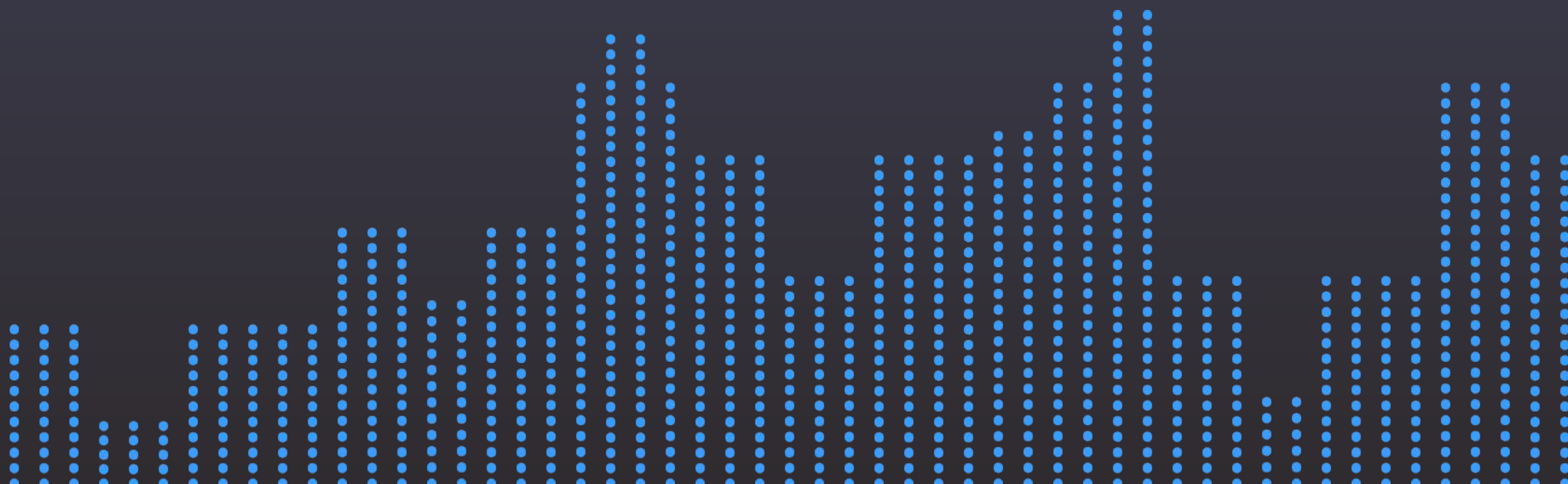




Personalized Experiences

Increase Paid Program Value

Focusing on brand research insights, consumer skincare goals, and paid channel personalizations drives large lifts in paid media conversion rates.

