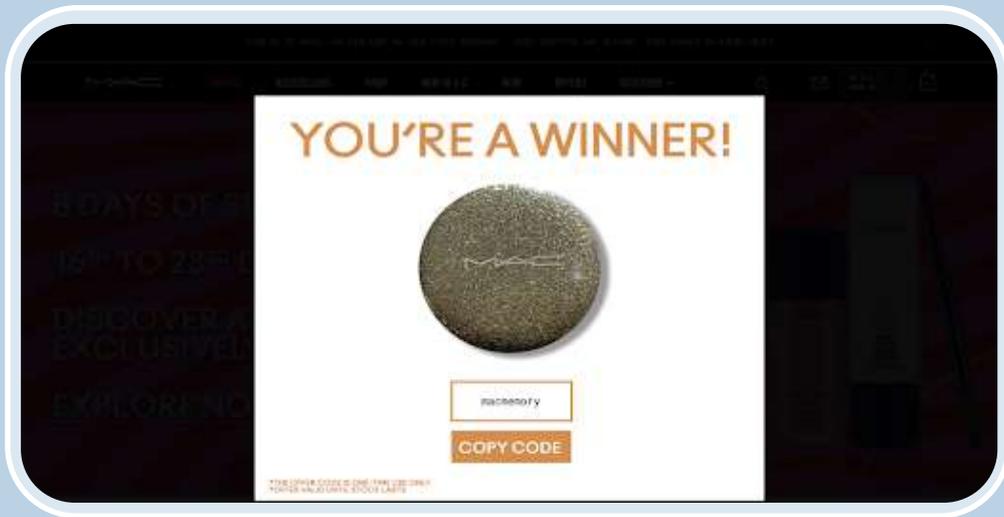
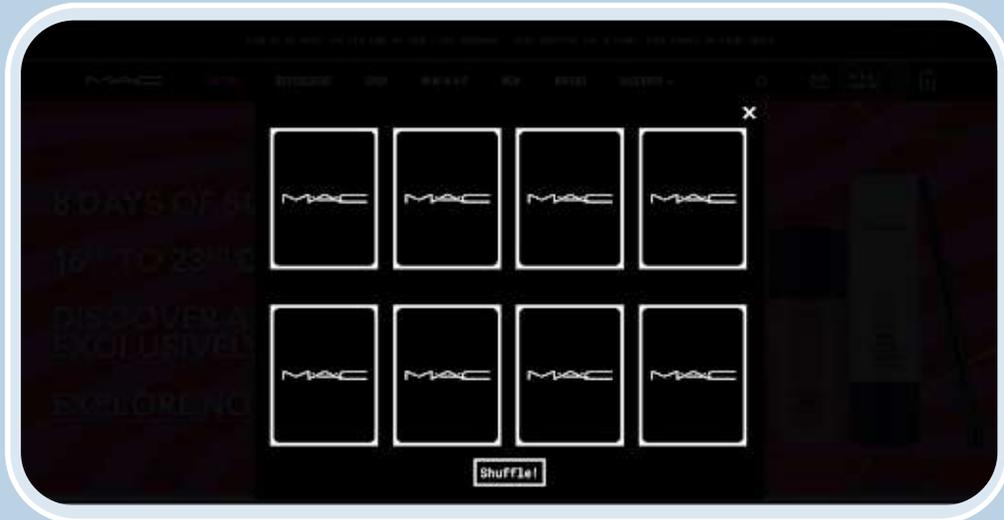
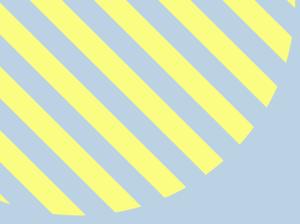
- Result

MAC Cosmetics achieved a **conversion rate of 4.78%** and a **clickthrough rate of 29.28%**.

- Solution

The onsite experimentation product, Memory Game, was chosen for this campaign by MAC's team, upon Insider's recommendation. This is a simple game to give a fun little experience on their website which will increase the user's involvement with the brand.





