

FRAGRANCE AND PERSONAL CARE

## Este Lauder looks for “fast fail time” within 30 days

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*Este Lauder uses AR for personal try-ons. Image credit: Este Lauder*

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By BRIELLE JAEKEL

NEW YORK During a panel at Luxury Interactive 2017 on Oct. 17, an Este Lauder senior executive explained that the faster an A/B test fails, the better.

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For beauty marketer Este Lauder, the ideal period in which a test will fail is within 30 days so that team members can quickly move on to developing a better idea. Having a failing test out in the field for more than 60 days is a substantial waste of resources and time.

"I think that essentially testing often and failing fast is good," said Jessica Rotnicki, senior vice president of ecommerce at **Este Lauder**. "All of our brands are looking at efficiency, ROI and what channels are doing well with customers whose intent are ready to checkout.

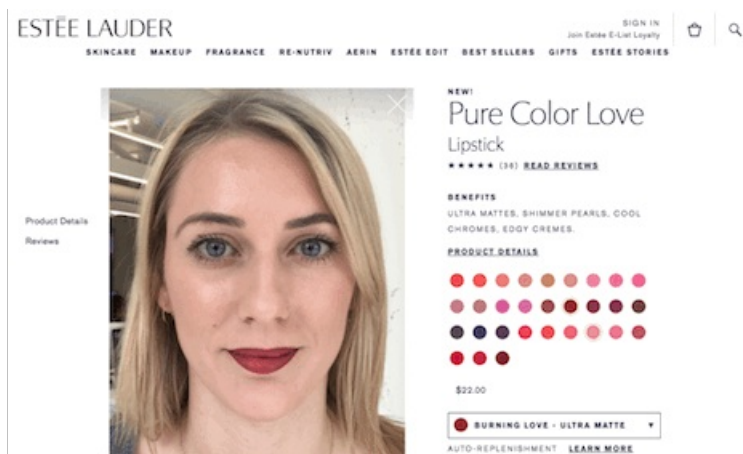
"Typically we'll do a lot of testing at that bottom funnel," she said. "I would love to have my fail fast window be within 30-days.

"You don't really want to go too much out past 60 days with a poor investment and light results."

### Test and fail

Ms. Rotnicki also explained that with Este Lauder, there are so many brands under the company's umbrella, each individual brand is able to share their testing information with others.

While successful video content for a hair care brand may not be able to be shared used by another Este Lauder brand, its results might help give insight. The latter brand can learn about why the video did so well for the hair care brand and determine how to adapt the strategy.



### *Estée Lauder's AR initiative*

An executive from high-end gym brand Equinox also touched on how the brand needs to carefully balance functionality and creative.

For instance, the brand has an in-house creative team that works closely with the tech team to create special content on its digital platforms.

However, Equinox is highly aware that sometimes that the need for function will not fit with highly creative content.

For instance, on Equinox's application it lists the range of classes available. Users want to read more about these classes and get the information they need such as a detailed description of what they will be doing and what they will need to wear.

A high-quality image, video or piece of creative could obstruct the user experience in retrieving this information. It is about finding the right balance when creative could be helpful and where it should be left out.

### Visuals and Estée Lauder

Ms. Rotnicki notes that with Estée Lauder, video is extremely influential and a major driver with engagement as well as sales. This is because the beauty industry is highly visual and customers are often looking for tutorials and how-tos.

Estée Lauder can use these videos to push sales, by providing simple path to purchases of products featured within the content.

The beauty group responding to consumers' changing buying habits as a result of social media, bolstering its brands' social media presences and increasing its affiliations with influencers.

As it becomes easier for competitors to enter the space due to social media and ecommerce, the company is leaning on a mix of investing its best-sellers, developing new products and services and adopting a strategy led by digital to remain a leader in the beauty market. The conglomerate's annual report for fiscal 2017, released on Sept. 28, outlines the organization's efforts to engage the beauty customer of today ([see more](#)).



### *Este Lauder content with Victoria Beckham*

The beauty company is also looking at live chat and is developing new methods of using it. The company has been working on a service where consumers can upload images into the chat for help.

The Este Lauder brand also recently launched a conversational chatbot through Facebook Messenger that lets customers virtually try on its products through augmented reality.

The chatbot offers recommendations and answer questions as customers search for lipstick and other cosmetics. Additionally, technology from ModiFace allows customers project an augmented reality version of Este Lauder products onto her face using a smartphone's camera ([see more](#)).

"Live chat went through an evolution with big milestones," Este Lauder's Ms. Rotnicki said "It started with a lot of brands looking at rebranding live chat as a service.

"It has to be really branded as a service, catered to that specific brand," she said. "We have to think about what does the interface need to look like and how easy is it for you to upload a photo.

"If it isn't easy it will just fall off."

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