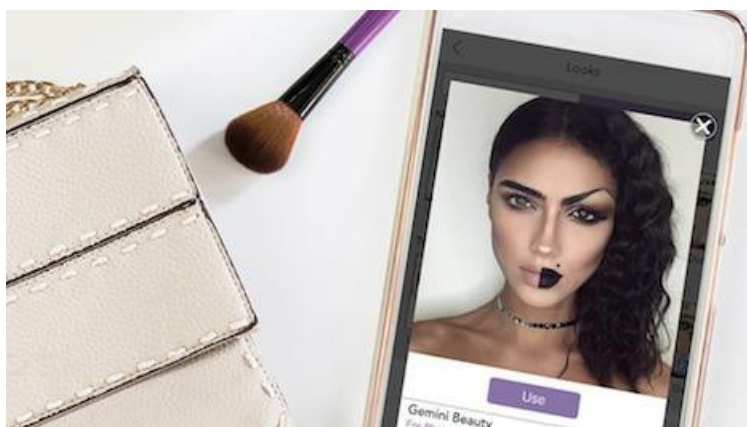


FRAGRANCE AND PERSONAL CARE

Beauty AR makes Gen Z shoppers 10x more likely to buy

July 7, 2017



YouCam Makeup lets consumers try on looks. Image credit: YouCam Makeup

By STAFF REPORTS

Augmented reality beauty experiences can drive sales for brands, with a new study on application YouCam Makeup finding that try-on features double conversions.

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While the use of augmented reality apps drives purchase intent across younger age groups, the benefit drops off at age 30. Augmented reality is becoming more popular in the beauty retail space, as brands try to replicate the counter experience outside of physical stores.

YouCam Makeup app creator Perfect Corp.'s study, which was conducted by Intage, looked at the behavior of 25,000 Japanese women ages 15-69 over the course of a year.

Translating into sales

YouCam Makeup allows users to virtually try on looks from other users over a photo of themselves. They can also play with cosmetics within the app individually, as if using a sample in a store.

Perfect Corp. says that its users are 1.6 times more likely to buy beauty products than non users, and that this population spends 2.7 times more on beauty than non users.

These consumers are interested in trying new items they see on television and displayed in-store, but they are also 30 percent more likely to buy a product if it is listed on the YouCam Makeup app. Among the brands with products featured on YouCam Makeup are Dior, YSL Beauty, Guerlain and Lancme.

With about half of YouCam Makeup users self identifying as picky cosmetic shoppers compared to about three in 10 non-users, these shoppers are also keen on finding products before others and reading online reviews before buying.

Beauty marketer Este Lauder wielded the pull of digital and bricks-and-mortar presence in an interactive campaign for its latest lip product.



Estée Lauder Pure Color Love Lipstick. Image credit: YouCam Makeup

The makeup brand is interacting with beauty fans through a multitude of platforms in an attempt to tout its new Pure Color Love Lipstick range. Through a partnership with augmented reality makeup application YouCam, Estée Lauder allowed users to try on its product and win a contest ([see story](#)).

YouCam Makeup's AR experience has also been tapped by marketers outside of the beauty space. When working with Safilo on an eyewear promotion in 2016, Marie Claire used the app to allow consumers to try on sunglasses and make a purchase ([see story](#)).

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