
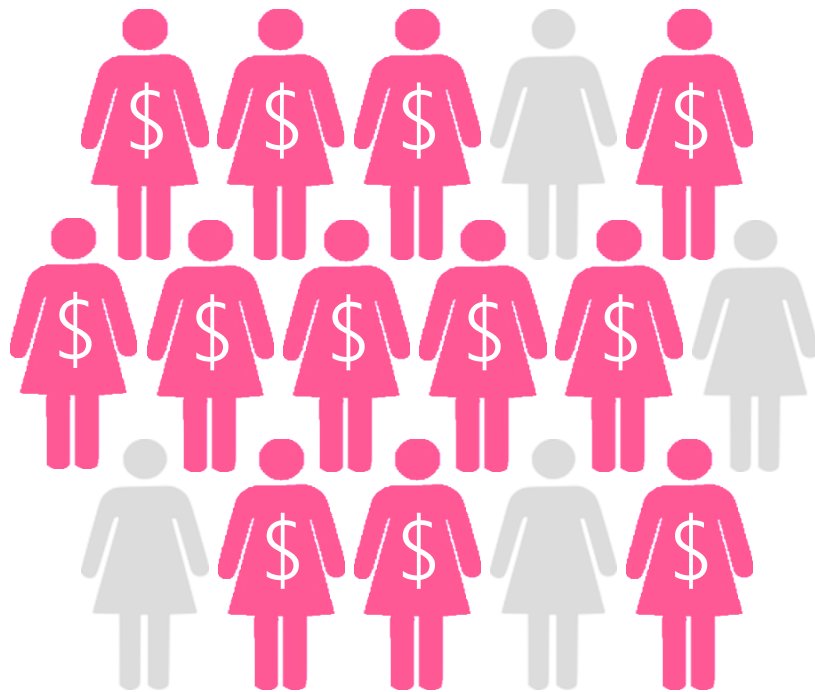




Finding HIGH VALUE USERS

in  YouCam Makeup



PERFECT



How does **Beauty AR** impact
Real World **Cosmetic Sales**?



Perfect Corp.
commissioned a study by
Intage, focusing on
consumer behavior in
relation to augmented
reality (AR) beauty
shopping

Research firm and methodology
Source: Intage SCI (i-SSP)



PANEL SIZE
25,000 users
(Female Only)

