



The Beauty Blueprint: Strategies for Success using Creator Marketing

Insights from LTK 2023 National Beauty and Personal Care Shopper Study



@ayeciara

Webinar hosts & Creator panel



Paige Govoni
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Partnership Media, LTK



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Founder and Creator

dibs.



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Director of Strategy &
Insights, LTK



Rachel Anise
[@beautyprofessor](#)



Capturing hearts & wallets

Creator Marketing nurtures Creator and consumer relationships, mobilizes advocates, and drives emotional loyalty for brands.



LTK Creator Guided Shopping

Driving and measuring performance through LTK

LTK is the #1 tech-enabled power partner for Creator Guided Shopping. It had 30M+ monthly shoppers driving \$4.1B in trackable sales for clients last year through its curated Creator community. It also offers LTK Benchmark™ with 12-years Creator data, proprietary insights, and unparalleled consulting.

30M monthly shoppers.

\$4B+ in annual trackable sales.

5-star rated shopping app.

7,000 brands on LTK platform.

Hundreds of thousands LTK curated Creators.

Agenda

Insights from LTK Beauty and Personal Care Survey

Hear directly from a panel of experts

Beauty and Personal Care Shopper Study

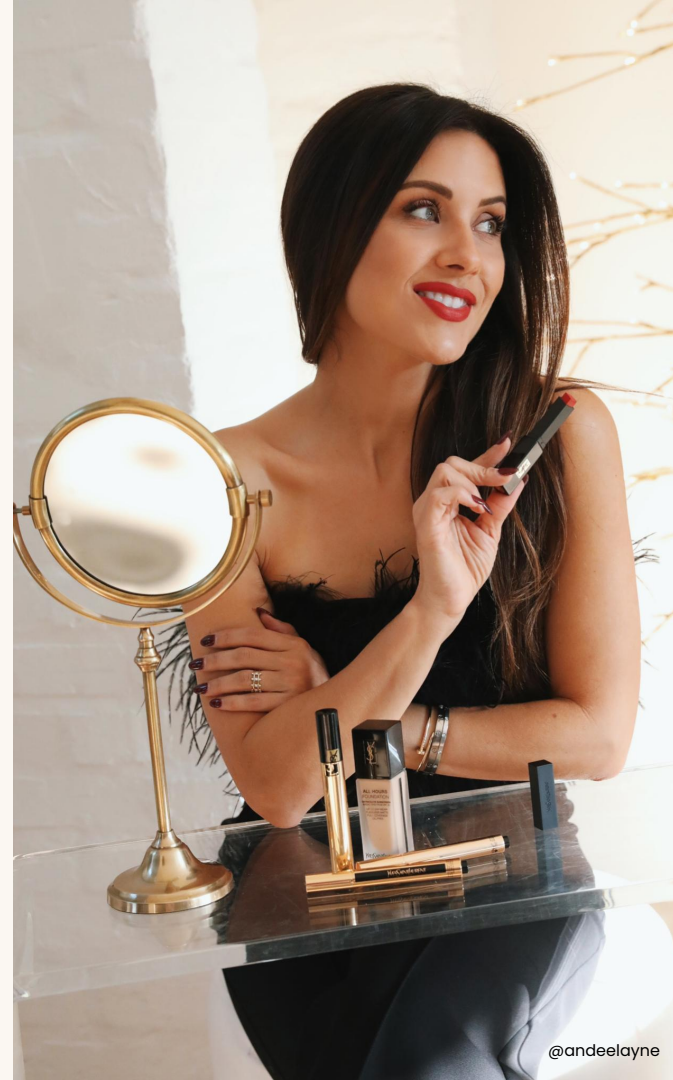
This summarizes key findings related to the national study conducted by LTK in May 2023: LTK Beauty and Personal Care Shopper Study.

Methodology

Shopper survey conducted on May 31, 2023 with 1,044 participants, reflective of US population with 97% confidence.

The study was filtered to identify beauty and personal care shopper responses and key characteristics.

Additional references will be made to 2 national studies conducted by LTK in March 2023: LTK Shopper Study; LTK In-Store Shopper Study. Shopper survey conducted on March 1, 2023 with 1,104 participants, reflective of US population with 97% confidence. In-Store Shopper Study conducted on March 17, 2023, with 1,079 participants, reflective of US population with 97% confidence.





Beauty is #1 top-shopped category by Creator

Top-shopped categories from Creators by generation.

