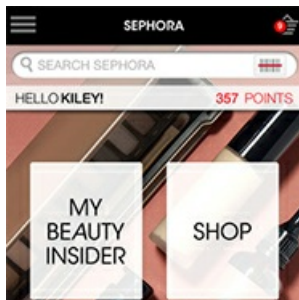


MOBILE

Sephora taps in-app messages to reward users in post-holiday slump

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Sephora app

By STAFF REPORTS

LVMH-owned Sephora is leveraging in-application messaging to serve loyal customers end-of-year deals such as extra 20 percent-off discounts, prompting users to pamper themselves with gifts they did not receive for the holidays.

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While a plethora of retailers are sharing serious deals with customers, Sephora is looking to stand out among them with a personalized message through its mobile application. The beauty retailer is sending users of its app a message with a code to receive 20 percent off on orders made in the app, in addition to the frenzy of discounts on products currently available.

"We tend not to discount at Sephora, so we leverage our app messaging for content that drives value for and resonates with our most engaged clients, like exclusives, coveted product launches, first access, and new app features," said Bindu Shah, vice president of digital marketing at [Sephora](#).

In-app discounts

Now that the holidays have come to an end, retailers are looking to maximize end-of-year sales, with many consumers returning to stores with gift cards and returns. Sephora is attempting to maximize its sales as well through the personalized message, enticing users to shop anywhere on its app.

IMG_6601

Sephora app users received a message in their app inboxes reading "did not get everything on your list, there is no shame in spoiling yourself, get an extra 20 percent off sale items with code EXTRA20." Shoppers that clicked on the message were brought to a page featuring a series of discounted products.

Customers looking to use the deal can add the item they would like to purchase to their cart, click the promo button at the bottom and enter in the EXTRA20 code to receive the discount. The promo code will last until January 1.

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The retailer is also reminding users part of its rewards program how far away they are from renewing their status as a VIB. Through emails, notifications and in-app information, Sephora is letting users know exactly how much they need to spend before the end of the year to keep their standing as VIB insider.

Sephora's mobile sequences

Sephora also launched a bricks-and-mortar connected boutique that creates a disruptive shopping experience via interactive in-store tablets, phone-charging stations and a selfie mirror ([see more](#)).

The retailer recently partnered with Clinique spokeswoman Hannah Bronfman for a takeover of its Snapchat, showcasing how retailers, brands and celebrities are teaming up for social media cross-promotion to drive sales ([see more](#)).

"As well, we optimize in-app messaging by keeping our clients' context top of mind," Ms. Shah said. "For instance, if she is checking her Beauty Insider points, we want to message her about new rewards.

"If she is near a Sephora store, we can remind her to pick up her birthday gift," she said.

Final take

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