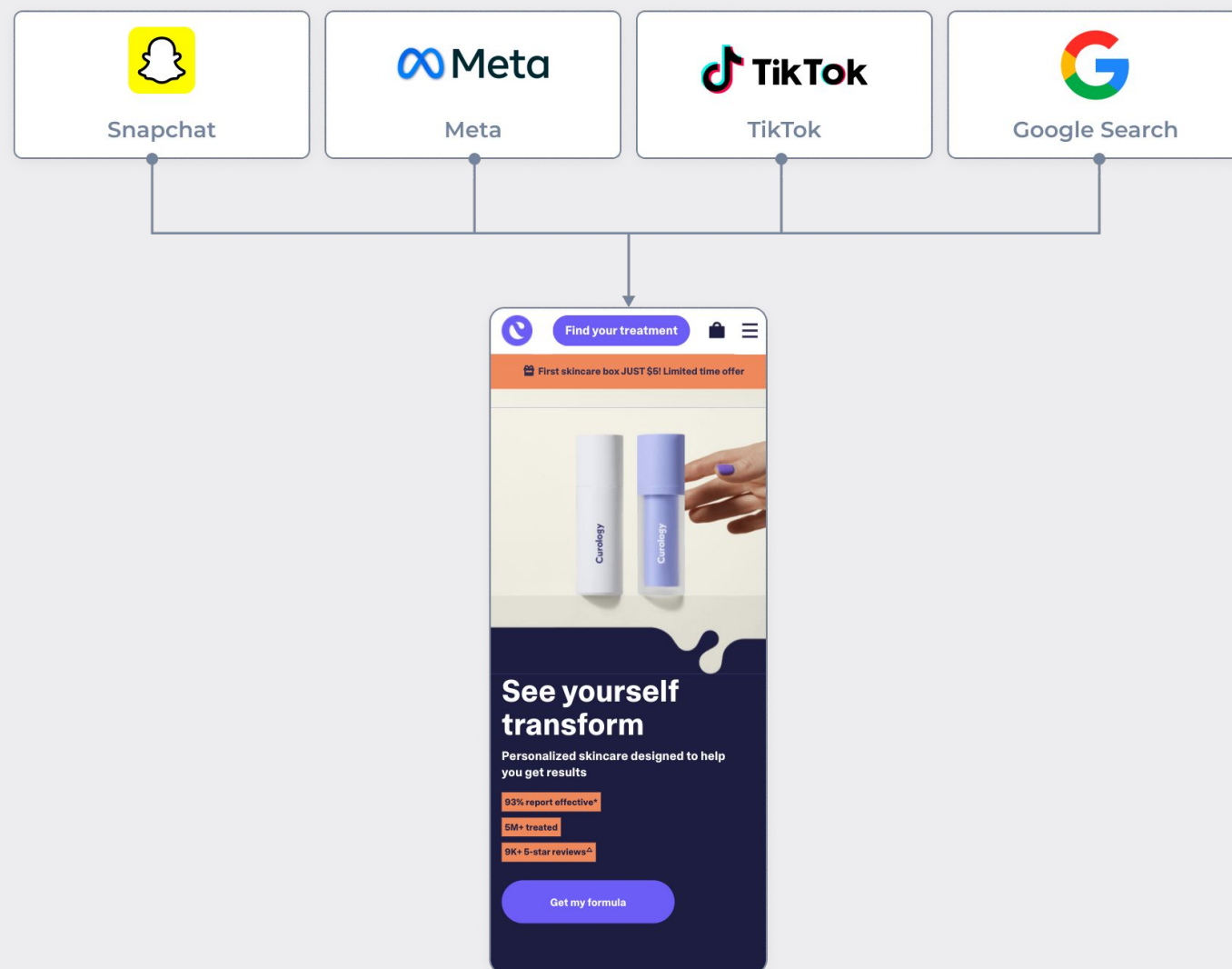


Paid social performance improves with dedicated LPs and holiday promotions

- 01** In July 2023, paid social performance was at an all-time low, indicating the need for optimized landing experiences for these users.
- 02** With the launch of new landing pages in September, 2023, we saw paid social conversion rates start to level out.
- 03** Following initial LP lifts, we re-launched the free trial offer in mid-December, leading to large lifts in CVR.