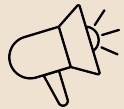
	TOP 10 CATEGORIES General Population	TOP 10 CATEGORIES Millennials	TOP 10 CATEGORIES Gen Z
01	Beauty / Personal Care	Beauty / Personal Care	Beauty / Personal Care
02	Clothes, Shoes, Accs.	Clothes, Shoes, Accs.	Clothes, Shoes, Accs.
03	Electronics	Electronics	Electronics
04	Cleaning Supplies	Video Games	Entertainment
05	All Natural & Organic	Cleaning Supplies	Cleaning Supplies
06	Grocery	All Natural & Organic	Video Games
07	Beer, Wine, & Spirits	Baby	Gifts
08	Movies, Music, & Books	Grocery	All Natural & Organic
09	Video Games	Beer, Wine, & Spirits	Beer, Wine & Spirits
10	Health & Wellness	Movies, Music, & Books	Movies, Music, & Books

Creators are the most-trusted social media for beauty recommendations

1st Creators

2nd Social media ads

3rd Celebrity posts



Key Insight

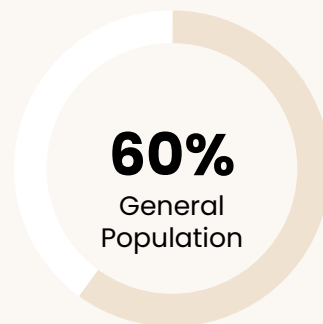
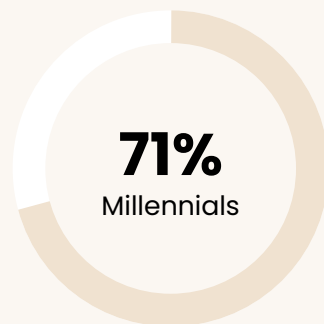
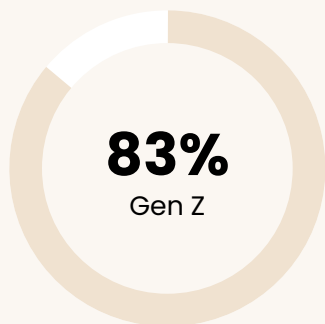
78% of Gen Z, and **61% of Millennial** women say they trust Creators most



IMPACT OF CREATORS

Creators are driving shopping

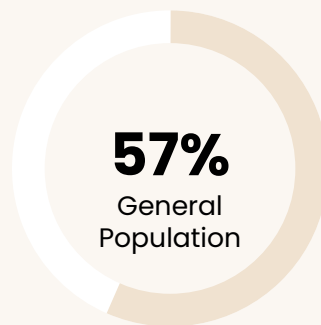
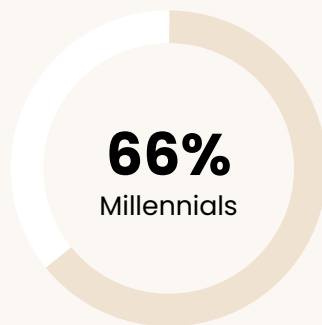
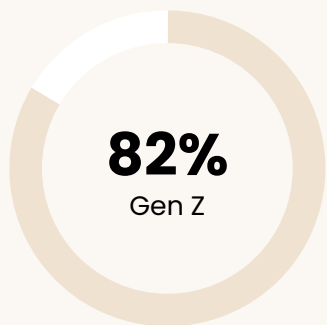
Percentage of women who shop beauty or personal care from Creator recommendations online



IMPACT OF CREATORS

Efficient beyond just a click

Percentage of women who shop beauty or personal care from Creator recommendations **in-store**



Beauty & personal care content appeals to the majority of women

83%

Gen Z women

Watch beauty or personal care Creators

52%

Women (general population)

Watch beauty or personal care Creators



#1. Hair styling



#2. Makeup "get ready with me"



#3. Hair care routines



#4. Skincare routine



#5. Wellness/self-care routine



#6. Nail content



#7. "Get unready with me"



#8. Vitamin routine

Top content women watch:

Beauty content is both educational and relatable

Top reasons women like beauty & personal care content:

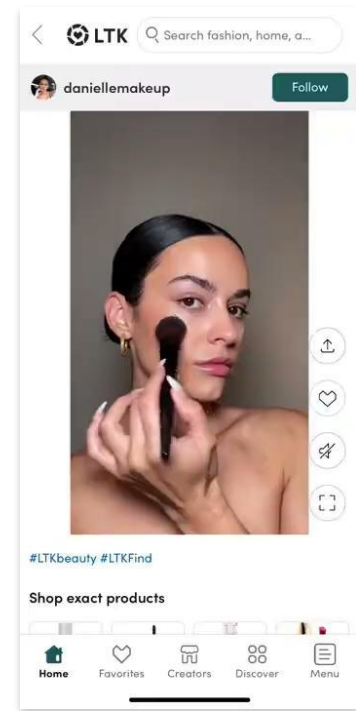
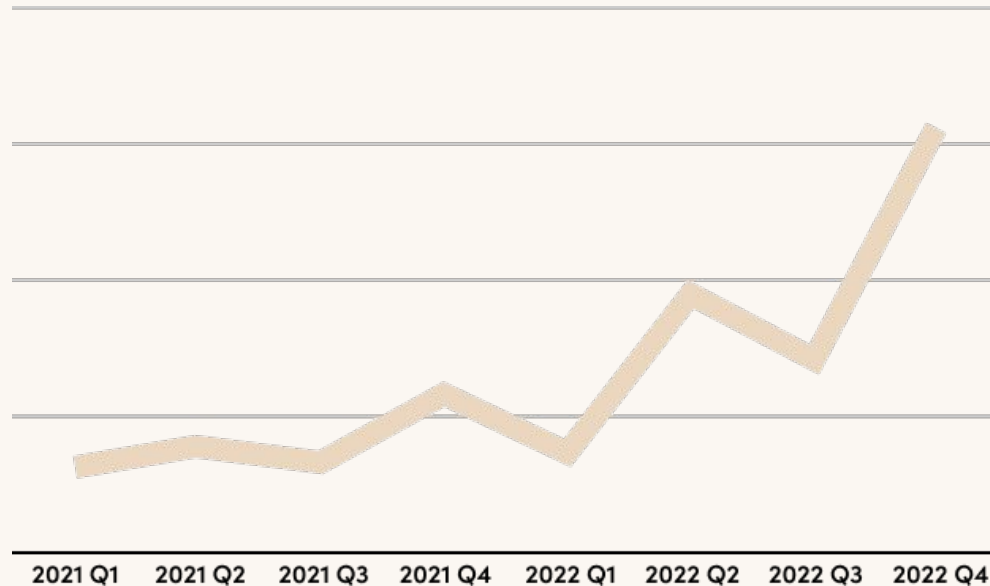
- 01 Learning about techniques
- 02 Learning about products and brands
- 03 I like to see products used on people who look like me
- 04 It's entertaining
- 05 Creators share about skin conditions I can relate to



The rise of short-form video

With the rise of Gen Z, we have seen a shift in brands focusing on short-form video content in beauty campaigns.

LTK beauty campaign video content over time



On LTK, when Creators post beauty products, they are **more likely to post video content** compared to posting other product categories

& LTK sees **64% higher GMV per post** on video content compared to static

Creators revolutionize beauty

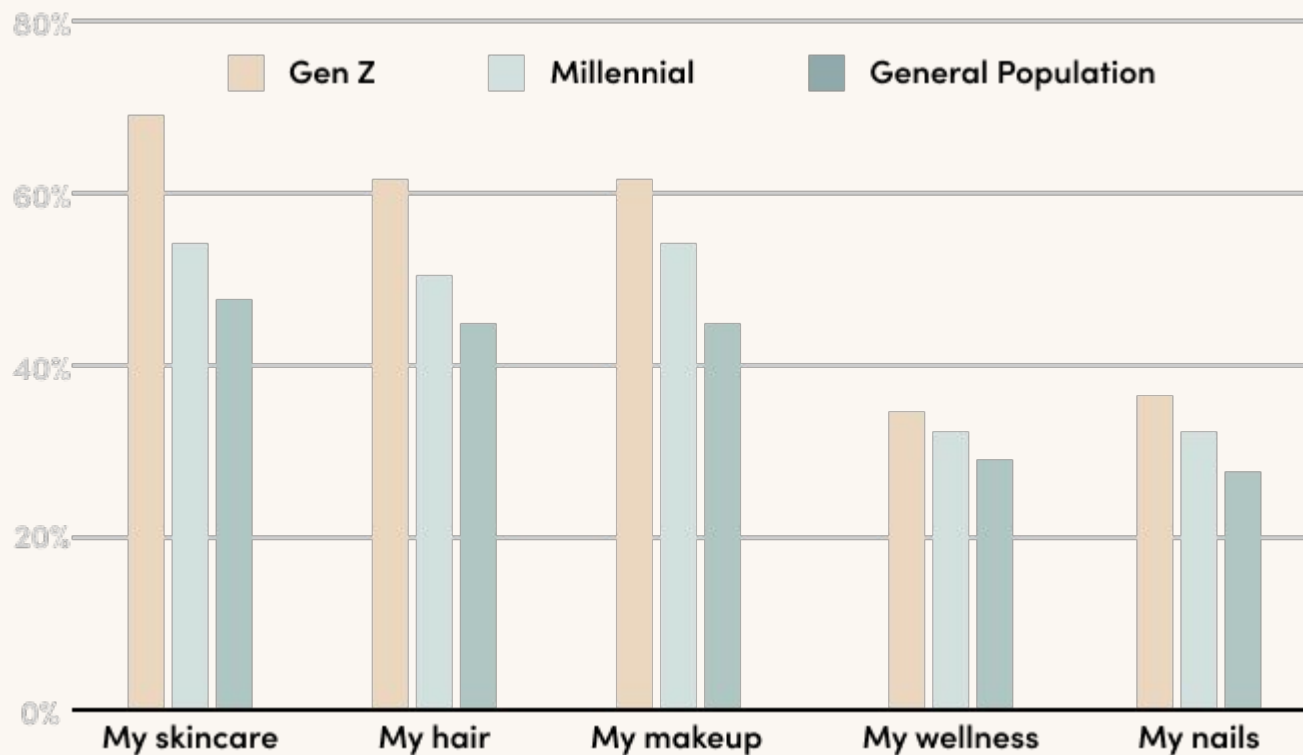
A fast growing source of inspiration for makeup, beauty, and skincare