AGE GROUP
15 to 69

DURATION
2016/5/1 – 2017/4/30

COUNTRY
Japan

Tracking user behaviors



A special app tracks the
following user data

1. All Apps Usage
2. Browsing History

Tracking purchase histories

User scans all barcodes
from products purchased

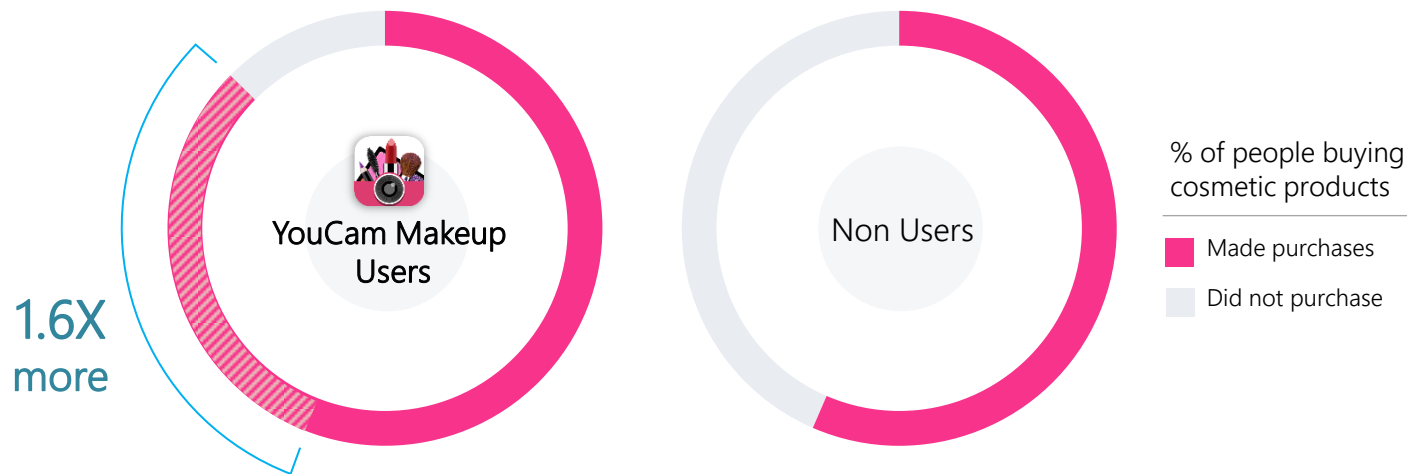


both online and offline

Brand details and SKUs



Likelihood to purchase any
cosmetic products



YouCam Makeup users are overall **1.6X** more
likely to purchase cosmetic products than
non users

COUNTRY

Japan

TARGET AUDIENCE

Female

AGE

15 – 60+

DATA DURATION

2016/5/1 to
2017/4/30

Source: Intage SCI (i-SSP)



YouCam Makeup users are
spending more and buying more



YouCam Makeup users



2.7X
more sales

Non users



YouCam Makeup users



2.5X
more items
sold

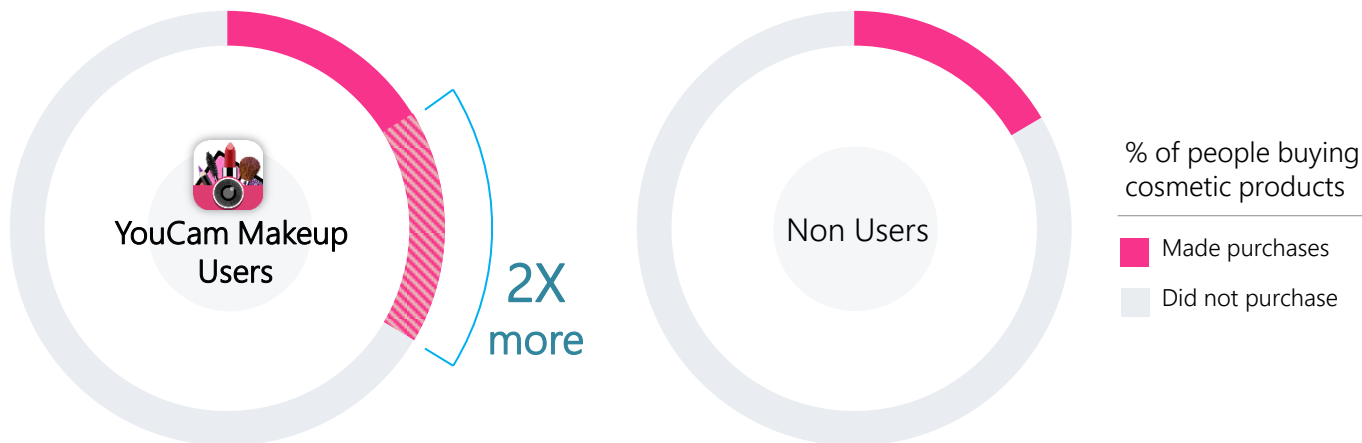
Non users



YouCam Makeup users spends more \$ per capita on
brands listed in the app



Likelihood to purchase cosmetic products listed on YouCam Makeup



YouCam Makeup users are on average **2X more** likely to purchase cosmetic products than non users, In some brand cases, YouCam users are up to **6X more**

COUNTRY

Japan

TARGET AUDIENCE

Female

AGE

15 – 60+

DATA DURATION

2016/5/1 to
2017/4/30

Source: Intage SCI (i-SSP)

