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# Salesforce Marketing Cloud for Unilever Prestige Beauty

How Salesforce Marketing Cloud can help Unilever Prestige Beauty brands improve customer experience, boost loyalty, and cross-sell across complementary brands



**Unilever has the power to dominate the prestige beauty market and boost revenue sky-high.**

Salesforce Marketing Cloud can help.

Combining marketing efforts between two or more brands has considerable value – including access to new audiences, increased brand credibility, shared costs, and increased customer loyalty.

But to do so, Unilever must seamlessly integrate **personalized, omni-channel experiences** with a **consistent loyalty framework** that promote brand advocacy, social responsibility (ie. responsible sourcing), and environmental conservation (ie. planting trees) - all of which are vital to appeal to the new generation of consumers.

## How Can Unilever Prestige Thrive in Today's Beauty Landscape?

**Personalized, Omni-Channel Engagement** - Listen to your customers, partners, and teams. Use real-time data to understand their needs, and support them with marketing that meets them where they are. Make 1-to-1 engagement a reality – across all touchpoints. View unified marketing performance data, make spending decisions in real time, and maximise the engagement of your campaigns as you go.

**Loyalty Management** - On average, it costs organizations between 4 and 10 times more to acquire a new customer than it does to keep an existing one<sup>3</sup>. In addition, 20% of your customers bring 80% of your revenue. It's time to cultivate a customer-centered culture across the brands. The next evolution of your marketing strategy is customer marketing, and content marketing is your fuel. Deepening customer relationships with great content creates advocates, develops trust, and inspires customers to be customers for life..

**Data-Driven Marketing** - The marketing world is transforming. It's all about how marketers are using data. Marketing departments see an estimated 60% increase in spending on data analytics expected during the coming year<sup>5</sup>. Why the big shift? Simple. When data-driven marketing decisions are made, results follow. Businesses can now see a more complete picture of their customers' needs and preferences. Then marketers can make decisions based on that data – eliminating assumptions or guesswork.

**64%**

of consumers buy directly from a brand on a regular basis.<sup>1</sup>

### Fast Facts



**78%** of customers have used multiple channels to start and complete a transaction.<sup>1</sup>



**55%** of consumers would use loyalty programs more if rewards were more personalized.<sup>1</sup>



Companies that get personalization right have the potential to generate **40%** more revenue.<sup>2</sup>





Sage is walking home from a delicious new brunch spot she just visited, and logs on to Instagram to post about her experience.

## The Connected Customer Journey Featuring Salesforce Marketing Cloud (SFMC)

### Sage Sorenson, 32 | London, UK

Sage is a 32-year-old female small business owner who is married to her college sweetheart and has a 6-year-old son. She owns a successful vegan restaurant and loves every aspect of her work. Her interests include fashion, travelling, reading books, and growing her plant collection. In her free time, she enjoys trying new local restaurants and taking weekend family trips. Despite her busy schedule, she always leaves time for her multi-step skincare and makeup routine that she's spent YEARS perfecting. It makes her day when someone compliments her skin, makeup, or outfit – asking “hey, where did you get that?”. She values quality and is willing to invest in premium, sustainable and eco friendly products that deliver results. Sage is also an aspiring social media influencer, often sharing content about her lifestyle, her business and products she loves.



She scrolls through stories and sees an ad from an influencer promoting Hourglass cruelty-free lipsticks.

On her tube ride home, Sage receives WhatsApp notification that she's earned enough points to plant a tree, which she decides to do to offset her carbon footprint from traveling to SpaceNK. The whole experience is awesome, and she realizes how CPG companies can make a difference through innovation and the power of the community.

TAKE CLIMATE ACTION NOW



She falls in love with the Unlocked Satin Crème Lipstick in 'Red 0', and decides to purchase.

### HOURGLASS

CRUELTY FREE LUXURY BEAUTY

Sage clicks the product link, which takes her to the Hourglass website. She sits on a nearby bench and scrolls the page, impressed by Hourglass' 100%-vegan product range.

### SPACE NK

Upon returning home and checking her email, she notices a survey from Hourglass, and an offer for a free beauty consultation at Space NK in exchange for her participation.



Before she heads home, she decides to purchase the Ren “Perfect Canvas Clean Jelly Oil Cleanser” that her artist recommended to help effectively remove her makeup.

**81%** of customers go into physical stores to discover and evaluate new products<sup>6</sup>

### REN

CLEAN SKINCARE

After attending the consultation that following weekend, Sage receives a coupon for 10% off her next purchase from REN (a brand suggested to her at the consultation).

Existing customers are **50%** more likely to try new products and spend an average of **31%** more than new customers.<sup>7</sup>

**Mina, the Marketing Manager for Unilever Prestige Beauty, can leverage Salesforce Marketing Cloud to follow Sage's journey and see statistics from her total Customer Lifetime Value, as well as recommendations for next best marketing actions.**



**65%** say they will remain loyal to companies offering a more personalized experience.<sup>8</sup>

## How to Deliver Success Now with SFMC



The future of marketing is here. It's personalized, it's engaging, and it's all about the customer. Unilever can harness the power of Salesforce Marketing Cloud in order to:

**Automate**  
Every Engagement  
Across Channels

**31%** ↑

increase in customer engagement<sup>9</sup>

**Optimize**  
Marketing Performance  
& Spend with AI

**28%** ↑

increase in overall marketing ROI<sup>9</sup>

**Personalize**  
Moments with  
Real-Time Data

**27%** ↑

increase in customer lifetime value<sup>9</sup>