

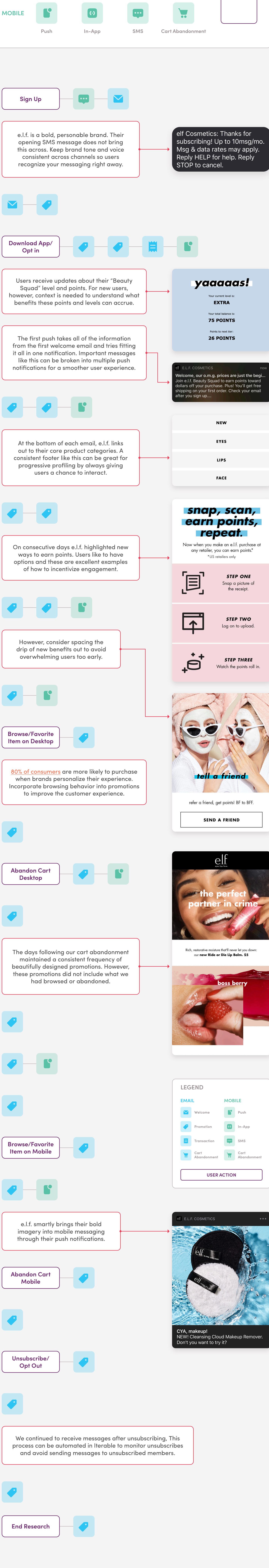
The consumer's perspective. It's a piece of the marketing puzzle that can get lost in the shuffle of crafting the perfect lifecycle journey for your brand. In our Customer Experience Analysis series we take a look at marketing from the consumer's point of view to identify growth marketing opportunities and strengths from some of today's leading brands.

Over the course of three weeks, we commit to a variety of actions—such as creating a profile, and abandoning our cart—that trigger behavior-based marketing communications. From there, we identify every message—across mobile and desktop channels—to capture a comprehensive view of the customer experience. The following consists of our observations and recommendations for the [e.l.f. Cosmetics](#) user experience.

A Bit About the Brand

e.l.f. Cosmetics is a California-based cosmetics brand offering skincare, makeup, and beauty products. Founded in 2004, the company sells more than 300 products in 18 countries across the world.

The Timeline



Key Takeaways

e.l.f. has a strong brand tone and voice that comes through in its marketing messaging. The brand creates a cross-channel experience using email and push effectively to promote its product offerings. However, e.l.f. misses out on a few key opportunities for a more personalized experience by not including browsing behavior into its campaigns and forgoing the use of a cart abandonment campaign. As a result, the consumer-brand relationship feels more one-sided.

1. Execute a Cart Abandonment Campaign

Cart abandonment emails drive open rates upwards of 40% and conversion rates above 8%. It's no longer a "nice-to-have" campaign; it's a must. Brands must ensure their data management is set up to provide a look into desktop and mobile carts to take advantage of every opportunity.

2. Diversify Cross-Channel Messaging

We received 4 emails for every mobile message. For a modern brand like e.l.f., mobile channels (push, SMS, in-app, etc.) should be integral parts of the customer experience to drive conversions. From the beginning users should be given the chance to express their channel preferences, giving brands better insight into how to personalize the experience.

3. Create a Conversation

e.l.f. has a recognizable, colloquial brand tone and voice. It's informal and conversational. But that conversation is one-sided. By collecting data that fills user profiles and giving users a chance to respond to messages, brands like e.l.f. can capitalize on their established identity to build a deeper, more meaningful connection with customers.

With these small adjustments, the user experience is enhanced and personalized at a level that creates a lasting impression and relationship with the consumer. For more information about how to implement these tactics with Iterable, schedule a demo today.

[Request Demo](#)

About Iterable

Iterable is the growth marketing platform that enables brands to create, execute and optimize cross-channel campaigns with unparalleled data flexibility. Leading brands, like Zillow, SeatGeek and Box, choose Iterable to power world-class customer engagement throughout the entire lifecycle.