92%

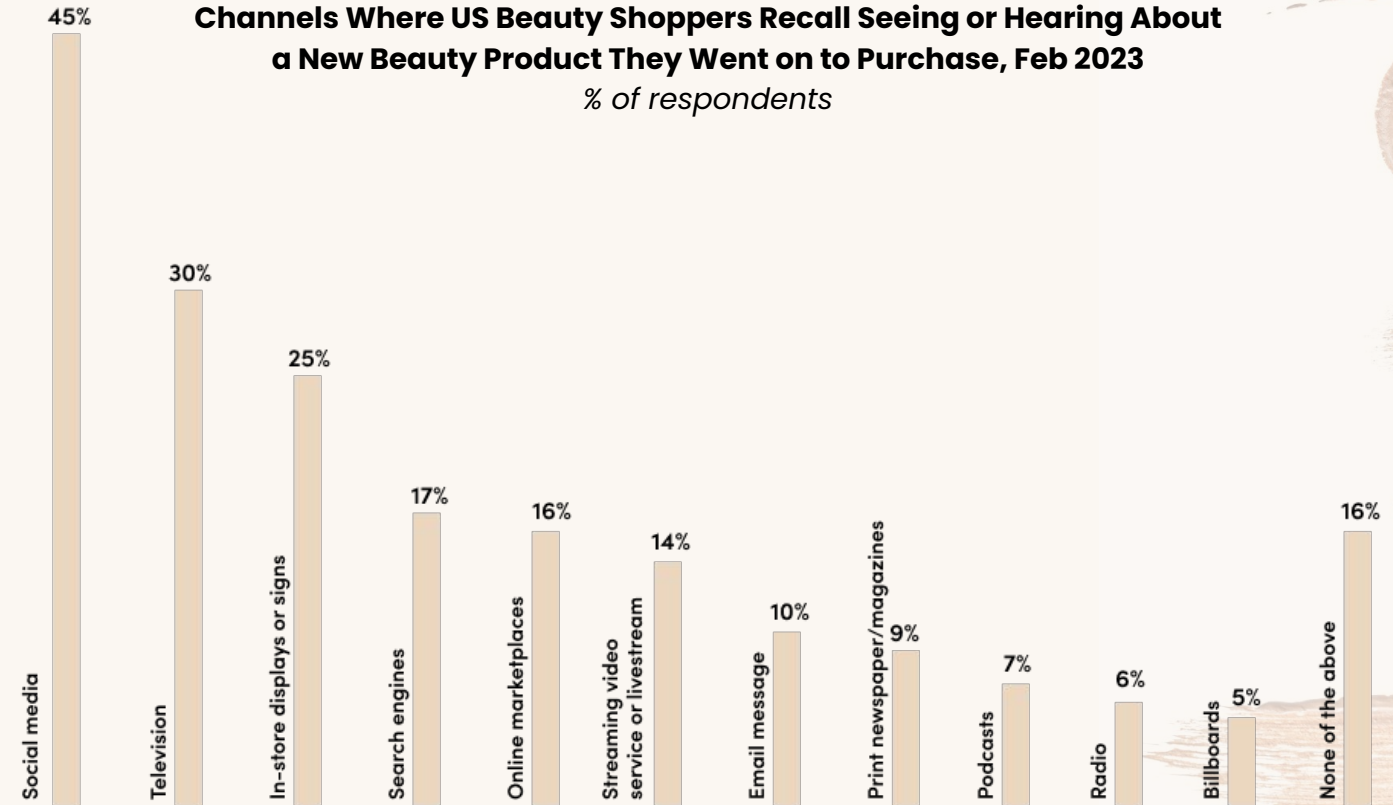
Gen Z women

Say one of their beauty or wellness routines has been influenced by Creators

Routines influenced by Creators



.. and drive recall to purchase



Creators inspire purchases across a diverse range of products

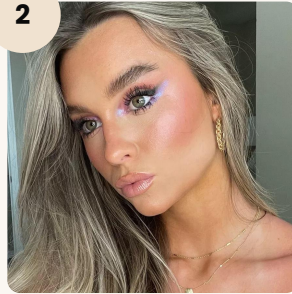
Top beauty categories purchased from Creators