PERFECT



Benefits of product being listed on YouCam Makeup



AR products listed on YouCam Makeup

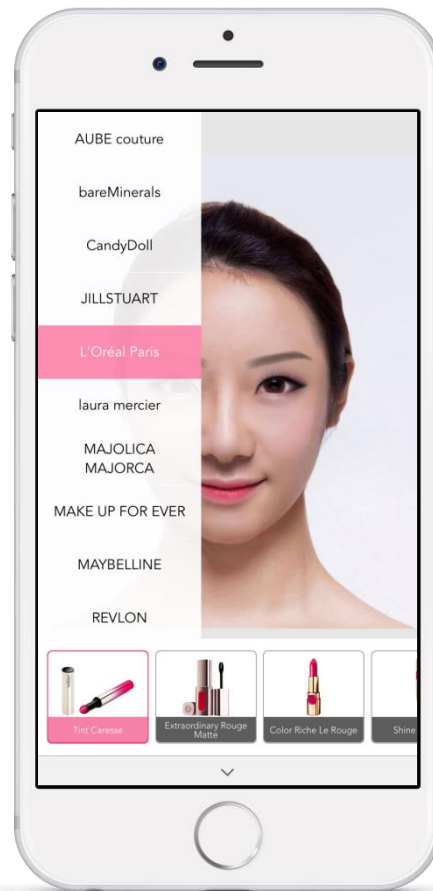


30%
more likely to
get purchased

All products



Among YouCam Makeup users, your products are 30% more likely to be purchased if they are listed



