

Glossier.

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Glossier.

VALUE PROPOSAL

Skin first. Makeup second.

TRASNFORM BEAUTY EXPERIENCE	VOICE THROUGH BEAUTY	SOFT
AUTHENTICITY	MODERN LEGACY BEAUTY	ACCESSIBLE
INCLUSIVE	SEL-EXPRESSION	MINIMALIST

TARGET

- Women
- 16-34
- Interested in natural beauty
- Minimalist routines
- Digital experts

MOTIVATIONS

- Clean aesthetic
- Inclusive brand identity
- Storytelling
- Strong community

“We believe beauty is about having fun,
celebrating freedom, and being present.

No matter where you are in your beauty journey,
you look good.”

Goal. →

↑ personalized
experiences

↑ digital
innovation

↑ conversion rate
and re-purchase

Glossier. Current overview.

E-BUSINESS SITES	DISADVANTAGE	CURRENT CUSTOMER
Home Page	No dynamic home page.	Reduce in attention. Customers can decide to turn back (increase of bounce rate) and stop shopping.
Product page	No virtual try-on, not accurate product recommendations, No 3D movement.	Increase of product returns because of wrong choice of products. Decide not to buy because didnt know what to choose.
Payment and delivery	No bank transfer, bad tracking service.	Customer like the payment options. Bad reviews, frustration and unsatisfied customers because of the tracking. Fast shipping in the US.
Customer service features	No chatbot, no whatsapp, no video consulting.	Customer unsatisfied because of the customer service, or potential customer decide not to buy. Short email response time.
Social media and mobile commerce	No social buttons or live shopping.	There is no current negative impact on the consumer, but it would be an advantage that will facilitate purchase and reduce the doubt.
Mobile app	No mobile app.	Consumer has to log in into their website. Is not negative but it will bring more loyal customers, satisfaction and re-purchase.

Goal. →



personalized experiences



digital innovation



conversion rate and re-purchase



Glossier. Home page.

"A visitor decides within the first 3 seconds whether they'll stay or leave."



✗ Dynamic home page

Their top home page is static, but changes very often (once a week approx.)

If you click in the home page product, it will take you to a dynamic page with the products.

✓ Product centricity

Normally they feature some products, but as you can see sometimes they have also featured persons (customer centricity).

✓ Experiential No price

✓ Same in different devices

Same message adapted to different formats, showing cohesion between the different devices

CHATLABS

ChatLabs is a generative AI platform that transform social media traffic into hyper-personalized experiences on the web. It understands the audience and generates instant campaigns and videos (for example, for your hero content). It works from a brief or from a useful template. Everything is brand-driven and follows your tone, identity and aesthetic.

Tecnology 1

❌ **Dynamic Homepage**

❌ **Shopping buttons**

99%

Cost Saved

91%

Time Saved

28%

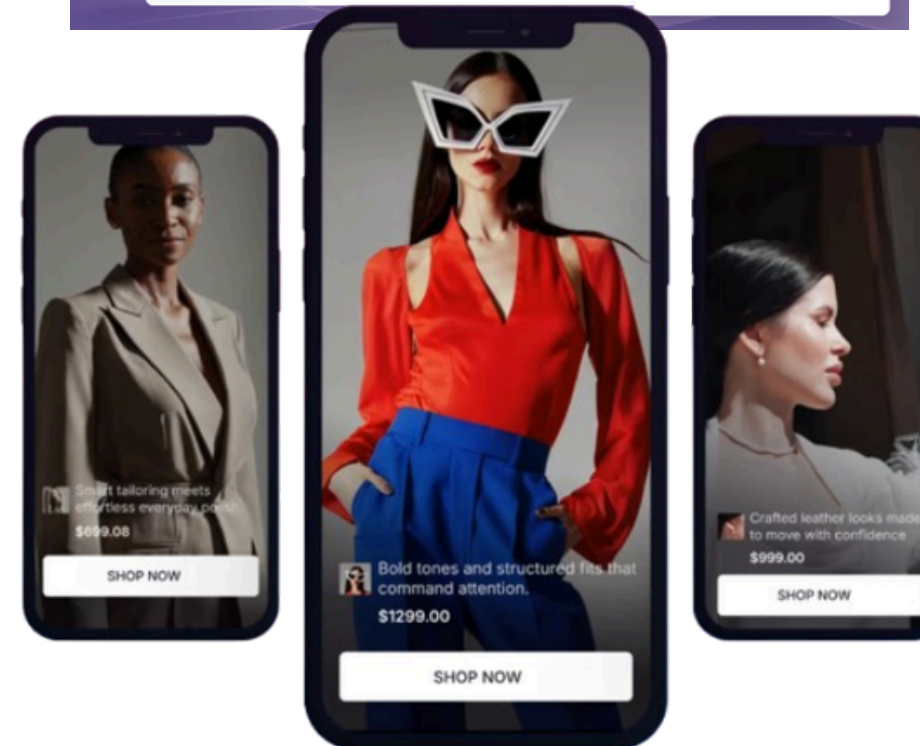
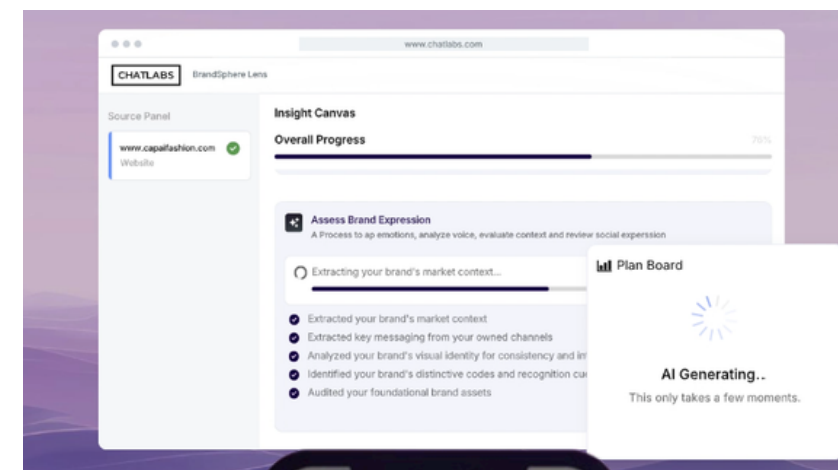
Better Campaigns

What ChatLabs offer:

AI studio → creates on brand content in seconds

AI strategy → investigates audiences, campaign concepts and creates campaign content

AI shopping → instant shoppability tailored to every person.



Success Cases

G R A F F

Chatlab investigated thousands of consumer profiles to get behavioral insights from social media, e-commerce, social conversions... This data was used to create hyper-personalized content that resulted in a +312% engagement, +23% conversions and -20% bounce rate.

G R A F F BVLGARI Levi's FENDI RALPH LAUREN LV Hennessy SAMSUNG





Value for Glossier

Chatlabs AI allows Glossier to dynamically **personalize the homepage** hero based on each customer's behavior, preferences, and past interactions.

By connecting customer data with real-time insights, Chatlabs can automatically adjust the hero banner to show the **most relevant** product, shade, routine, or promotion for each visitor.

it will give more relevant **first impressions**, that will **lower the bounce rate**. Also **higher engagement and conversion**. More **interactive content** through the shopping buttons (I will mention another AI when talking about social media and mobile commerce).

Value for customers

Customers will have a more **enjoyable experience** with interesting videos tailored to their interests and needs. It will give them a **sense of being understood by the brand**, that will **increase their satisfaction**. They will be more surprise and excited to search through the website.

Tecnology 1

- ✓ **Dynamic Homepage**
- ✓ **Shopping buttons**

Risks and Safe guards

- Realistic content → human eye
- Cohesion with the brand → care of visuals
- Data leakage from users → anonymous data and access control

KPIs

- Campaign performance
- ROAS
- Engagement rate on personalized content
- CTR on hero content

Glossier.

Product page.



Stretch Fluid Foundation
Very Deep 4
€40

product description

All Shades Very Deep Deep Medium Deep
Medium Tan Medium Light Very Light



Very Deep 4 is very deep with neutral undertones

Add to bag €40

Made for real life.