1



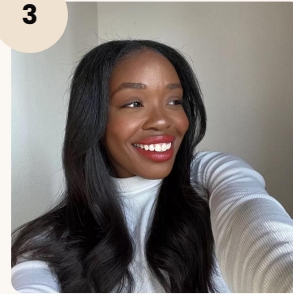
Foundation

2



Eye makeup

3



Lip products (lipstick, lip gloss, lip balm, etc)

4



Mascara

5



Hair tools

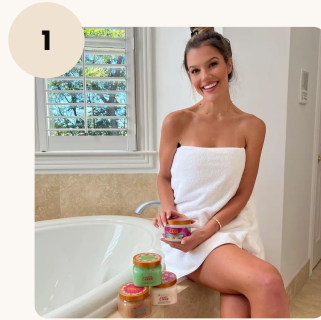
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Hair serums/oils

Creators inspire purchases across a diverse range of products

Top personal care categories purchased from Creators



Body wash/scrub/soap



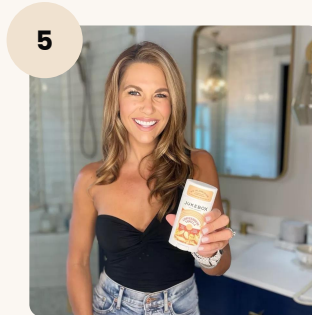
Moisturizer/lotion



Shampoo/conditioner



Face wash



Deodorant



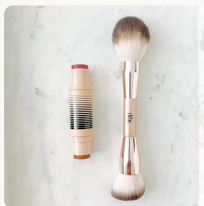
Acne products

Featured Creators: @aylaelizabeth,
@beautylookbook@kayebassey, @payalforstyle,
@random_housewife @dailykongfidence

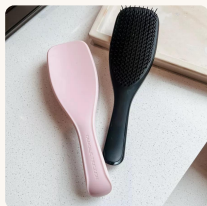
Proprietary | Confidential © 2023 rewardStyle Inc d/b/a LTK

LTK helps monetize & track viral Creator beauty

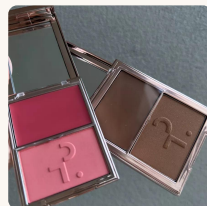
Sample of high-growth product sales from April to May 2023



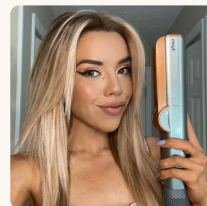
Dibs Beauty - Duo Brush 15
686% Growth



Tangle Teezer - The Ultimate Detangler Plant Brush
324% Growth



Patrick Ta - Contour & Powder Duo



Dyson - Airstrait



Global Healing - Oxy Powder



Tarte - Maracuja Juicy Lip trio
261% Growth



IT Cosmetics - Nude Glow Foundation SPF 40
115% Growth



REFY - Brow Tint Eyebrow Gel



Benefit Cosmetics - BADGal Bang! Mascara



Isle of Paradise - Body Self-Tanning Drops

Sample of top products for Gen Z & millennials April to May 2023

Younger shoppers depend on Creators for search

While search engines still rank #1 across generations for searching for new beauty or personal care,

- Gen Z and millennials rank **Creator content higher than retailer sites.**
- Gen Z even ranks Creators **higher than friends and family.**

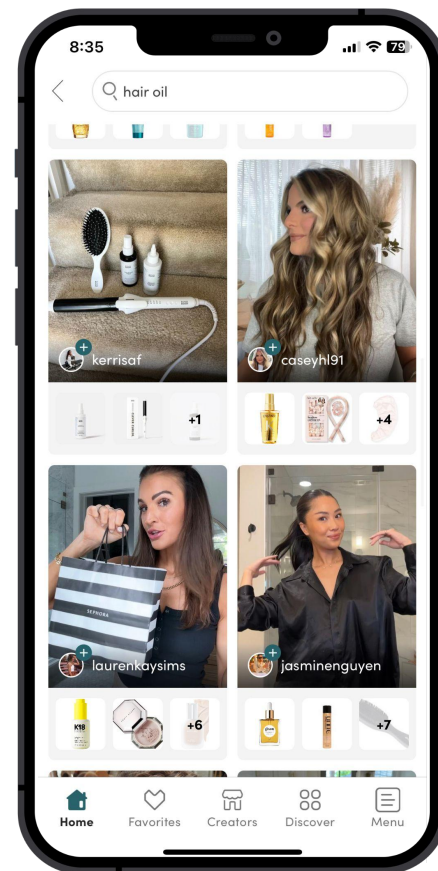
LTK search: beauty trends

makeup
nails
skincare
mascara
hair clips
makeup bag



Key Insight

54% of Gen Z women say they search Creator content on social media when looking for new beauty or personal care





Unpacking the “Lipstick Effect”

The “lipstick effect” is a theory that when consumers are facing an economic crisis, they will be more willing to buy less costly luxury goods.