Delivering personalized product recommendations using Insider's AI-powered Smart Recommender

• Challenge

Competition is intense in the cosmetics industry and to stay ahead of the crowd, MAC realized that they needed to show their customers personalized product recommendations to improve its conversion rate and Average Order Value (AOV). MAC was looking for a platform that would enable them to proactively promote complementary products to buyers (cross-selling) across their web and mobile web channels to nudge them on their path to purchase.

• Result

The AI-powered smart recommendations helped MAC achieve an **add-to-cart rate of 20.56%** and a **conversion rate of 2.3%**.

• Solution

Using Insider's AI-powered Smart Recommender, MAC was able to show its customers relevant product recommendations in real-time. On the product and cart pages, MAC showed the products that were often viewed or purchased together to nurture an interest to buy additional products with the validation of the purchase behavior of other customers.

The company also showed the top sellers to highlight the products that were most trending in the market. By showing products that other customers were also purchasing, MAC was able to nudge a wide range of customers to purchase more.

SIGN UP TO AVAIL 10% DISCOUNT ON YOUR FIRST PURCHASE ! FREE SHIPPING AND RETURNS, FREE SAMPLE ON EVERY ORDER

MAC

GIFTING

BESTSELLERS

SHOP

MINI M-A-C

NEW

OFFERS

DISCOVER



MY M·A·C
SIGN IN



FAVOURITES (0)



CHECKOUT

PRODUCTS RECOMMENDED FOR YOU



SIZED TO GO STROBE CREAM

₹ 1,100

ADD TO CART



PREP + PRIME FIX+ / MINI M-A-C

₹ 1,200

ADD TO CART



STUDIO FIX FOUNDATION

₹ 2,400

ADD TO CART

MAC

NEED HELP?



YOU MIGHT ALSO LIKE



LOVE ME LIQUID LIPCOLOUR

₹ 2,450

ADD TO CART

CONTINUE CHECKOUT

2.3% CR

20.56% ATC

Curating delightful customer experiences by creating an Instagram-like mobile experience

- **Challenge**

Today's mobile using customers have a very short attention span and hence managing to keep them engaged proves to be a challenge for brands. MAC wanted to capture the mind share of their customers by offering delightful experiences to showcase its products.