An 89% skincare-based, gel-cream foundation that leaves skin looking moisturized with a natural-to-you finish. Formulated to fuse with skin (never cake on-top), to blend seamlessly and wear up to 12

[Show More](#)

30 ml / 1 oz



product images

HOW TO USE

, light-to-medium coverage.

- 01 Shake bottle to combine skincare base with amino acid-coated pigments.
- 02 Apply 1 pump onto clean, moisturized skin. Use more product for extra coverage.
- 03 Gently blend up and out with fingertips or buff and diffuse with Stretch Face Brush for a seamless finish.
- 04 Use with Stretch Balm Concealer for added coverage.

How to use

Stretch Fluid Foundation
Medium 5
€40

product review

REVIEWS

522 4.0 ★★★★★
Total reviews Average rating

07.10.25
Sarah C. (Ireland)
Verified Buyer

Skin Type Dry
Skin Shade Light
Age Range 25-30

03.10.25
Heather S. (Vermont)
Verified Buyer

Skin Type Normal
Skin Shade Light
Age Range 51-60

★★★★★

New Faves

Rarely ever use eyeliner, especially coloured eyeliner, but were amazing! Bright, vivid colour even with the darker shades. Say, be prepared to use a good makeup remover as these are long-lasting.
[Show more](#)

★★★★★

Getting to the point

Super easy to apply and Color pops

Bottom line Yes - I would recommend this to a friend

find your color

Glossier.

Q MENU PANIER (0)



Find your Stretch shade in just 2 minutes.

Shade Finder Search a database

Find your shade

In order to find your best match in **Glossier Stretch Fluid Foundation**, we'll calculate your matches using:

- Douglas Collection 12H Foundation - Nr. 3 So Cream

more accurate if you enter another have used.

[Add another foundation](#) / [Start again.](#)

Find my match

Powered by **fndation.**



Virtual try-on



3D product animations



Personalized designs



Reviews



Personalized recommendations

This is not 100% accurate as it analysis other product from Glossier. They could offer an **improved personalized and valuable recommendations.**



photo and videos of humans using the product



Products tutorials



Hapticmedia

HapticMedia is a 3D and augmented reality (AR) visualization technology that allows brands to showcase highly interactive, customizable product experiences online. It enables users to rotate, zoom, configure, and explore products in real time (materials, colors, engravings, shapes), creating an immersive and detailed digital try-before-you-buy experience.

Tecnology 2

✗ 3D product

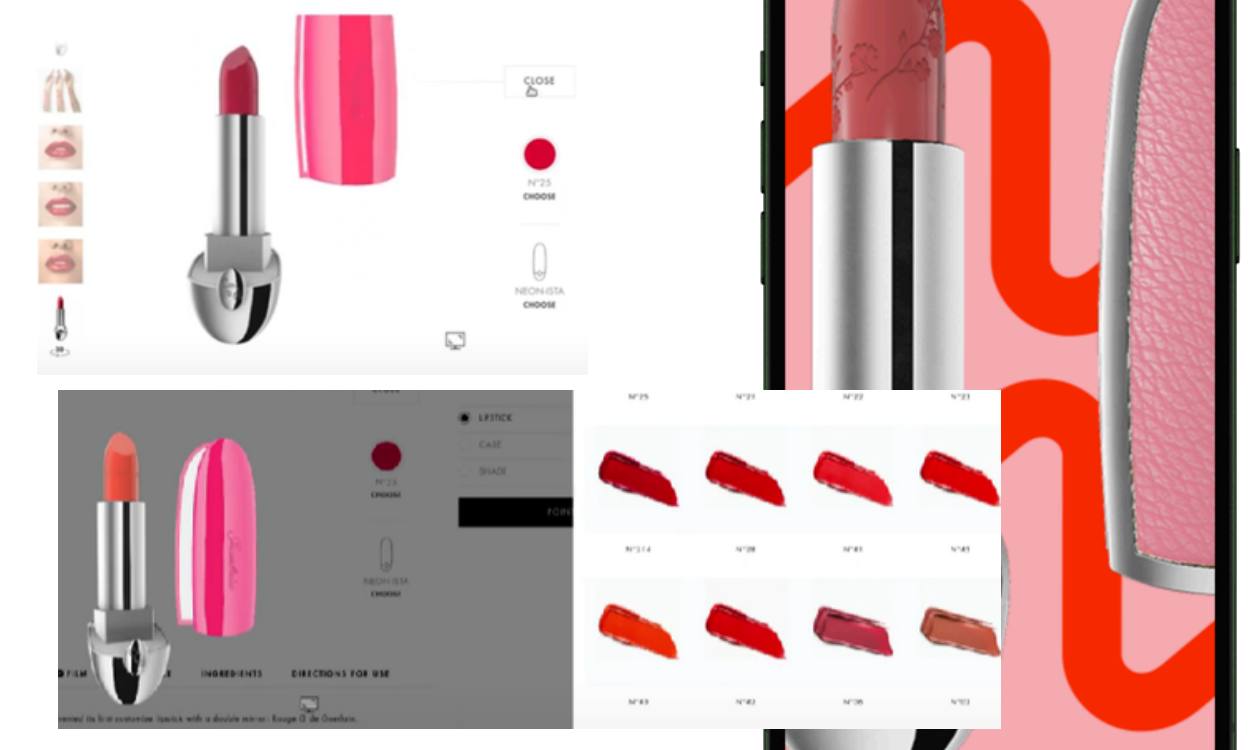
✗ Personalization

What ChatLabs offer:

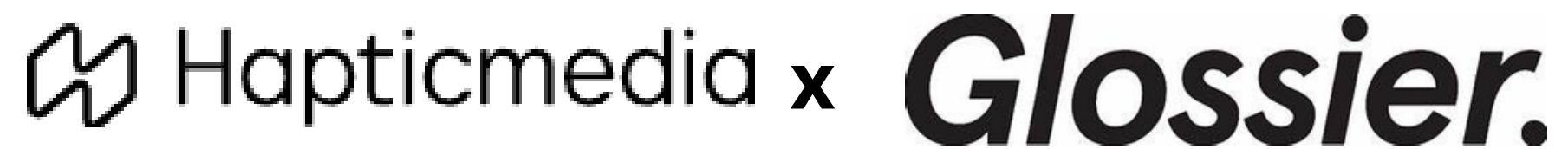
- 3D configurator
- Virtual try on (not for Glossier as it is not for make up)
- Customized user experience for your ecommerce or physical stores
- Print on demand with engraving and screenprinting simulators
- Animations and experiences with camera movements
- Generating packshot configuration images
- 3D scanning and optimization
- Real-time shader, lighting and artistic direction



They wanted to show that the product could be customized, they could choose many shades and cases. They worked on combining both elements and animating the product.



Hapticmedia's 3D technical solution has provided us with a superb showcase for our product Rouge G. It has also enabled us to present our customers with all available customization combinations directly on our site while avoiding us the high cost of a full range photo shoot. In addition to this, the solution was extremely easy for our technical teams to implement.



Tecnology 2

- ✓ 3D product
- ✓ Personalization

Value for Glossier

Haptic media will allow Glossier to introduce 3D into their products, with animations like closing and opening the tap or seeing the texture of some products like the cloud paint, that will give more detail and information for the user. It can also allow customers to personalize their product and see how it would look to this technology.

This technology will **higher engagement** through 3D exploration, **differentiate** from other static products in the market, give opportunities for more **premium pricing** with their personalizations and build a **stronger emotional connection**.

Value for customers

Customers will have a more immersive and playful shopping experience. They will understand better the products, the texture and their sizes. They can rotate, zoom and customize products in real time that can make the **experience more exciting**.

Product engravings and personalized packaging is not likely in cosmetics but it can be perfect for gifts that can be more **thoughtful and unique** and will increase **customer satisfaction**.

Risks and Safe guards

- Misrepresentation of 3D personalization → user editing
- Unauthorized reuse of 3D assets → use water marks

KPIs

- Average order value
- Time spent interacting with product customizer
- Conversion rate from personalized products

Glossier.

Payment and delivery.