Instead of buying higher-price-point items like luxury purses, consumers will buy expensive cosmetics, such as high-end brands of lipsticks.

74%

Women believe we are in
a recession

61%

Women plan to spend more or the
same on beauty and personal care
compared to LY



Shoppers are smart about when to splurge and when to save

When shopping for beauty or personal care:

43%

General Population
Splurge on items they value

52%

Gen Z
Shop drugstore products

38%

General Population
Try to find samples before purchasing

47%

Gen Z
Look for less expensive versions of luxury items

Factors shoppers prioritize most:

1st Quality

2nd Price

3rd Value

4th Brand

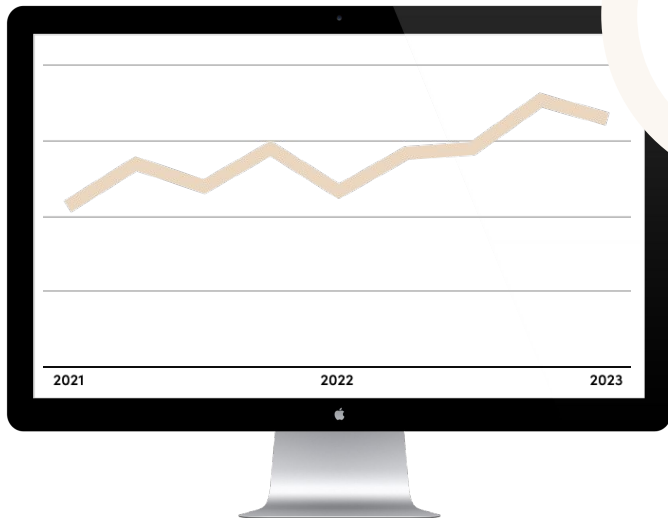


Key Insight

In previous surveys*, price ranked #1 for general purchase decisions. When it comes to beauty, shoppers are willing to spend on quality items, across all generations.

Beauty tops charts in LTK growth

LTK Hair & Beauty Product Posts



41%

Q1 2023 YoY
growth in LTK
beauty posts

Out of the top-performing LTK Creators:



100%

generated beauty
sales in 2022



9 out of 10

Posted beauty products
on their LTK Shops

*The remaining 1 out of 10
linked via non LTK channel*



Beauty LTK posts outpaced other
categories YoY (Q1 2023 vs. Q1 2022)



Creator Commerce Best Practices

How to win today while playing the long game

01

Solidify your program terms

Establish Competitive Commission Rate and Cookie Window

02

Brief 'em in

Ensure campaign success by balancing brand messaging with Creator authenticity

03

Omni-channel excellence

Balance efforts between multi-brand and DTC

04

Expand Social Presence & Focus on Video

Meet consumers where they are with the content they crave

05

Boost the best

Amplify creator content to targeted audiences

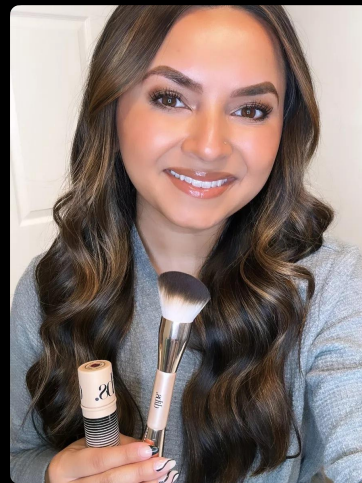
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Get smarter

Partner with LTK for real-time insights and analytics dashboards for your creator marketing performance



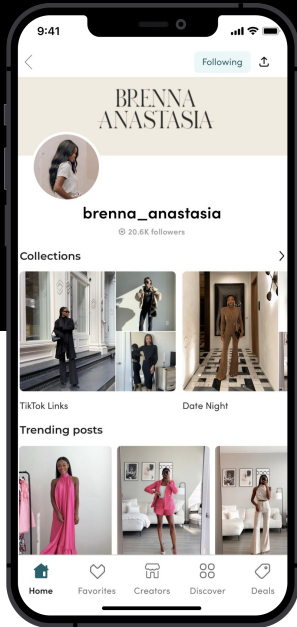
The LTK difference



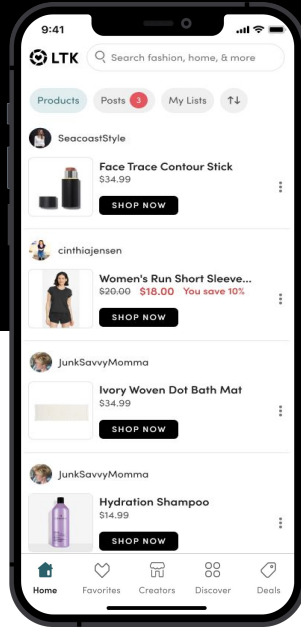
LTK Shop features

New features work hard to drive conversion.