Before

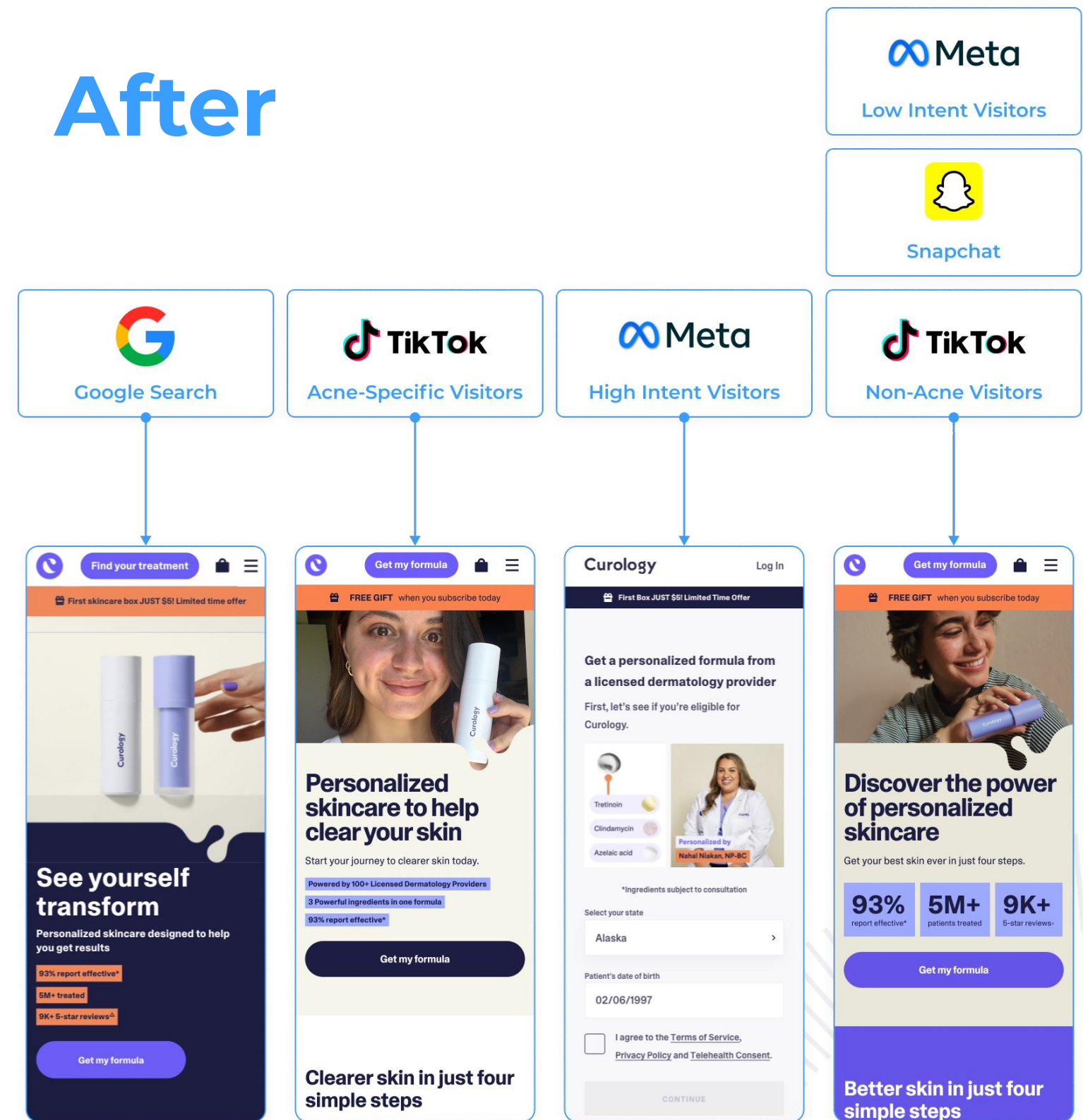


0.83%

Homepage Baseline*

*Baseline is Jul 2023 CVR to consult completed for Meta, Google, TikTok, and Snapchat UTMs