Gift Options

☐ Add a gift message

Would you like a free Pink Pouch?

☐ Pink Pouch
Check this box to receive your items with a free Pink Pouch.
(All orders include a seasonal sticker even if you don't check this box.)

Discount code or gift card

Apply

☒ PayPal	PayPal
☐ Apple Pay	Apple Pay
☐ Klarna	Klarna

Après avoir cliqué sur « Payer maintenant », vous serez redirigé(e) vers PayPal.com pour finaliser votre achat en toute sécurité

✗ Bank wire transfer

✓ Wide payment options

✓ PayPal and Apple Pay

They don't have all possible options, like payment with Venmo or Revolut or bank transfers, but nowadays the ones offered are the preferred options. (see in the graphic). **Just 5% uses bank transfer.**

Apple pay and Paypal are fast options, that reduce the time of payment, increase conversion and satisfaction.

✓ Gift card payment and personalized message

extra competitive advantages

✓ Free gift with not minimum quantity
More customer satisfaction and engagement with the brand!

no need for technologies and recommendations

✓ Free delivery service
order >65 €

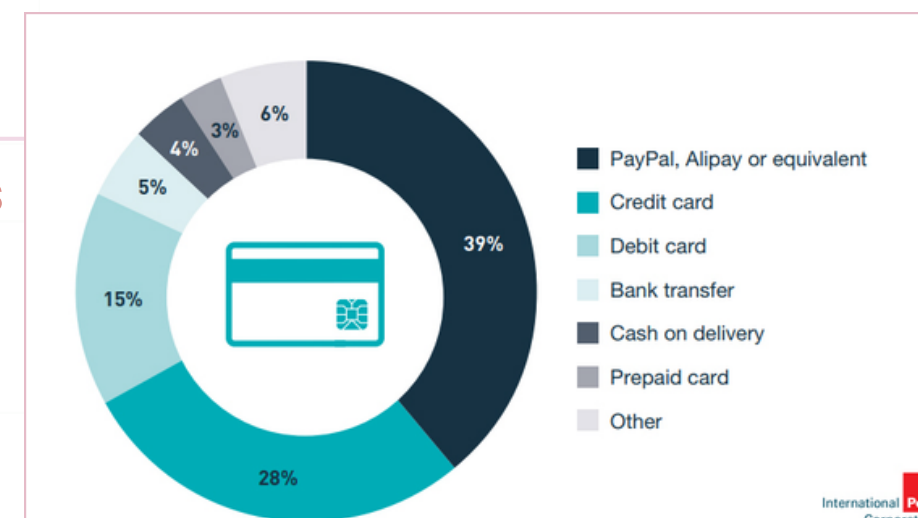
✓ Fast response
Free standard shipping on orders 65€ or more.

Facing different issues they have a very good customer service.

✓ Tracking
International trackings don't go well and users have done **negative reviews**. Increase frustration and reduce customer satisfaction

✗ Item mistakes

✗ One-day delivery
Very few have this option. In USA 1-3 delivery.



Delivery

☒ Ship
☐ Pick Up

Country/Region
France

First name

Address

Apt / Floor / Suite

Postal code

Phone

☐ Send me news and offers by SMS



Order is taking too long to be delivered

Have placed an order 2 weeks ago and still do not have a clear status about it. I have contacted the company that will deliver in my country and they said they have not received the order yet. This is so frustrating not knowing when the package will arrive or even if it will. The maximum delivery time should be 7 business day as posted in their website and it is already 14...



Tecnology 3

Bringg is a delivery and logistics platform that helps brands manage, track, and optimize last-mile deliveries in real time.

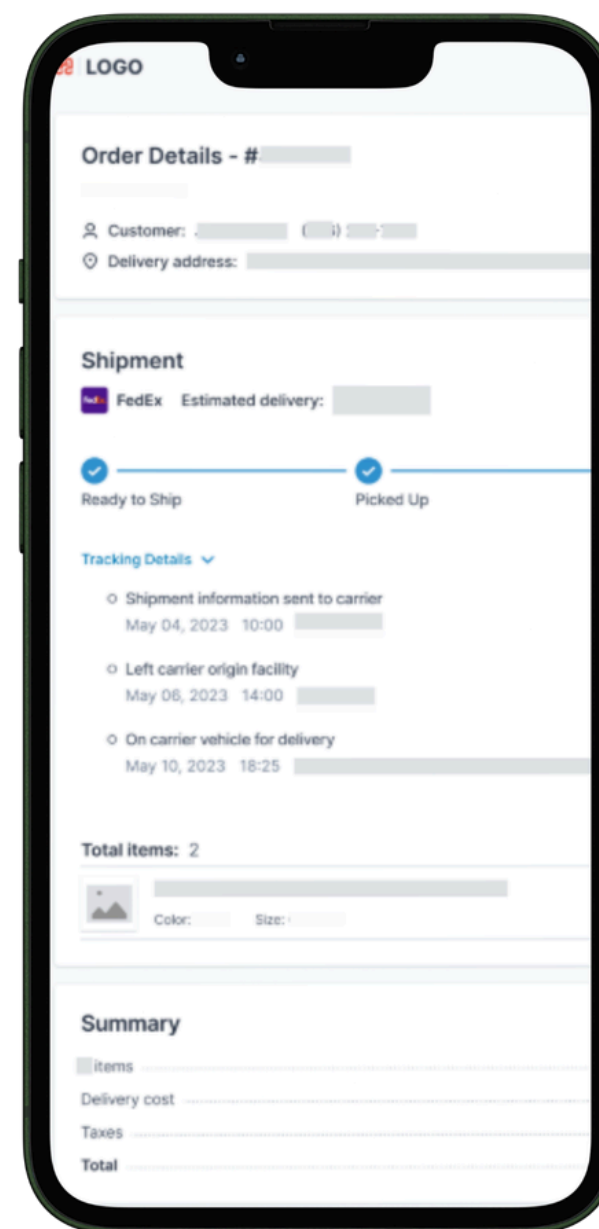
It connects retailers, carriers, and customers, offering features like real-time order tracking, route optimization, delivery scheduling, and seamless notifications. It makes delivery faster and trackable.

✗ **Accurate tracking**

✗ **One day delivery**

What Bringg offers:

- Efficient packaging with Smart Pack that compares package dimensions with order inventory.
- Creates custom shipments
- Edit fulfilment inventory
- Delivery Hub to track real time all information about the order and receive status updates through SMS or email.
- Data dashboards
- More sustainable options in last mile (EV, bikes...) and better routes. -12% emission in last mile delivery.
- Shorten delivery time: some cases proof a deliver from 3-4 days to just 4 hours.



Success Cases



Fox Racing, a global motocross apparel brand wanted to improve their deliveries, making them faster and trackable, as well as their returns. They incorporated Bringg in their salesforce with real time tracking for both consumers and the company.

33% less calls for delivery support

18% less "where is my delivery?" calls





Tecnology 3

- ✓ **Accurate tracking**
- ✓ **One day delivery**

Value for Glossier

We saw that Glossier current tracking service is not working properly as their are many reviews that talk about the frustrations of bad tracking and not knowing when the order will arrive or where is it.

Bringg will give **reliable real time tracking for Glossier to know possible issues with deliveries. Faster and more accurate deliveries** that increase customer satisfaction. **Smoother operations** thanks to automated routing. Also **Sustainable** benefits with efficient routes and greener delivery last mile options. The company will be more efficient and will have a more satisfied consumer that rights **less negative reviews**.

Value for customers

Customers will be able to set a **preferred** time delivery or instructions. They will also get **notified** about their delivery through SMS and Email. This will lead to **more control and confidence, higher trust in the brand** and more satisfaction. Seeing how is sustainable it will also lead to a **more loyal and proud consumer**.

Customers will be more **satisfied, will trust more and buy again**.

Risks and Safe guards

- Personal information of delivery → privacy control
- Other receiver → delivery code
- No customer at home → alternative pick up options

KPIs

- Delivery tracking accuracy
- On-time delivery rate
- Reduction in "Where is my order?" calls
- Customer satisfaction with delivery

Glossier.

Customer service features.