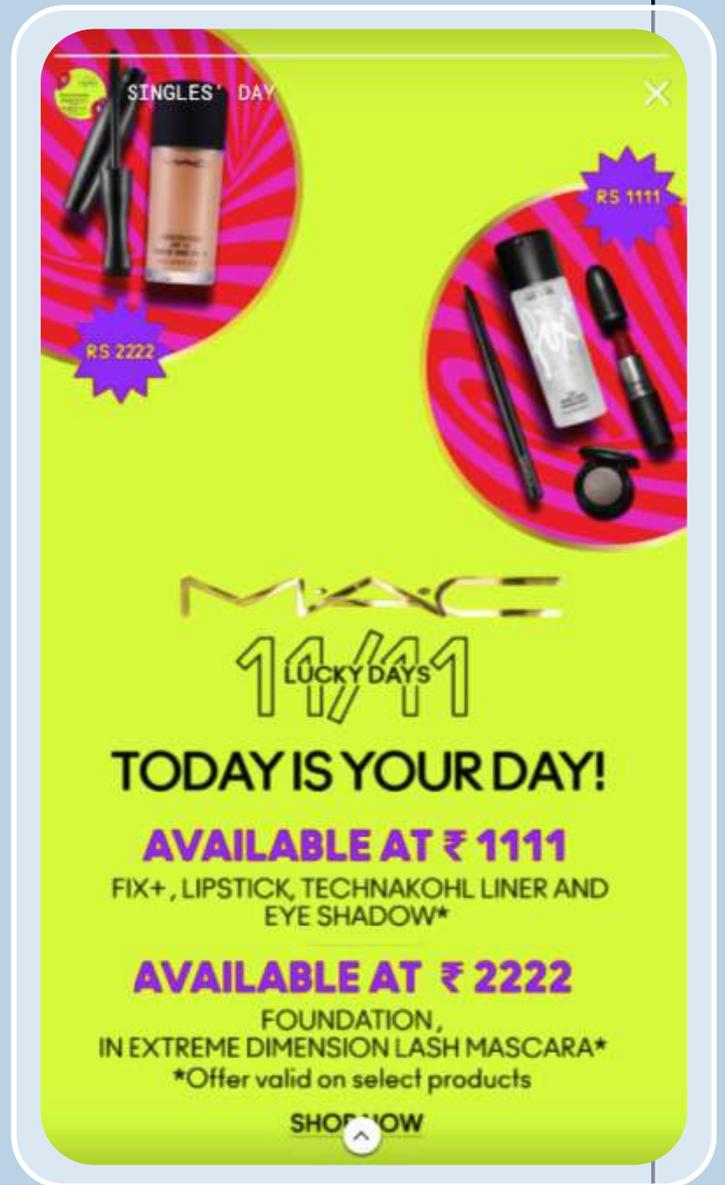
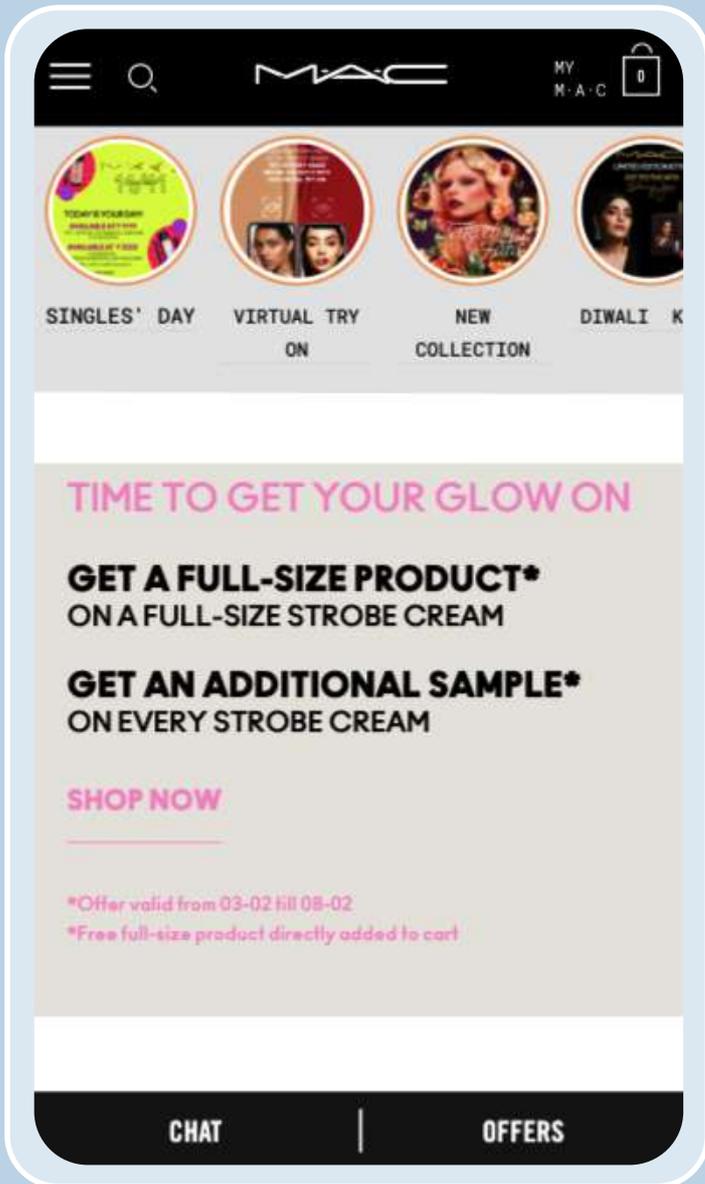
- **Result**

MAC saw a **11.3% conversion** rate uplift for Singles Day InStory. They were able to generate **7.28% Average Order Value (AOV) uplift** and **29% clickthrough rate** when it was live on Singles Day

- **Solution**

MAC Cosmetics began using Insider's InStory to create Instagram-like stories to deliver immersive experiences on the mobile web, thus providing a rich visual experience.