After



+23.0%

CVR

+19.9%

CVR

+8.3%

CVR

Landing pages aren't required **for** **higher-intent visitors**

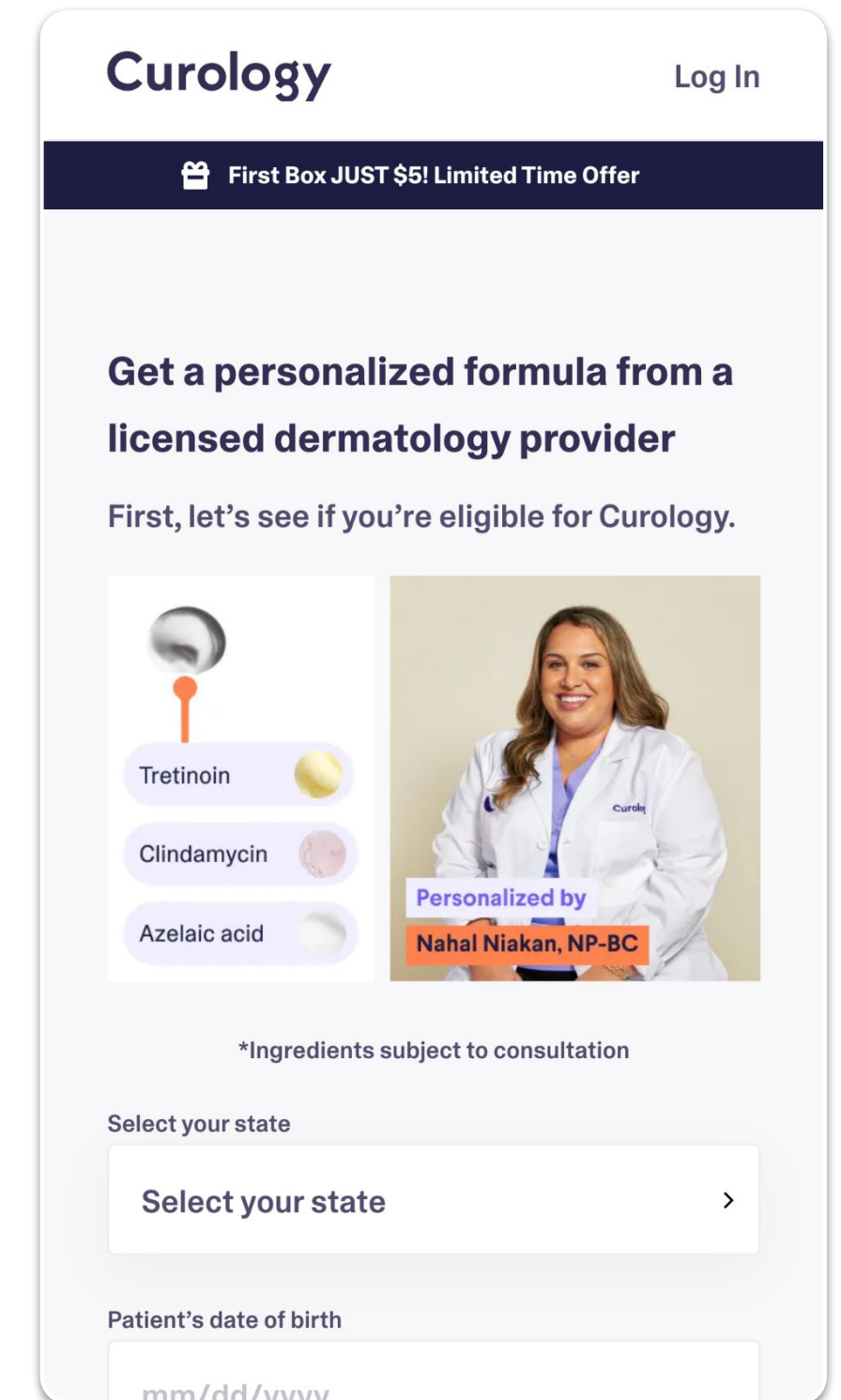