Shoppers interact most with LTK search functionality



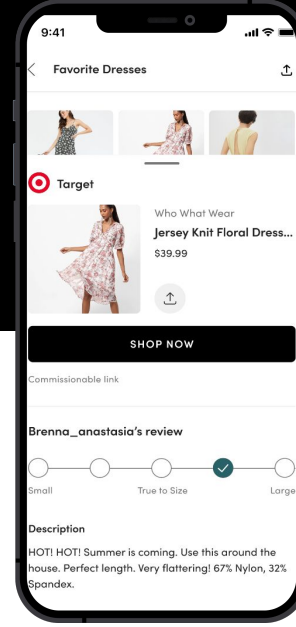
Collections



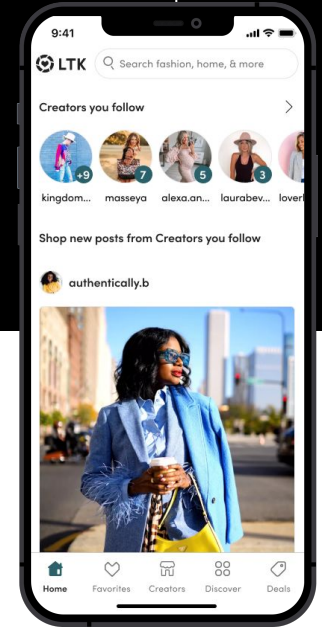
Price Drop Alerts for shoppers



Search in LTK Shop



Product Reviews

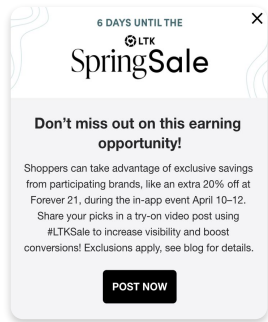


Personalized Search

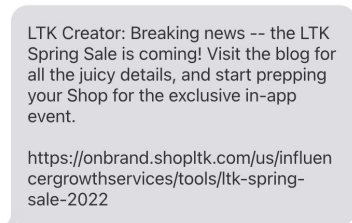
Additional partnership opportunities

LTK Ads

Advertise on LTK to hundreds of thousands of top-performing Creators and millions of shoppers. Work with the LTK to customize packages for specific moments, promotions, and seasonal launches to get awareness out to the Creator network and amplify shopper reach.



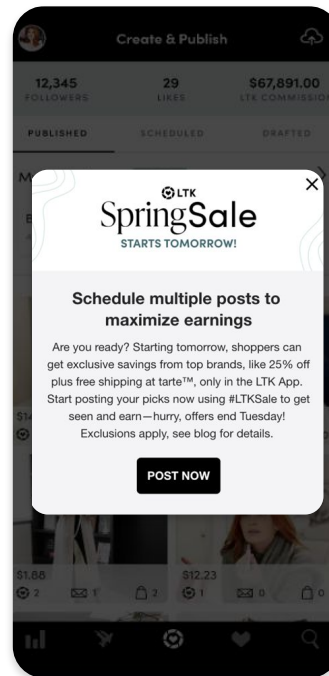
In-app modal



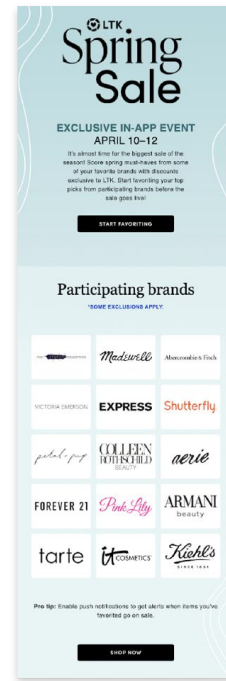
SMS



Push notifications

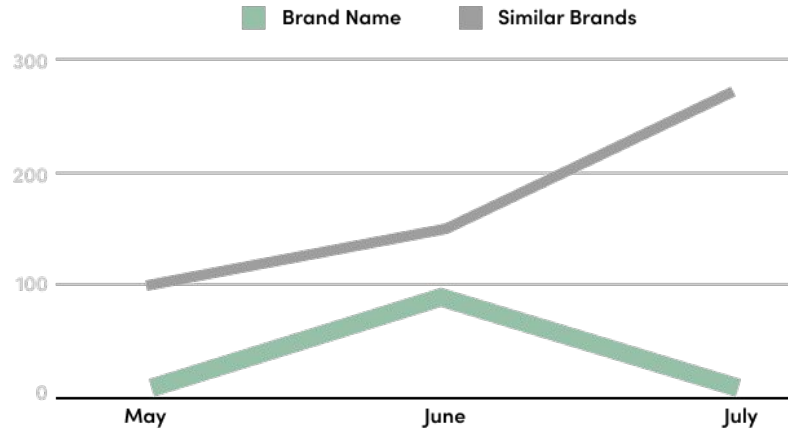


In-app modal



Email

Additional partnership opportunities



Program Order Volume sample graph

LTK Insights™

Partner with LTK Insights to secure a variety of incremental reporting, including benchmarking. LTK's benchmarking report will help your brand inform spend decisions and growth strategy.