- ✗ **AI live Chatbot**
- ✗ **Video consultation**
- ✗ **Whatsapp/ Instant message**

They don't have any of these features for customer service and responding to customers questions or worries.

The only customer service features is the email, which can make people decide is not worth asking and quit their customer journey.

Not having an accesible customer service can increase frustration, can feel overwhelmed and with too many questions without answer, that leads to a low customer satisfaction or a lose of a potential customer.

- ✓ **Fast response**

Facing different issues they have a very good customer service and users say they respond fast to their emails.

SKINCARE MAKEUP BALMS FRAGRANCE BODY GLOSSIER GOODS SETS SHOP ALL BLACK FRIDAY SALE ??? Q UK STORES LOG IN BAG (0)



Tecnology 4

Alcméon is an IA chabot that delivers hyper-personalized conversational experience on different channels like the website, social media or Whatsapp delivering omnichannel conversations. It supports your team and their time management to be more productive and to respond to the users question immediately.

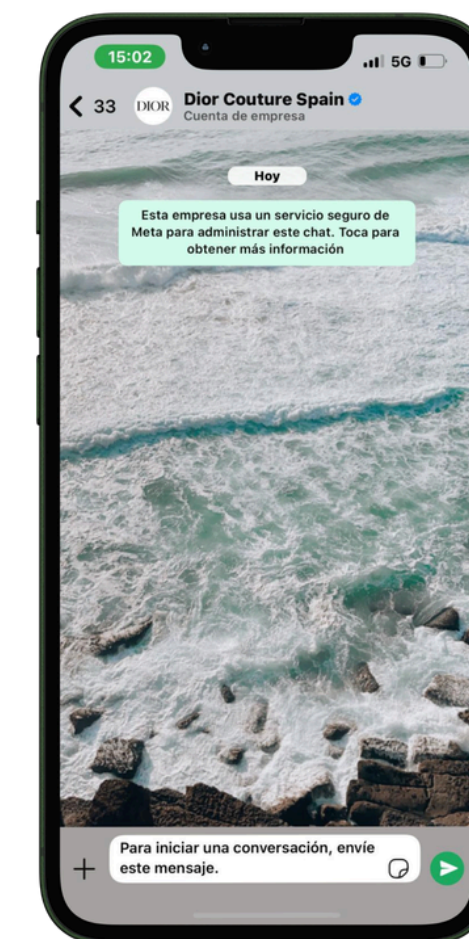
❌ AI chatbot

❌ Whatsapp

Success Cases

Dior since 2018

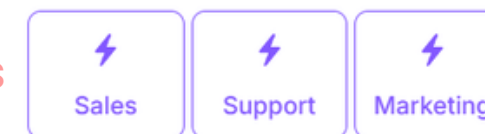
- no public or private message left unanswered
- Automatic responses by analyzing past frequent questions
- Social messaging interanal governance
- Good customer service
- Analytical tool to know the customer
- Multilingual messaging
- Facebook, messenger, Instagram, Wechat



"Before implementing Alcméon, our teams were struggling to filter and answer the increasing number of messages coming from all the different social medias and messaging apps. Now we are able to streamline and process all these interactions in a single platform."

Archibald Charlet – Dior

Empowers front office teams



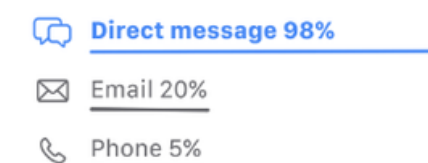
Improves customer satisfaction

24/7 availability, immediate answers with AI, quality information addapted to their needs. If its a difficult question, it will transfer to a human to respond. It is also connected with the business activities and promotions, enabling to have personalized messages depending on the actions the company is doing at that time.

Reduce your costs

Integrated CRM reduces the tech mantainance and delivers more information about your client. Customers call less or email less. Team has more time to work in other things.

Make your messages read





Tecnology 4

- ✓ AI chatbot
- ✓ Whatsapp

Value for Glossier

As we saw on the analysis, Glossier doesn't have a chatbot, nor instant responses, and neither a video consultation. With Alcméon, Glossier will start to have a IA messenger that will respond to the questions of the customers.

By adding this into their website and other social commerce like Instagram, Whatsapp or TikTok. Glossier will be able to give detail relevant and valuable information to the customer at the right time. For workers, they will be able to be **more productive** and spend their time on other important things instead of responding to the same questions over and over (unless needed). They will have **less emails to respond**.

They will also be able to **track information** that is unclear, insights, and interests of the users and **adapt their actions and communications**.

Having a personalized conversation will lead to **more conversions and more productivity**.

Value for customers

It is clear that this tech will give a lot of value to customers. They will have the information they need at the right time, without the need of waiting to a response or having to open the email. This will lead to **more satisfaction**. It will also have an effect of the **time between the customer is interested in a product until they make the purchase**. It will also reduce the number of potential clients that left without buying. More clear information will also lead to **less returns**.

Risks and Safe guards

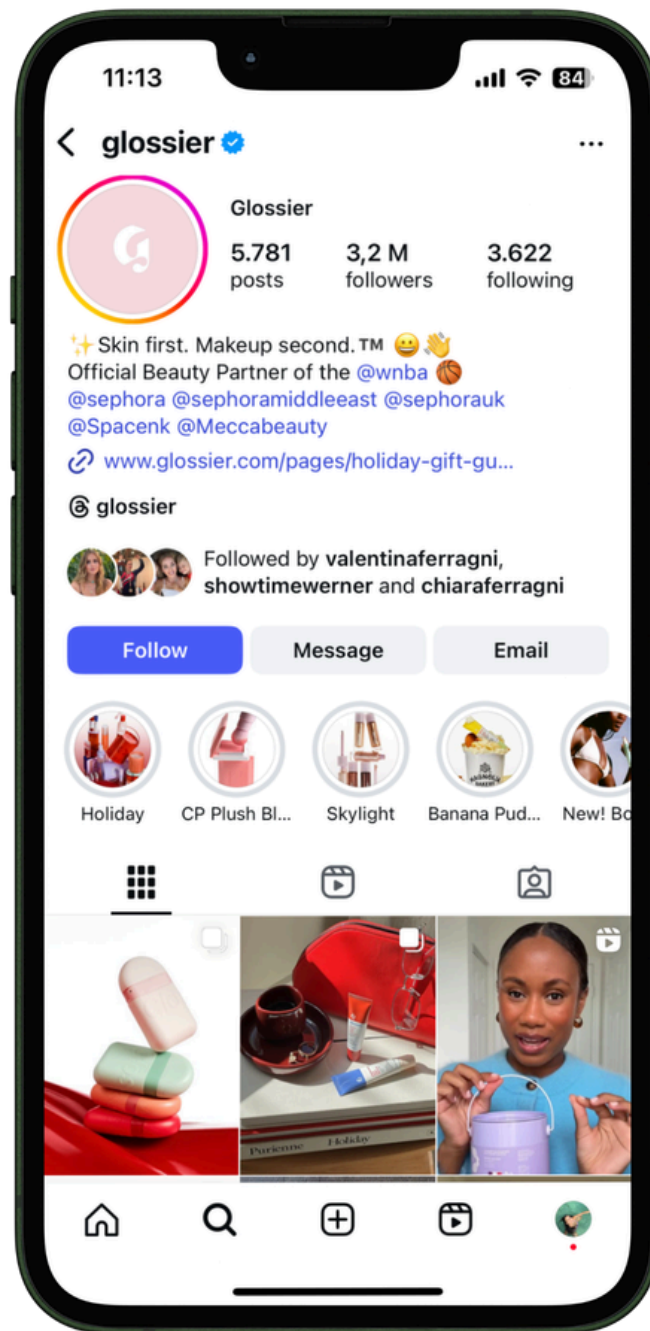
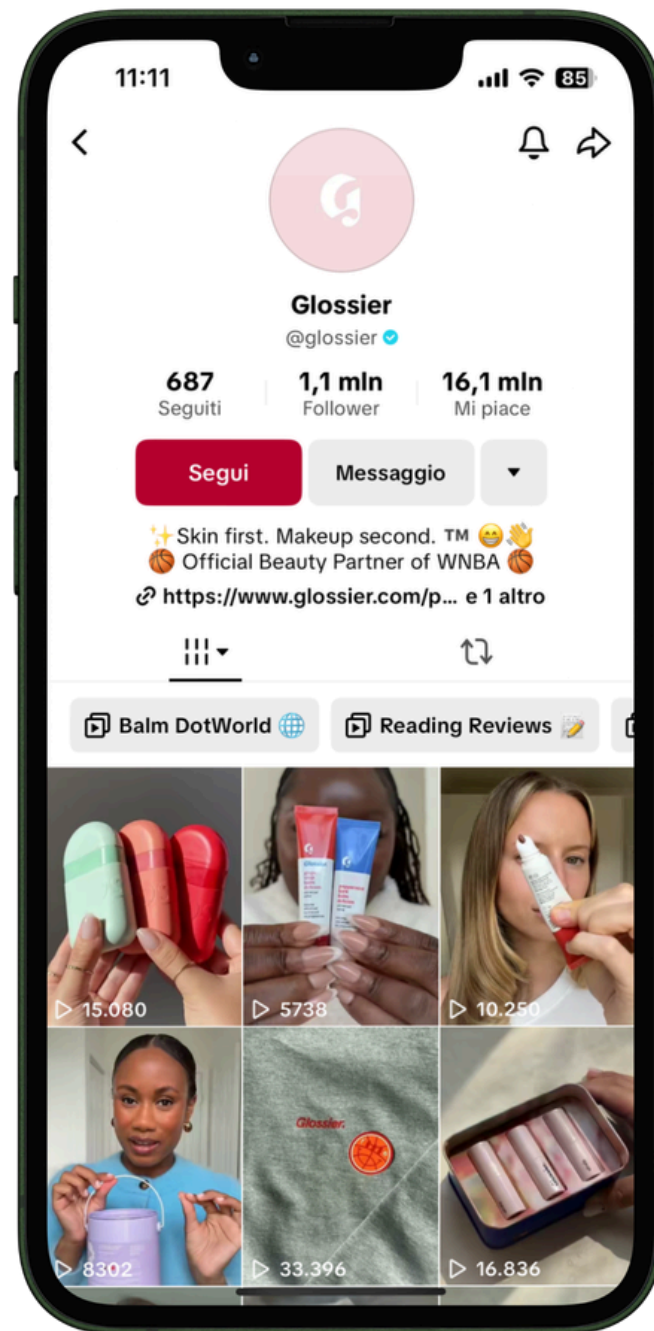
- Internet connection that increase frustration
- No relevant information that increases customer dissatisfaction
- Data privacy → anonymous data and privacy control