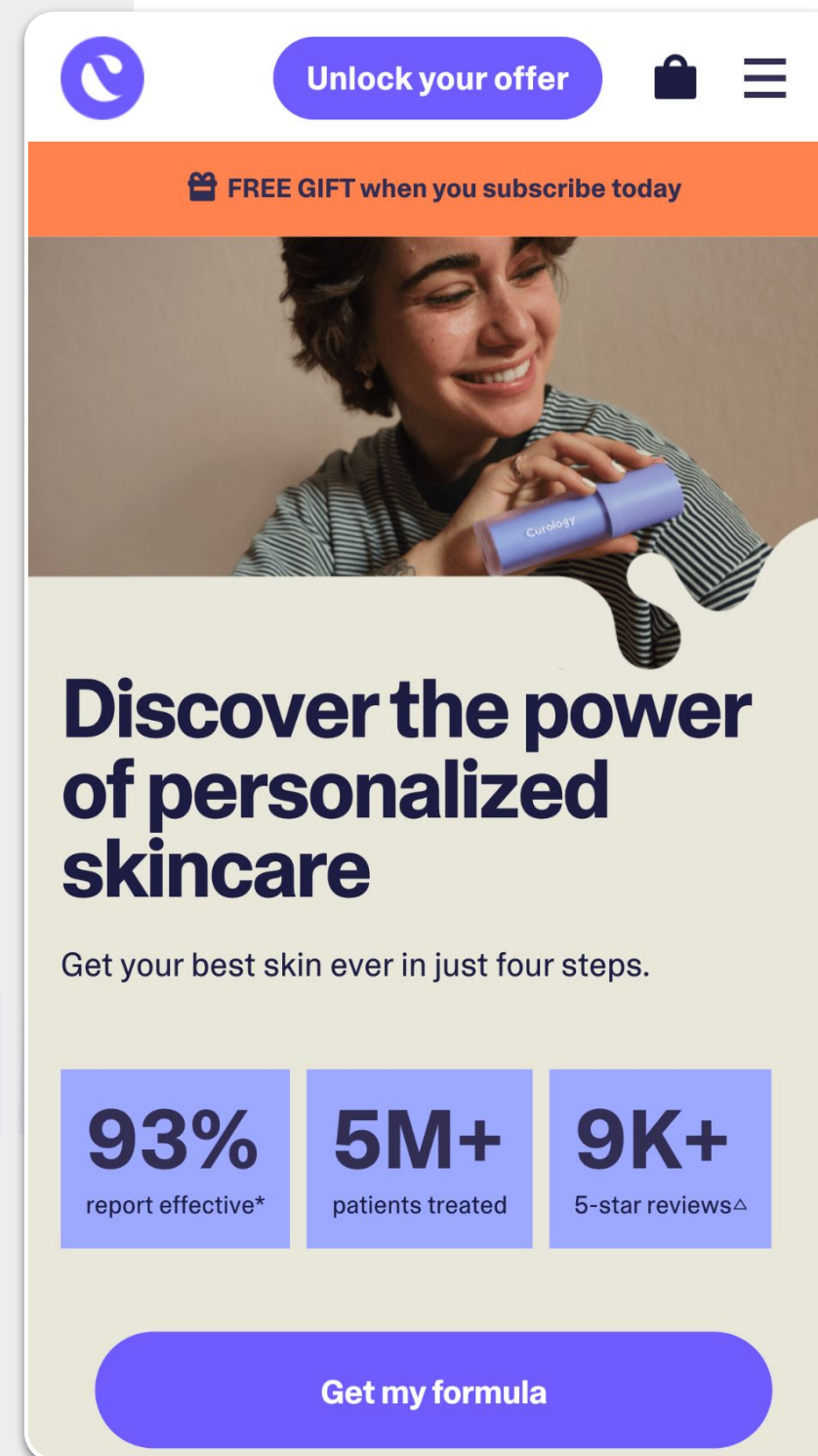
Hypothesis: Determine the value of custom LPs by redirecting visitors directly into the signup flow.