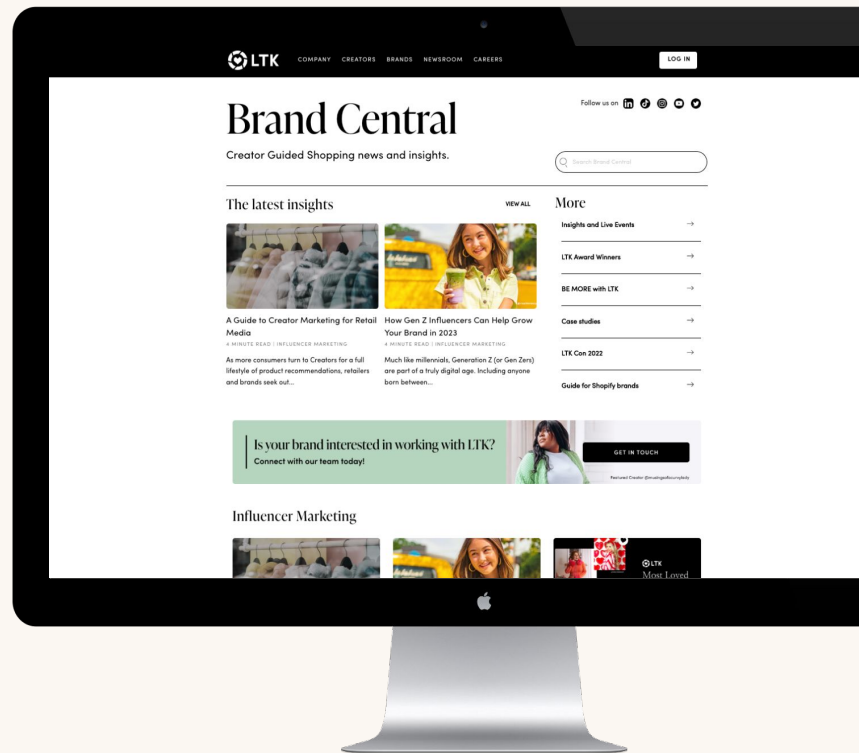


Additional partnership opportunities

LTK Brand Central: Creator Guided Shopping insights, news, and trend-spotting for brands.

<https://company.shopltk.com/brand-central>

The latest regarding Retail Media Networks, case studies, emerging topics, and more to grow your Creator marketing knowledge and power brand performance.



Unwrapping Holiday 2023 Shopper Trends

Holiday Shopping Predictions

Creator Led Strategies to Drive Holiday Success
Insights from LTK 2023 Holiday Shopper Study

August 16 at 1PM ET / 12PM CT / 10AM PT

- Why should your brand work with creator over the holidays
- How consumers are planning to shop
- Creators as inspiration - a full funnel strategy

Register Today

<https://company.shopltk.com/holiday-2023>



@interiordesignerella



August 16th
1PM ET / 12PM CT / 10AM PT

Connect Cool Down Summer Savings Sale

SAVE \$4,700 on LTK Connect Pro until Monday!

For small to medium sized businesses, now is the time to save and kick start your campaigns with Creators with our Cool Down Summer Savings sale!!

Savings include:

- \$2,400 in waived onboarding fee
- \$1,300 off your annual subscription fee
- \$1,000 in Creator Campaign credits

SCHEDULE TIME TODAY

<https://company.shoptlk.com/connect>



The graphic is a vertical promotional card for LTK Connect. At the top, it features the LTK logo and the tagline 'The #1 influencer platform in the world'. Below this, the text 'LTK Connect' is written in a script font, followed by 'Cool Down Savings Sale' in a large, bold, serif font. Underneath, it states 'Save \$4,700 on LTK Connect Pro'. The savings are broken down into three categories, each in a light blue box: '\$2,400 onboarding fee waived', '\$1,300 off annual subscription fee', and '\$1,000 in Creator campaign credits'. At the bottom, there is a black button with the text 'SCHEDULE A MEETING' in white capital letters.



#LTKCon

October 2–3, 2023

The Thompson Hotel, Downtown Dallas

At LTKCon, we bring together top LTK Creators and premier global brands for an unparalleled, invitation-only event in LTK's hometown, Dallas, TX.

This year is bigger than ever. Here's why:

- We're inviting even *more* uniquely diverse Creators.
- We're dreaming up to create an unforgettable (and Instagram-worthy!) experience.
- Get exclusive opportunities to be among our TOP Creators across all verticals.
- Multiple touch points for your brand to intimately connect with Creators to reach new audiences.



Thank you

Next up: Creator panel