Supported AR Products

FOUNDATION

BLUSH

CONTOUR

LIPSTICK

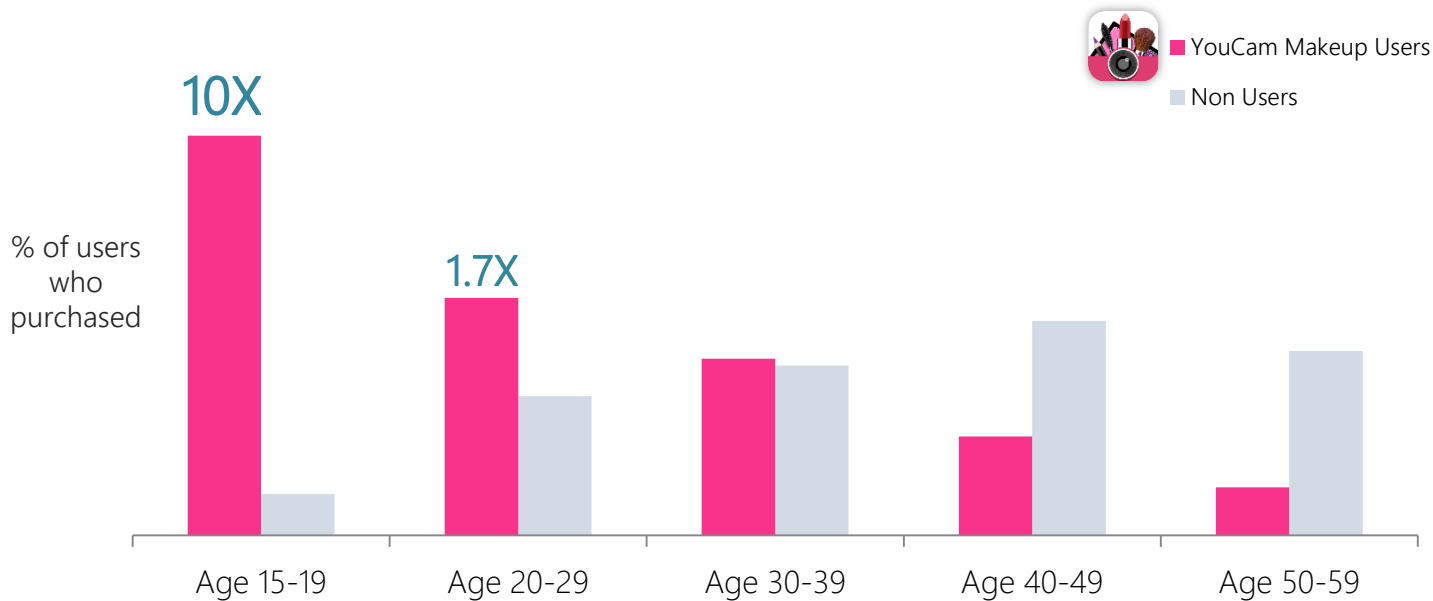
EYE LINER

EYE LASHES

EYE BROW



Most effective in Reaching
and selling products to Gen Z's



YouCam Makeup users are young and spending more than avg. users.
Our teen users are 10X more likely to make a purchase than non users

COUNTRY

Japan

TARGET AUDIENCE

Female

AGE

15 – 60

DATA DURATION

2016/5/1 to
2017/4/30

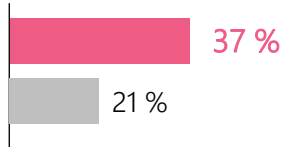
Source: Intage SCI (i-SSP)

PERFECT

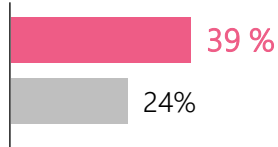


YouCam Makeup User Profile

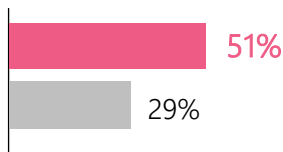
I always check new products and services



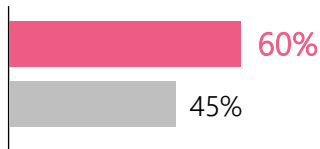
I try what are advertised on TV or what stands out at store



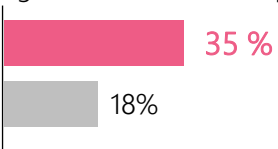
I am usually very picky about products and services



I check the ratings on internet before buying



I like finding what might become hot, and spread it



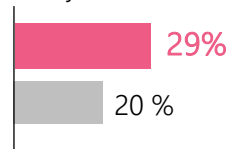
《Mindset》

- Highly fashion-conscious.
- Constantly following fashion trends
- Selective, and influential

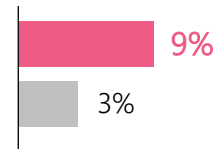
《Style》

- Likes to stand out and get noticed
- Follows celebs and models styles closely

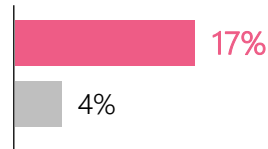
I pay attention to beauty and fashion



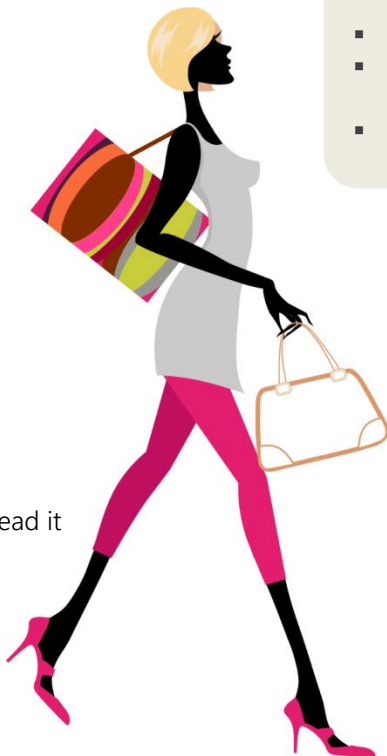
I select clothes with more conscious to other gender



I take fashion references from celebs and models that I like



■ YouCam Makeup Users
■ Non-users



Thank You



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Visit us on the web:

<http://www.perfectcorp.com/>

