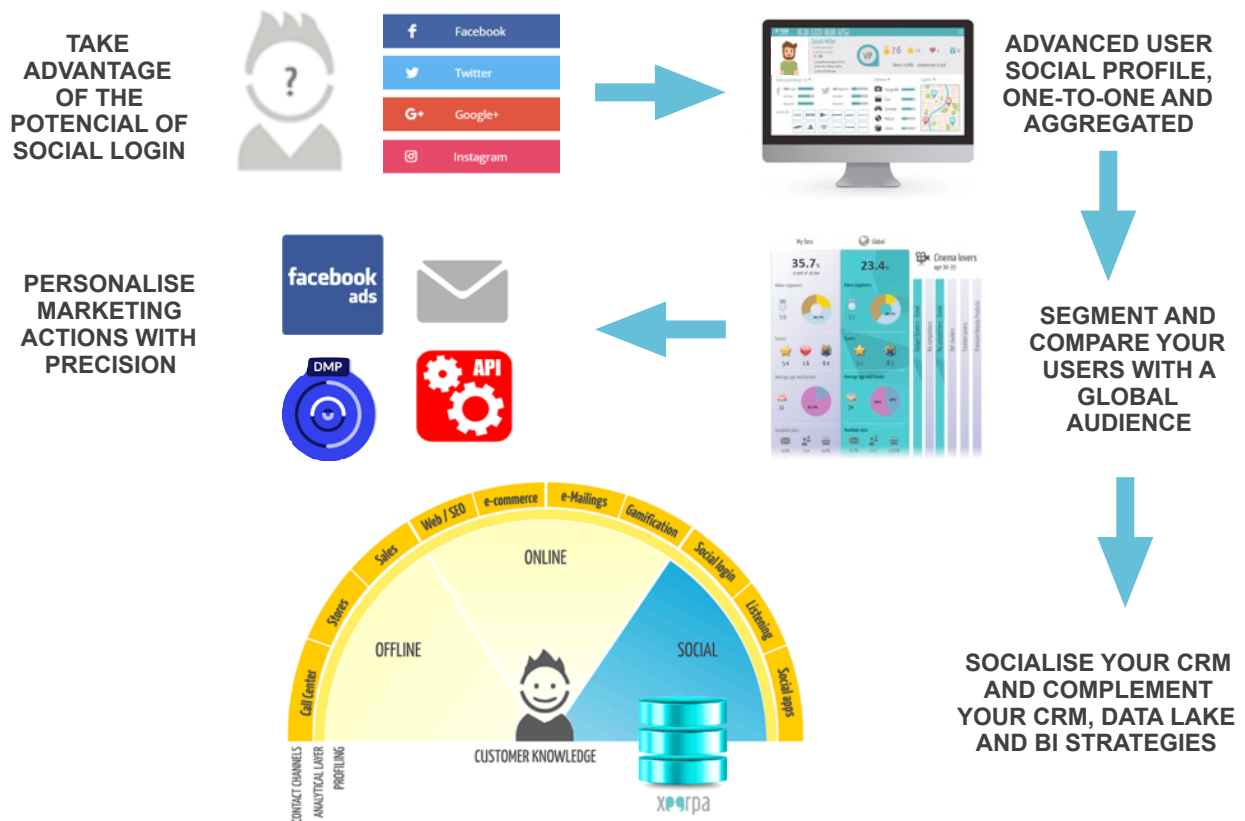


For Beauty and Cosmetics companies

Xeerpa is a Big Data SaaS marketing solution that allows brands to explore the social universe of each of their users, customers, prospects, fans and followers, by analysing the information they share across the most popular social media networks such as Facebook, Twitter, LinkedIn, Google+, etc.

Unlike other solutions, Xeerpa creates unique profiles for each user, storing them in a database specifically designed to help Marketing and Analytics teams personalise campaigns, increase their ROI, improving customer experience.



Key benefits for the Beauty & Cosmetics Industry:

- ✓ Identify Brand Ambassadors and Top Influencers amongst your own customers and fans
- ✓ Identify Beauty and Fashion fans, their lifestyle habits or the stores they visit
- ✓ Improve segmentation in your CRM, Campaign Manager and DMP
- ✓ Hyper-segment emailing campaigns and Facebook Custom Audiences
- ✓ Impact users that have engaged with specific posts or products
- ✓ Qualify DMPs to boost the efficiency of programmatic advertising

[BOOK A DEMO](#)

Selected clients and success stories in the Cosmetics and Beauty industries



Success story



Thanks to Xeerpa our strategy for segmentation based on monetary and social values have become more meaningful. Now, not only can we measure social value within our website, but across social networks with our customers and prospects. The main goal is to increase purchasing and detect ambassadors that will help us convince others."

**Rosina Alvarez-Cascos - Executive Director Global Programs,
Shiseido Americas**

Shiseido is a Japanese multinational personal care company, renowned for the quality of its products and treatments. Founded in 1872, it is one of the eldest and the fifth largest cosmetics company in the world. The company owns numerous brands and subsidiaries worldwide, in addition to its founding label.

Engagement and objective

- Shiseido engaged Xeerpa in 2014 to gather and analyse their user's social media profiles obtained through Facebook social login in their promotions, mobile apps, sales points and the very popular and successful *Ginza* loyalty club.
- Using Xeerpa's solution, Shiseido aimed to enrich user's data collected on their CRM platform by having a deeper knowledge of individual interests, passions, engagement, affinity to Shiseido and their competitors' brands, together with their individual Influence and Engagement scores, matching the customer profiles stored in the CRM with each users' Facebook profile.

Success

- Integrating Xeerpa with Shiseido's online channels, the Japanese brand has been able to understand the different interests, social influence and engagement levels of each of their fans, as well as other lifestyle and travel patterns.
- Shiseido actually pioneered the creation of a Social CRM in the Beauty industry, by integrating the CRM of their loyalty club *Ginza* with the social data provided by Xeerpa, thus obtaining one-to-one detailed user's profiles and a 360° view of each of their customers and prospects.
- This information allows Shiseido to identify their most valuable customers and brand ambassadors, qualifying prospects and personalising marketing campaigns and customer experience. This strategy is already resulting in more efficient marketing campaigns and a rapid growth in Shiseido's community of fans, going from just over 25,000 fans in 2014 to more than 2,400,000 fans in the particular case of Shiseido Spain.
- Shiseido also uses Xeerpa's one-to-one profiling to qualify anonymous users using look-alike techniques, extending even further the reach of campaigns in Facebook Ads and the DMP.

WASO case

- Shiseido has recently launched the WASO new line of skincare products for young consumers. The launch campaign included a number of coordinated actions: engaging beauty influencers, in-store promotions and targeted Facebook campaigns, based on Xeerpa Audience analysis.
- Shiseido also relied on Xeerpa technology, along with IBM Watson Artificial Intelligence, to develop a pioneering campaign in the beauty industry, #WASOBeautyInside. Through the interactive platform wasobeautyinside.com, users can obtain a personalized portrait of their inner beauty through a graphic representation full of colors, shapes and nuances, based on a real-time analysis of their likes, interests and a personality test.

[BOOK A DEMO](#)

More information on hello@xeerpa.com and www.xeerpa.com

Because not all leads are created equal