Using the InStory dashboard, the brand was able to showcase its best selling products, trending products, festival and seasonal offers, and a lot more on its mobile website. MAC was thus able to keep its customers engaged on the mobile web for a longer time.



11.3% CR Uplift

Tackling cart abandonment using AI powered customer journeys.

- **Challenge**

MAC Cosmetics had its fair share of cart abandonment on the website, and wanted a solution to follow-up with those users to retrieve their carts and drive purchases.

- **Result**

Architect resulted in a colossal **14.45% clickthrough rate** and a **conversion rate of 16.69%** across channels.

- **Solution**

Insider's Architect, the AI-backed customer journey builder was the chosen solution to improve engagement across channels. Re-engaging customers who dropped off without purchasing after showing interest in products is essential to drive up revenues. By consolidating data from user behavior across different channels using the Unified Customer Database, MAC was able to create unique customer journeys for each customer for maximum impact and efficiency. This allowed MAC to re-engage with potential cart abandoners and get them to shop by showing personalized product recommendations.

By engaging across both the desktop web and mobile web, MAC was able to establish multiple channels of communication to continue engaging their customers. MAC also set up web push notifications that could target customers even when they weren't on the website. Building a cross-channel journey helped them target their customers with the right message at the right time on the right touchpoint.

((o)) Check Reachability Web Push	
Arrived	95,286
Reachable Web Push	5,523
Not Reachable	89,777

Reachable Not Reachable

Web Push It is waiting for you!	
Arrived	5,523
Reachable	5,524
Dropped	0

On-Site M Cart Reminder	
Arrived	89,777
Reachable	89,782
Dropped	0
Wait for Action	12,893
Proceeded (Time Out)	76,889

Wait for Some Time 3 Hours	
On Hold	4

Check Conditions 1 Condition	
Arrived	5,515
Matching	5,253
Not Matching	262

Matching Not matching

Web Push Free shipping and Returns.	
Arrived	5,253

Completed

It is waiting for you!

{d_last_abandoned_product_name}

maccosmetics.in

✕

Free shipping and Returns.

Check the items in your bag!

maccosmetics.in

✕

CR of 16.69%

A Bright Future



MAC Cosmetics India, enthused by the gamification options used so far, are looking at experimenting with even more gamifications as and when they are available. They also intend to orchestrate more complex customer journeys across channels, using deep segmentation to aid hyper-personalization at all points.

Having built a sizable **111 personalizations** across touchpoints so far, MAC intends to step up and continue building more personalizations to continue engaging with customers across various channels.

About Insider

Insider Growth Management Platform (GMP) helps digital marketers drive growth across the funnel, from Acquisition to Activation, Retention, and Revenue. Leveraging real-time predictive segmentation powered by Artificial Intelligence, Growth Management Platform empowers marketers to deliver personalized journeys across the web, mobile web, mobile apps, and ad channels. Built on a unified data layer, GMP is easy to implement and simple to use, avoiding the need for complex integrations and dependency on IT teams. Insider simplifies the life of digital marketers and helps them drive growth for their brands, with zero marketing waste.

Insider is a technology company with offices in London, Paris, Singapore, Tokyo, Hong Kong, Seoul, Sydney, Helsinki, Barcelona, Dubai, Moscow, Warsaw, Taipei, Jakarta, Manila, Wellington, Istanbul, Kiev, Ho Chi Minh City, Bangkok, Brussels, Amsterdam, Luxemburg, Ankara, and Kuala Lumpur. Insider has been recognized as a Leader in the G2 Grid for Mobile Marketing for 18 consecutive quarters. Insider Growth Management Platform is firmly positioned in Gartner's Magic Quadrant for Multichannel Marketing Hubs 2020.

AVON

ESTÉE
LAUDER
COMPANIES

PHILIPS

SAMSUNG

PUMA

hunkemöller

LEVI'S

IKEA

OTTO

UNI
QLO

GAP

Lenovo