

# Meet Your Perfect Match

You're looking for with a wide variety of shades in face products you're sure to love. Find the shade that fits you with our foundation shade slider, and you'll build your own flawless foundation. Which complexion is your match?

PREVIEW ALL 26 SHADES!

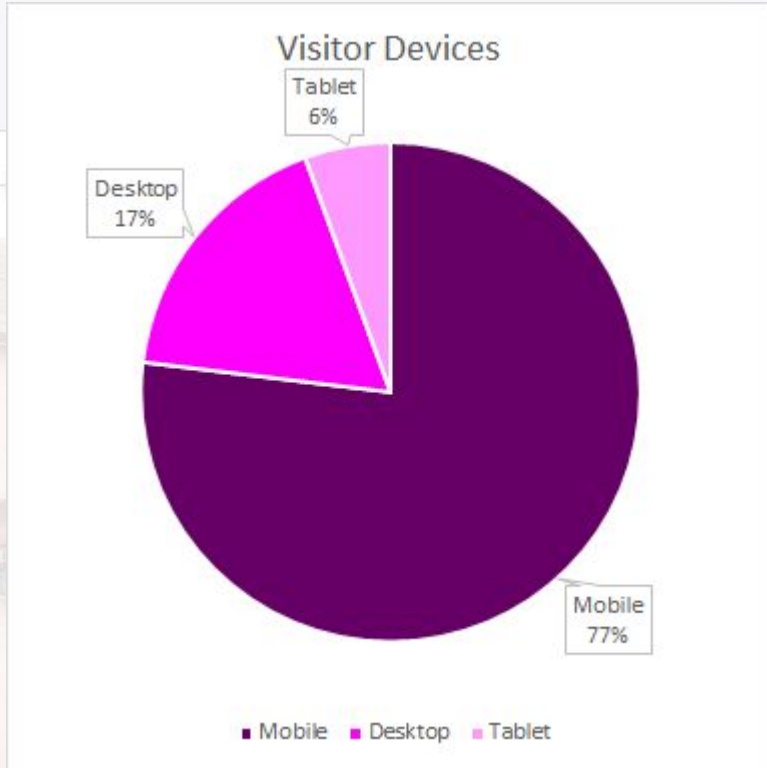
CARLET

# Touchshades Slider

May Activity



# TouchShades Device Traffic



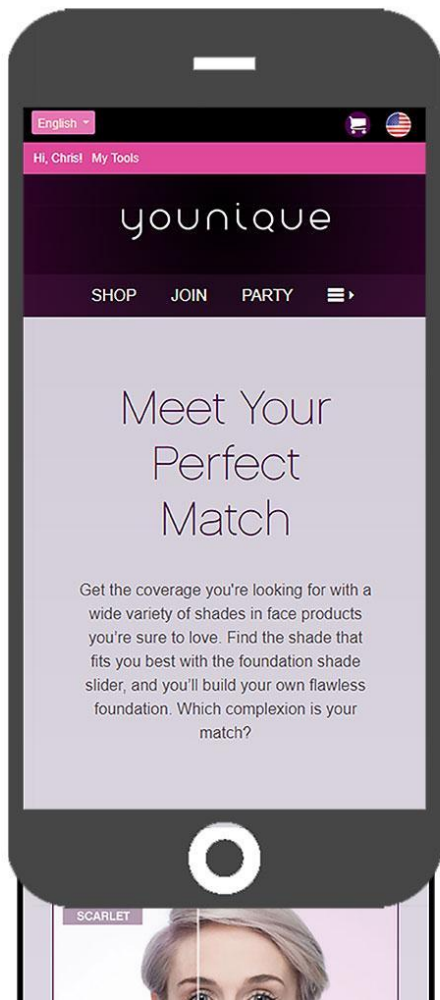
Mobile visitor traffic in the month of May was unremarkable at 1.9% above the Touchshades page lifetime average.



# Page Engagement

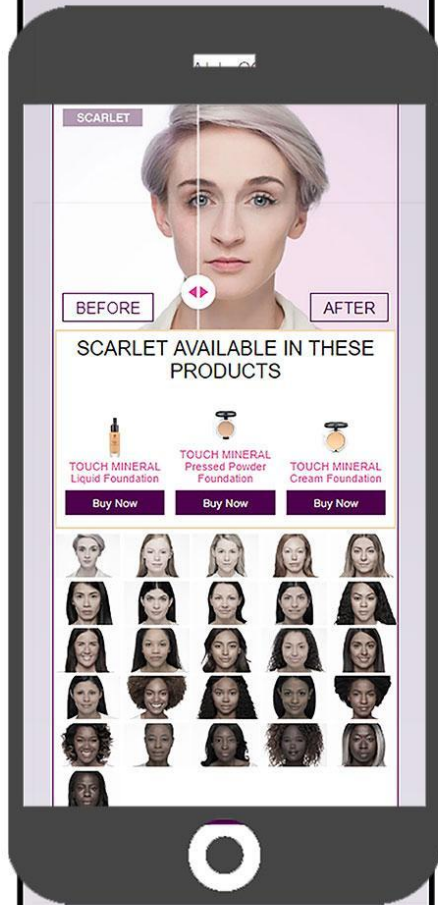
The ability to track page engagement has been added to Google Analytics with scroll tracking and event tagging.