KPIs

- AI response accuracy
- Response time
- Reduction in customer service workload
- Return rate reduction

Glossier.

Social media and commerce.



Very present on social media

Glossier is a digital native brand that targets specially females from a young age. They use social media very often to engage with brands and to search a product and reviews before purchasing.

They post very often (at least once a day), aesthetic, relevant and inspiring content that fits perfectly with their target interests. They push UGC and engage with loyal customers. They have a lot of followes.

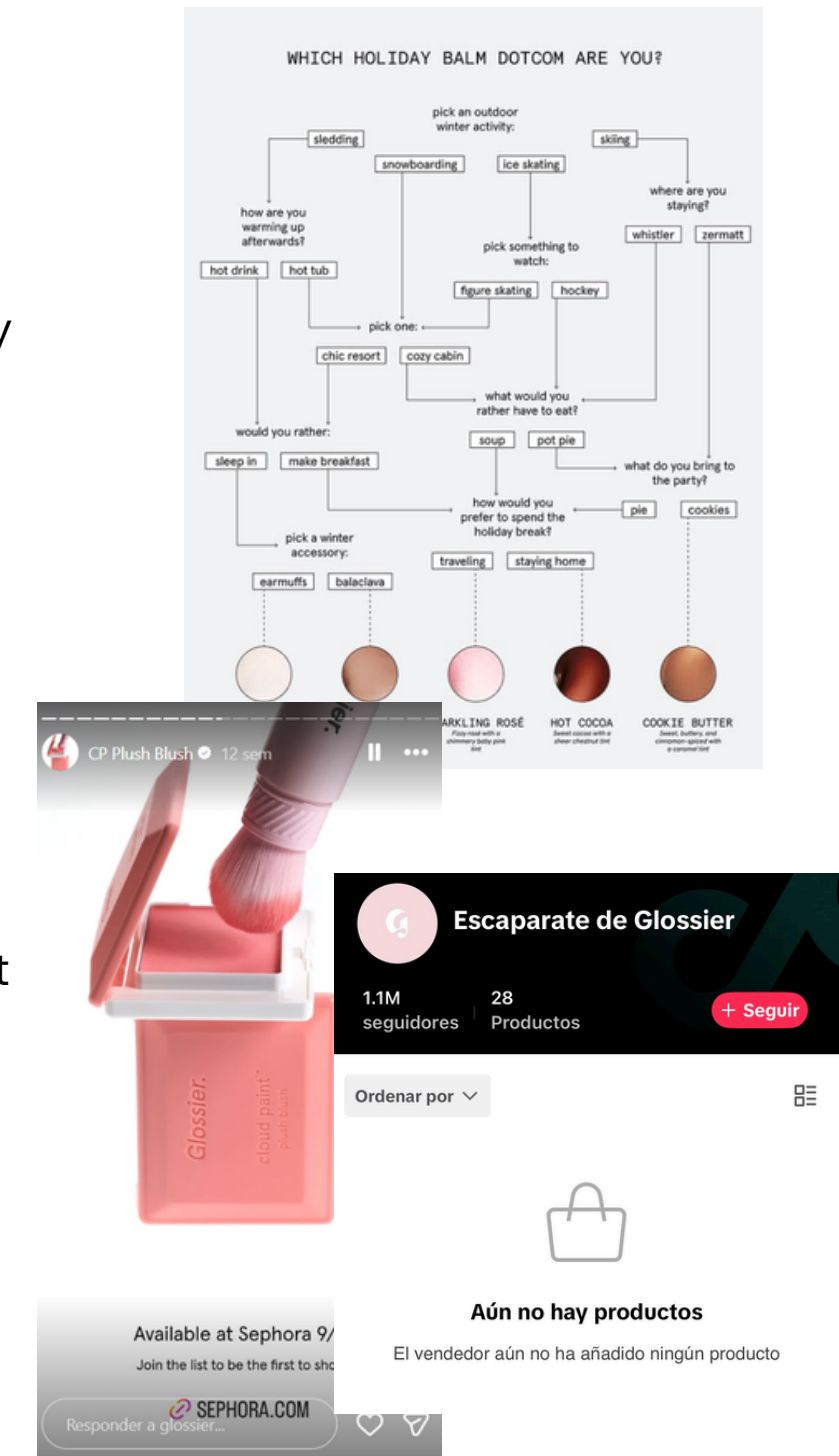


Social shopping buttons

They have direct links to their website or Sephora's. But they dont use the social commerce like Instagram or Tik tok shop. (Theu have created their shop window of Tik Tok but they don't sell any product yet. It is a very good opportunity for a fast and impulsive purchase, that Glossier is not exploring.



Live shopping



SMARTZER.

Smartzter is an interactive video technology that allows brands to turn standard videos - home page hero content, campaign film, lookbook, tutorial, product launch, life shopping, into an interactive layer that allows viewers to click on products or elements and get more information or purchase directly.

Tecnology 5

✗ Live shopping

✗ Dynamic home page

85%

ENGAGEMENT

Boost engagement and increase time spent on your site

43%

CTR

Increase landing page views and add-to-cart rate

+5x

CONVERSION

Boost conversions by creating a seamless shopping journey directly from your videos

Live shopping

Creates real-time interaction with customers. When hosts show products and answer questions, Smartzter enables the customer to shop directly from the live.

Pre-recorded content

Moderation You will be able to pin individual comments to answer or block and delete users

Interactive Elevating interactive experience with comments, reactions, live products carousel or other CTA.