Results*:

- **+19.9%** Account creations
- **+20.8%** Credit card completes
- **+19.9%** Consultations completed

Learnings/Next Steps:

Split out lower intent channels and create custom audience landing pages and experiences.





Acne-specific, UGC content custom landing page drives TikTok conversions

Hypothesis: Acne visitors from TikTok, which underperformed in the SUF experiment, will perform better to a custom acne-specific LP.

Results:

- **+23%** increase in consultations completed (97% SS)

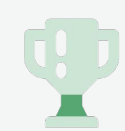
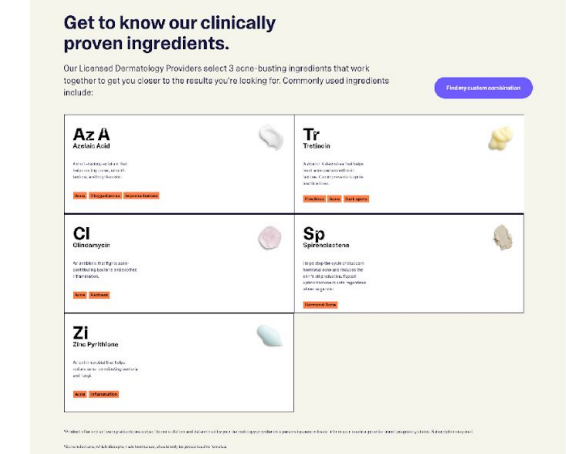
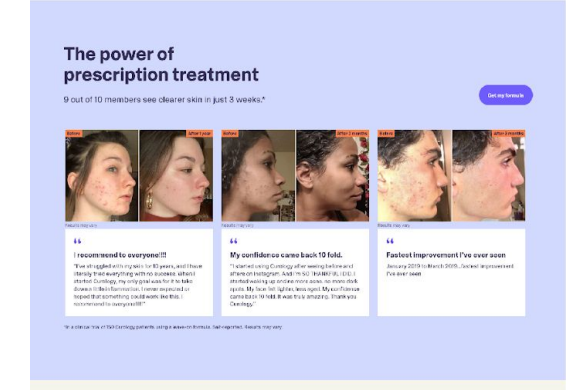
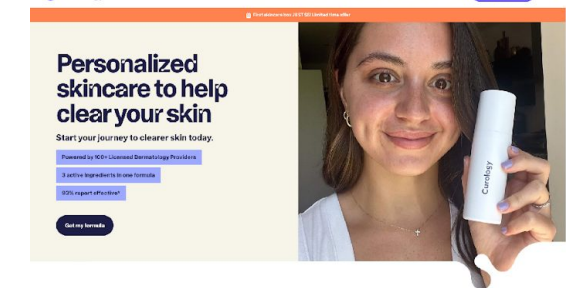
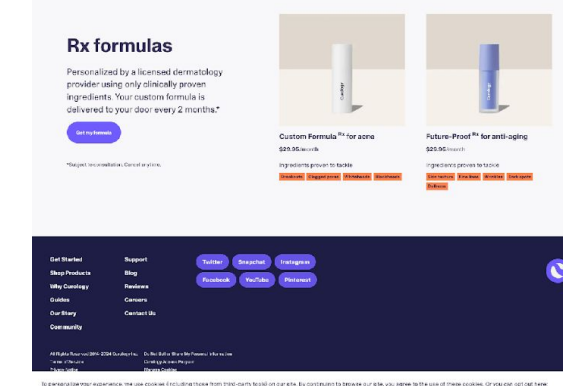
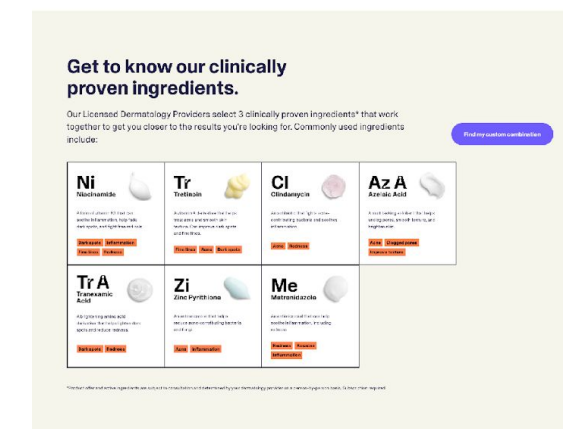
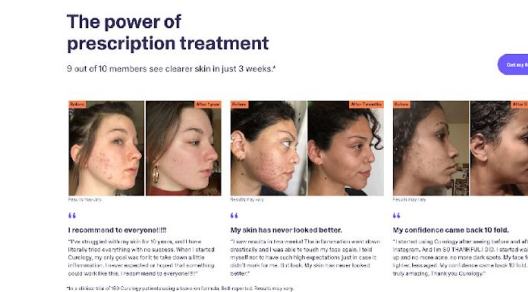
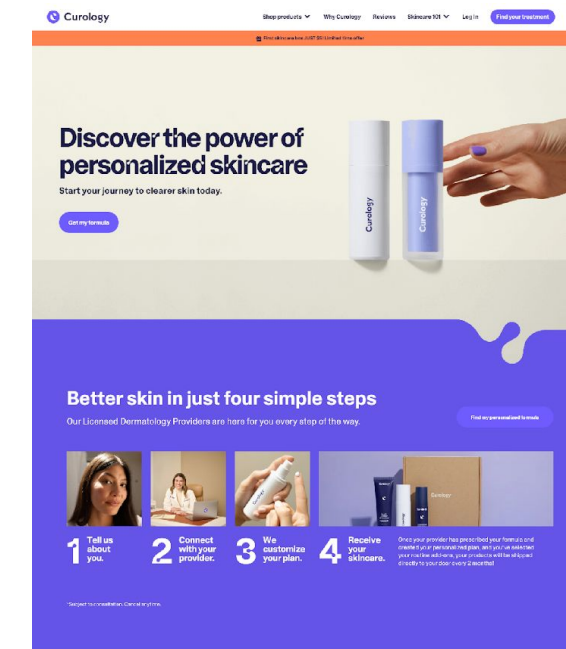
Learnings/Next Steps:

Personalized content, keeping in mind both ad creative and channel, helps drive conversion for lower intent channels; build personalized LPs for anti-aging (and tretinoin).

Before



After



WIN

Creating offers for Black Friday/Cyber Monday converts seasonal purchasers

Hypothesis: Creating a BF/CM offer will drive large conversion increases during a peak shopping season.

Results:

- **+88%** increase in consultations completed (compared to sitewide CVR)

Learnings/Next Steps:

Holiday promotions maximize performance during peak shopping periods. Continue to build holiday-specific hero content.

