Customer Experience Analysis

A Bit About the Brand

e.l.f. Cosmetics

Customer Experience Analysis series we take a look at marketing from the consumer’s point of view to identify growth marketing opportunities and strengths from some of today’s leading brands.

The Timeline

e.l.f. Cosmetics

Top Research

Incorporate browsing behavior into promotions

Beautifully designed promotions. However, context is needed to understand what these promotions did not include what we had browsed or abandoned.

Sign Up

The first push takes all of the information about how to implement these tactics with Iterable, schedule a demo today.

User Profiles

At the bottom of each email, e.l.f. links options and these are excellent examples of how to incentivize engagement.

Unsubscribe/

We received 4 emails for every mobile message. For a modern brand like e.l.f., however, context is needed to understand what these promotions did not include what we had browsed or abandoned.

Diversify Cross-Channel Messaging

At the bottom of each email, e.l.f. links options and these are excellent examples of how to incentivize engagement.

Execute a Cart Abandonment Campaign

Creating a cross-channel experience using email and push effectively to promote the brand creates a lasting impression and relationship with the consumer. For more information about how to implement these tactics with Iterable, schedule a demo today.

Key Takeaways

1. e.l.f.'s strong brand tone and voice that comes through in its marketing messaging.
2. Consistent footer like this can be great for benefits these points and levels can accrue.
3. Progression of the brand's messaging.

About Brand

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