On-demand Makes it possible to watch again the live shopping with all the interactive functions.

UPTO
10min
AVERAGE VIEW TIME

UPTO
+5x
CONVERSION

UPTO
36%
CTR

Shoppable videos with hotspots

Allow customers to discover, and purchase directly from any video, increasing engagement and boosting conversion rates. Perfect for social media content and influencers. Analysis of the performance with analytics dashboards.

Add to cart

Carousel Enables the user to see all of the products that appears on the video.

Grouping Allows users to put the items together and "shop the look".

Replay screen When the video ends, it appears all the products showcased.

UPTO
85%
ENGAGEMENT RATE

UPTO
45%
CLICK THROUGH RATE

UPTO
4X
CONVERSION INCREASE



Glossier.

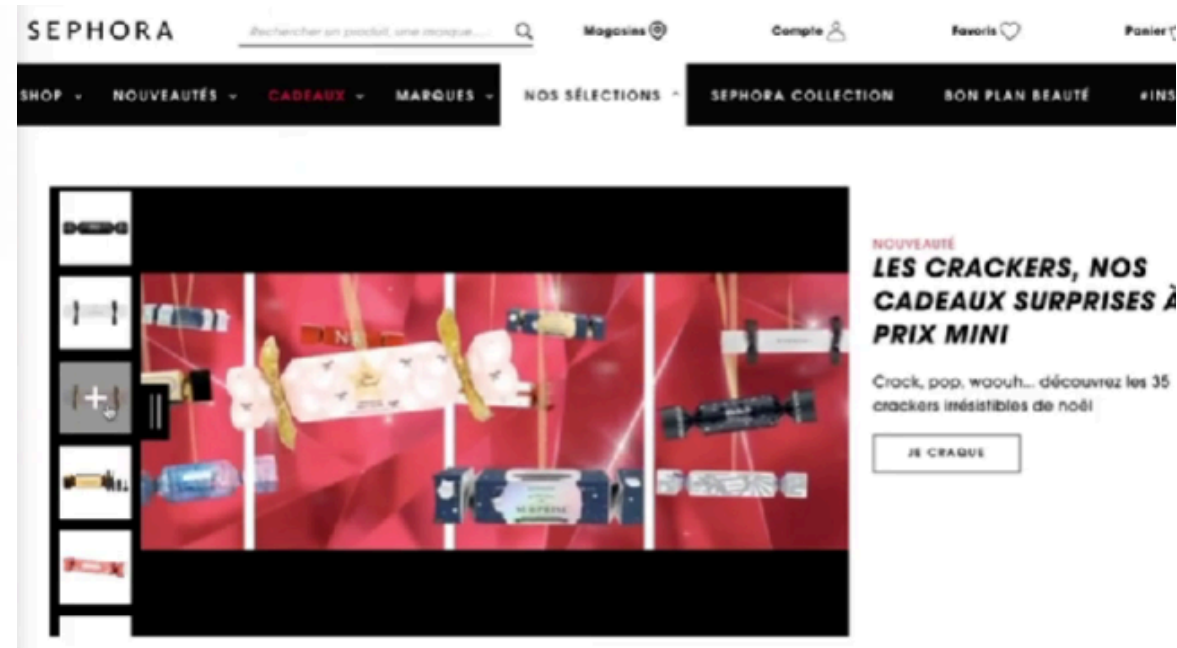
SMARTZER.

Success Cases

SEPHORA

47%
ENGAGEMENT RATE

9%
CLICK-THROUGH RATE



For the black friday and Christmas period, Sephora created digital animations featuring the seasonal highlighted products. They used Smartzer shoppable videos in their home page to transform this videos into fun and interactive experiences. Users could click any product to see the details and shop.

MAC another competitor who used this tech.

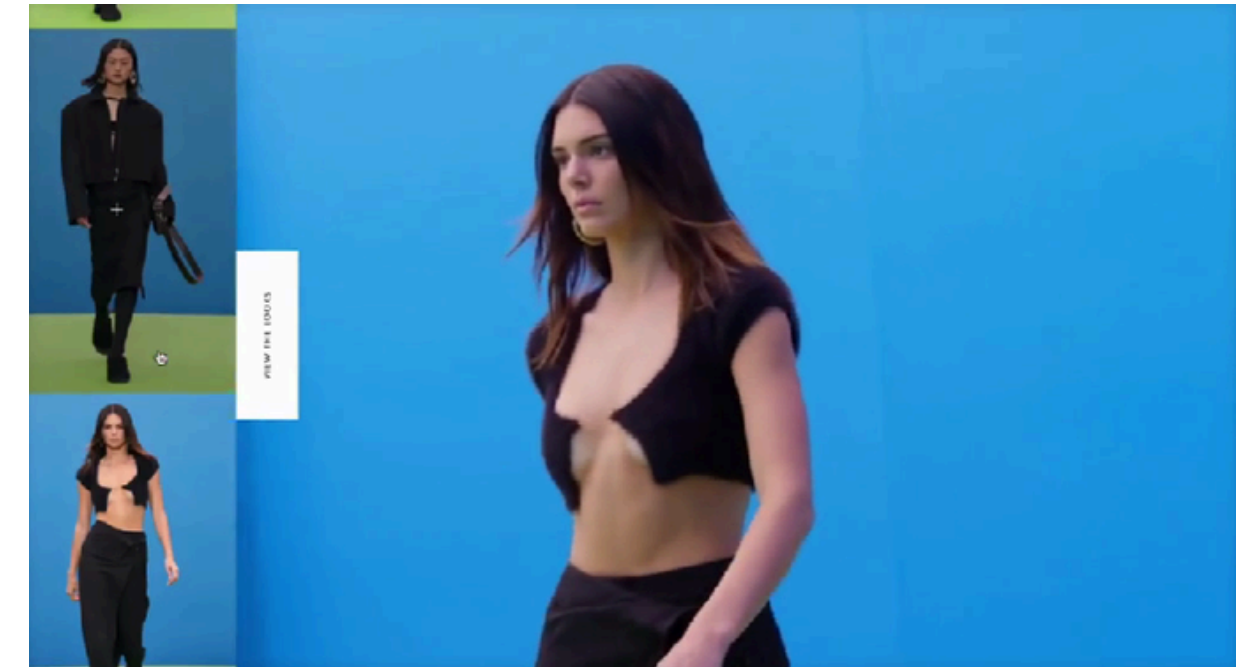
<https://www.smartzer.com/case-studies/case-studies-sephora>

<https://www.smartzer.com/case-studies/case-studies-jacquemus>

JACQUEMUS

+20%
ENGAGEMENT RATE

+8%
CLICK-THROUGH RATE



Jackemus through a live fashion show where top models like Kendal Jenner and Bella Hadid walked through the runway featuring garments that were instantly purchasable via Smartzer's interactive ans shoppable features. "See now, Buy now" way of shopping which generated incredible results and engaged the audience.

SMARTZER. x Glossier.

Tecnology 5

- ✓ Live shopping
- ✓ Dynamic home page

Value for Glossier

As we saw on the analysis, on the social media and mobile commerce Glossier doesn't have live shopping, nor, shopping buttons. Of course, I would recommend Glossier to use Instagram Shop and TiTok shop.

This technology, will create social media content and live shopping more interactive and entertainment for the user. As demonstrated with the cases it will increase the user **engagement**, increase **conversions** because it **reduces the number of clicks** and allows to **shorten decision making** that leads into more **impulsive buying**. Users will have a more seamless and effortless shopping. Customers will be more **satisfied**.

On the home page we also saw that dynamic videos are more effective than static videos. When incorporating our videos into the hero content and adding these interactive hotspots will also increase **CTR, CVR, engagement and satisfaction**. **So it is also a perfect tecnolgy for the home page or product page!**

Value for customers

By incorporating live shopping into the content of Glossier on social media, users will know better how the product is used, how it looks, what is the texture and colors, this will help them make more relevant purchases with more information that will lead them to more **satisfaction, less return products and more re-purchase and engagement**.

This, as well as the interactive content on social media or in the ecommerce site, will also make the shopping experience more **entertaining and enjoyable**. with higher **click through rate, conversions and recommendations**.

Risks and Safe guards

- Not accurate product match → connect the commerce to the video
- Unethical comments live shopping → comment filtration

KPIs

- Interaction rate on shoppable video
- CTR on hotspots
- Add-to-cart rate from video hotspots
- Revenue attributed to ambassadors/ influencers

Glossier.

Mobile App.

✗ No mobile app

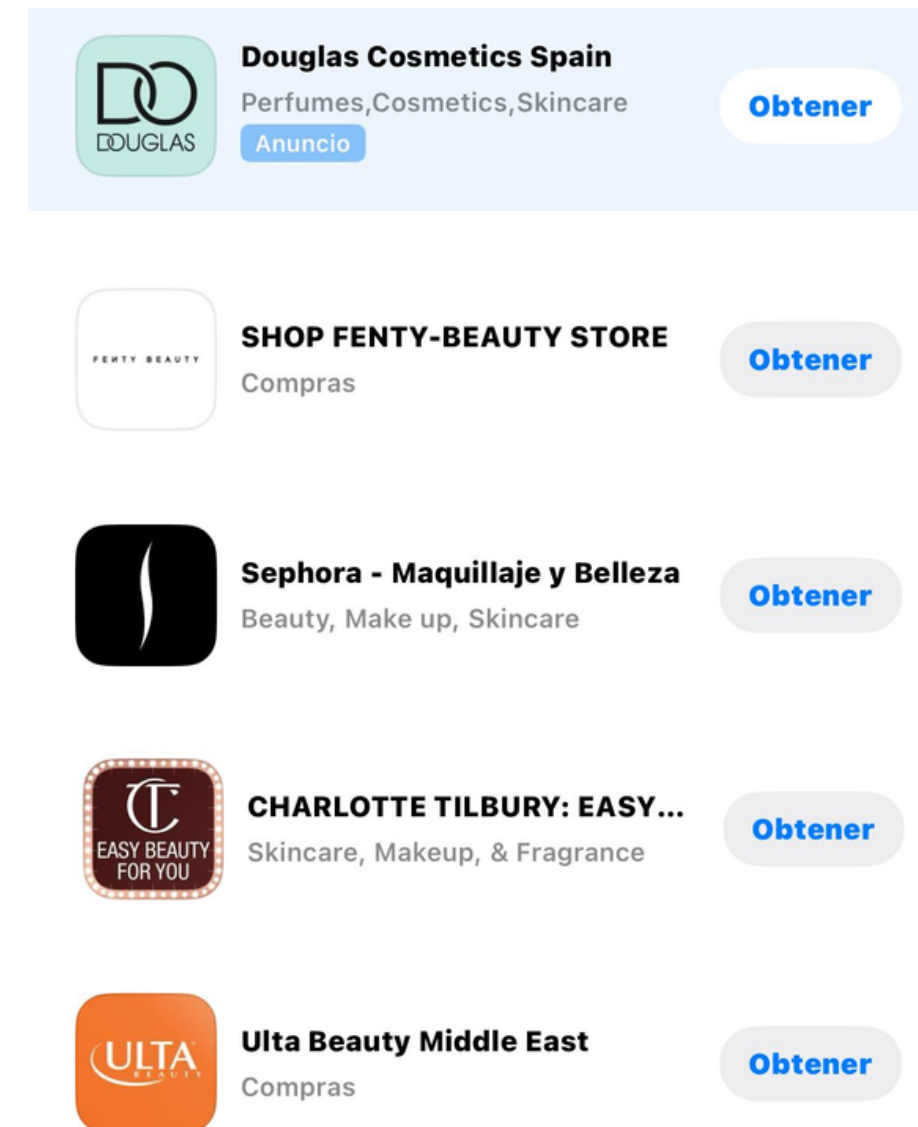
Because of the target of Glossier, the type of content on social media, the products and them being a brand that started with a Blog “Into the Gloss”, that they continue using, it makes a lot of sense to be a brand that has their own mobile app. Having a mobile app will increase customer retention, also more re-purchases, top-of-mind and awareness, customer loyalty, personalization and satisfaction.

Some competitors of Glossier like Douglas, Fenty, Charlotte Tilbury and Ultra Beauty have apps. They do sell some of their products via apps like Sephora.

If having an app... some competitive advantages would be:

✓ **Mobile commerce features**

✓ **Augmented reality**



PERFECT

Perfect Corp is an AI and AR beauty-tech platform that enables virtual try-on, skin analysis, product recommendations and make up tutorials. Its also usefull for accesories like glasses or hand products.

It uses advanced facial recognition and real-time augmented reality to let users try make up and skincare digitally, improving online shopping accuracy and customer engagement.

Tecnology 6

✗ App

✗ Augmented reality

✗ Try-on

What Perfect offers:

Makeup AR Hyper realistic makeup Tryons

- color blending
- texture match
- Skin Tone analysis

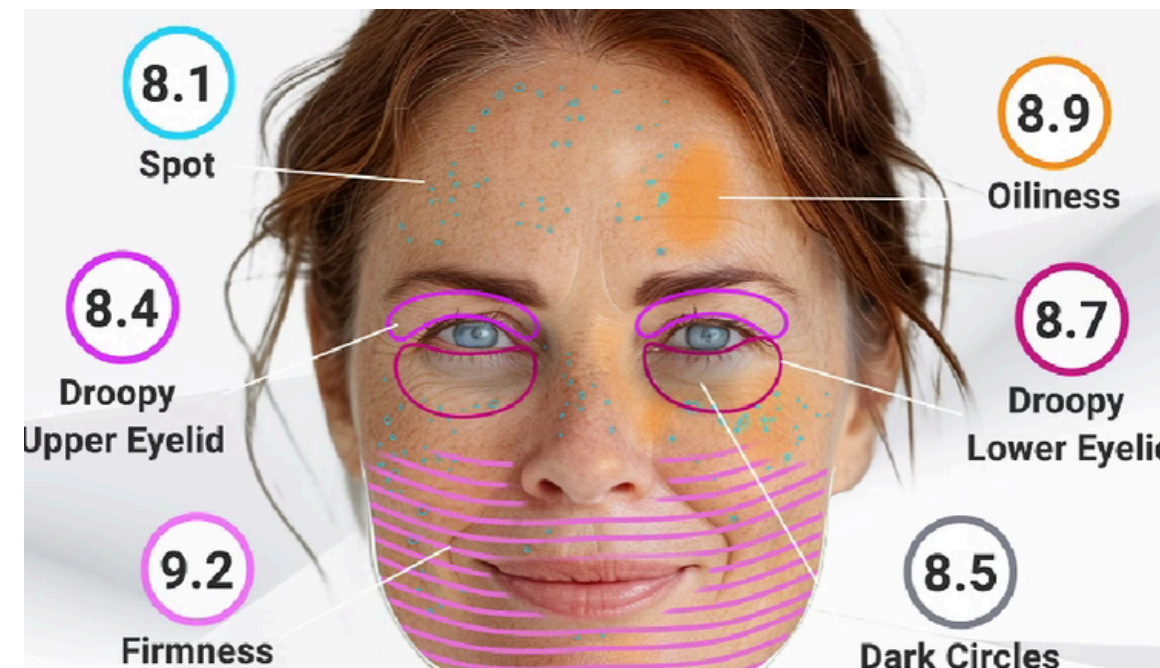
Live 3D Face AR Real time A-R for makeup tutorials and filters.

Skincare AI AI used to analyse

- wrinkle detection
- spot detection
- texture analysis
- skin score & age
- condition tracking

Face AI Product recommendations based on the users facial features and shades → +100.000 faces different cultures

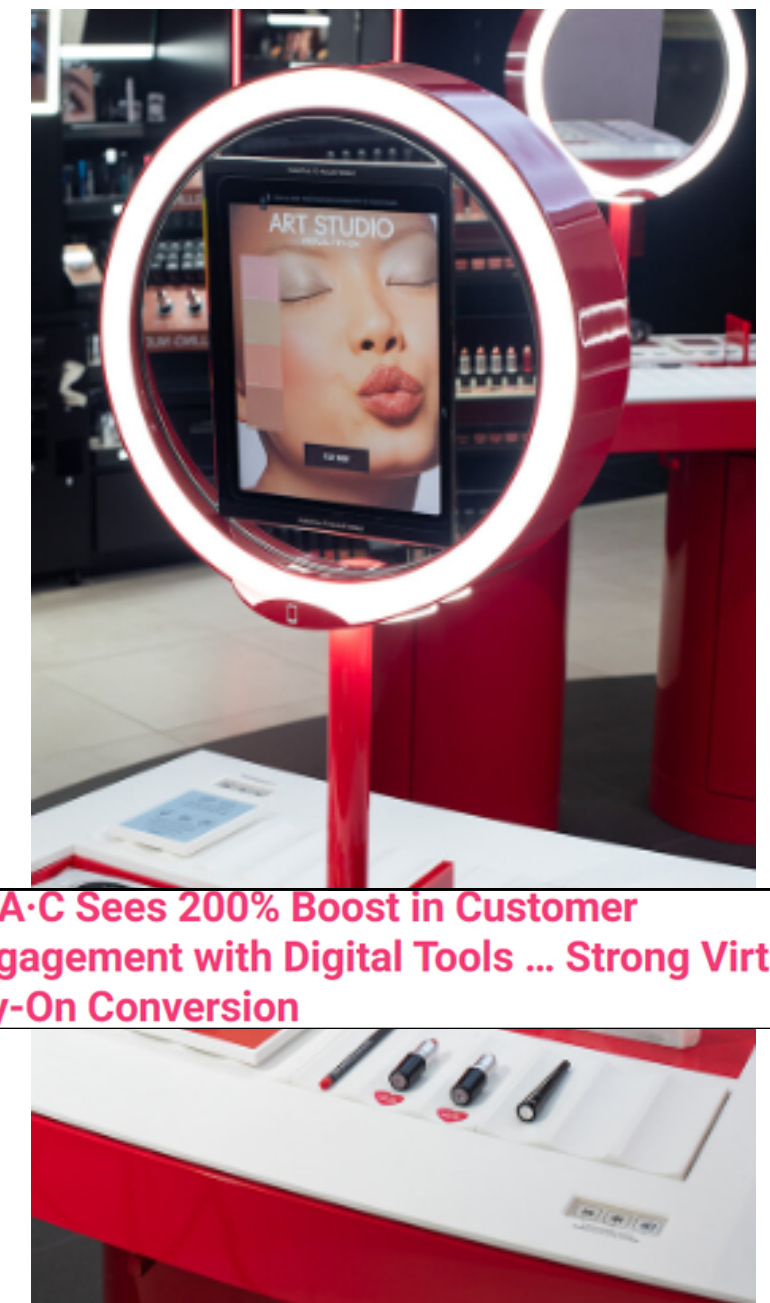
Perfect for **in-store experience** and **virtual experience** through their camara “YouCam”



MAC Success Cases

An Omni-channel digital transformation. First incorporated YouCam in store to try-on their products (Now more than 1700 products). Then transfer to web try-on experience. It offers shade finder, full look tutorials (bridal, date night...)

DIOR L'ORÉAL
PARIS



PERFECT x Glossier.

Why an app?

1. **Stronger customer loyalty and retention** → direct, always-on relationship with customers. Push notifications, app-only perks, and personalized content that will help increase repeat purchases and loyalty.
2. **Personalized shopping experience** → customized product recommendations like Perfect
3. **Faster, frictionless shopping** → saved payments, one-tap checkouts, order tracking....
4. **Community** → tutorials, exclusive launches, blog posts....

Value for Glossier

This personalizations and accurate recommendations leads to **higher conversion** rates thanks to reduced hesitation at check out. **Fewer returns** due to better matches thanks to the try-on and recommendations. Also an **increase customer loyalty** and **first-party-data** that would be perfect for **targeted ads**.

Try-on could be included into the product page for a better customer experience.

Value for customer

Personalized recommendation based on analysis and shade matching. Virtual try-ons that will **reduce uncertainty** and help customers get the right product. Very important for digital business like Glossier when clients can't access to the store (just in USA, London and India). **More confidence, more satisfaction, and a smoother and more engaging shopping experience.**

Tecnology 6

- ✓ App
- ✓ Augmented reality
- ✓ Try-on

Risks and Safe guards

- Biometric and data privacy → anonymous and control
- Algorithm bias and unrealistic standards can lead into a bad reputation → many diversity data research for recommendations

KPIs

- Add-to-cart rate from AI recommendations
- Shade and skin match accuracy
- Conversion rate after try-ons
- Re-purchase rate
- Reduction in return rate due to better product fit

Glossier. Post technologies.

E-BUSINESS SITES	DISADVANTAGE	TECNOLOGY THAT SOLVES THE PROBLEM
Home Page	No dynamic home page.	CHATLABS
Product page	No virtual try-on, not accurate product recommendations, No 3D movement.	Hapticmedia PERFECT
Payment and delivery	No bank transfer, bad tracking service.	BRINGG
Customer service features	No chatbot, no whatsapp, no video consulting.	Alcméon
Social media and mobile commerce	No social buttons or live shopping.	SMARTZER. CHATLABS
Mobile app	No mobile app.	PERFECT

Goal. → ↑ personalized experiences ↑ digital innovation ↑ conversion rate and re-purchase



KPIs dashboard.

Chatlabs

- Campaign performance
- ROAS
- Engagement rate on personalized content
- CTR on hero content

HapticMedia

- Average order value
- Time spent interacting with product customizer
- Conversion rate from personalized products

Bringg

- Delivery tracking accuracy
- On-time delivery rate
- Reduction in “Where is my order?” calls
- Customer satisfaction with delivery

Alcméon

- AI response accuracy
- Response time
- Reduction in customer service workload
- Return rate reduction

Smartzr

- Interaction rate on shoppable video
- CTR on hotspots
- Add-to-cart rate from video hotspots
- Revenue attributed to ambassadors/influencers

Perfect

- Add-to-cart rate from AI recommendations
- Shade and skin match accuracy
- Conversion rate after try-ons
- Re-purchase rate
- Reduction in return rate due to better product fit



Glossier.

Sustainability

By implementing these technologies Glossier will have a positive impact on their sustainability report.

Chatlabs → better targeting, fewer irrelevant campaigns, less overproduction.

HapticMedia → 3D/AR visualization and product customization online reduces the need for physical samples, testers and mock-ups. Also fewer errors on purchases that leads into fewer returns.

Bringg → clear effect on sustainability as it looks for more efficient routes for last-mile delivery and chooses green carriers like EV, bikes.... Also fewer failed deliveries thanks to precise tracking.

Alcméon → Ai customer services reduces unnecessary transportation to the stores or calls. Also a better purchase leads to fewer returns.

Smartzr → Shoppable videos with clear information and demonstration reduces “try and return” behavior. It also enables more informed purchases so less returns.

Perfect corp → No need of so many product testers and samples in stores, so reduces overproduction. It also makes better fits and recommendations that, again, leads into less returns and more satisfaction. Encourage a conscious buying behavior of what fits better to your skin.

↑ personalized
experiences

↑ informed
purchases

↑ digital activities

↑ customer
satisfaction

↓ less over-
production

↓ product returns



Glossier.

Implementation strategy.

For the implementation we will take into consideration:

1. Business impact: how much each technology improves: conversion, customer experience, retention, operational efficiency
2. Ease of implementation: how fast?
3. Cost & resource intensity: budget, added work, complexity...
4. Strategic fit with Glossier's brand

CHATLABS

1

High business impact, low cost, many opportunities and many channels

SMARTZER.

3

Good business impact and easy to implement directly to any content

BRINGG

5

Change in current model, need to link it with all business actions but will deliver a good customer experience deliver and solve the bad reviews.

2

PERFECT

High conversions and satisfactions, strategic fit, more costly and more resources

4

Alcméon

Lower impact but necessary. Need to spend time doing it at first but no complexity or high budget

6

Hapticmedia

Doesn't have a high impact on sales, it just gives value to the customer. Its not very complex.



Glossier.

Glossier.