Although not all are used in this presentation, these reports can be augmented with bounce rates and time on page.



# Splash Screen

- 231,272 visitors
  - 62.7% new
- 25.4% read the text and left
  - There is no clear CTA on the mobile page



## Second Screen

- 172,531 visitors reach the shade matching tool
  - 67.8% new
- Each Averaged
  - 4.3 thumbnails tapped
  - 4.1 slider uses
    - 98.1% tapped outside slider's usable area.
      - This may have been missing the slider or tapping BEFORE/AFTER text with an expected function.
      - Recommend setting taps on either side default picture to respective BEFORE/AFTER state.
- Other Clicks
  - Touch Mineral Liquid Foundation - 79,080
  - Touch Mineral Pressed Powder Foundation - 29,124
  - Touch Mineral Cream Foundation - 8,519

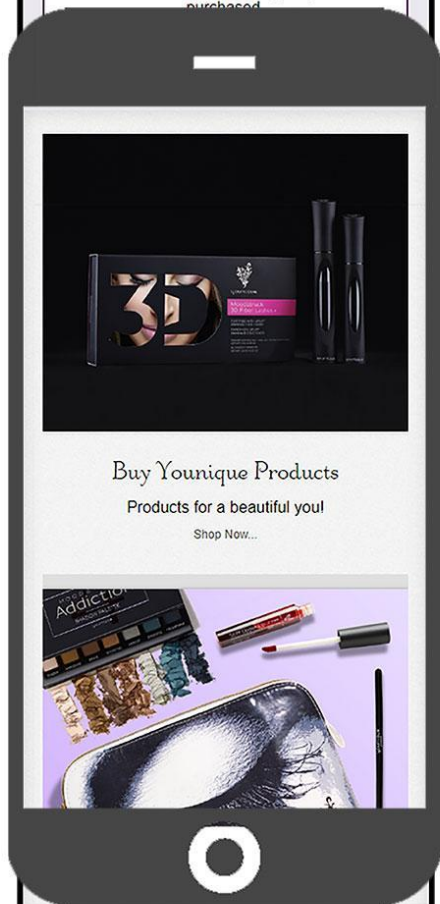


## Third Screen

- 82,935 visitors reach the “Love Your Shade Guarantee...”
  - 72.4% new
- Clicks
  - Read the FAQ - 79
    - 49.4% new

**58,334 visitors left the the page after seeing this tile.**

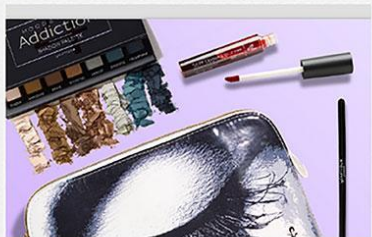
during May 2016, we will guarantee you match. If you don't like your shade, we'll provide a free replacement of the same foundation type or concealer in another shade —no need to return the original product purchased.



Buy Younique Products

Products for a beautiful you!

Shop Now...



TRIPLE SIZZLE™ CUSTOMER  
KUDOS

Create a look you'll love with two products, one

## Fourth Screen

- 24,601 visitors reach the Shop Now tile
  - 77.5% new
- Categories Visited
  - Face: 19,512 - 61.3% new
  - Eyes: 1,207 - 61.3% new
  - Tools: 1,065 - 58.2% new
  - Skin Care: 778 - 83.8% new
  - Lips: 558 - 65.6% new

Buy Younique Products



### TRIPLE SIZZLE™ CUSTOMER KUDOS

Create a look you'll love with two products, one  
brush, and a free, collectible bag.

[Learn More...](#)



Live Younique

Become a Younique Presenter

## Fifth Screen

- 5,240 visitors reach the Kudos tile
  - 80.2% new
- Page Visited
  - Kudos: 1,928 - 91.9% new





# Last Screen

- 819 visitors reach the bottom of the page
  - 84.4% new
- End Results
  - 15,093 purchases
  - 39 Presenter Kits sold

# Findings

- Each category would benefit from a similar swatching page.
  - The Shop Now tile could be replaced with smaller category tiles, potentially leading visitors to other swatching pages.
- All pages need to be optimized for mobile users.
- Apparent confusion with the slider suggests expanding the usable area around the slider or creating default BEFORE/AFTER affect behavior.
- CTAs should appear prominently within the first frame of each screen.
- Low engagement tiles should be moved to the bottom of the screen.

6 SHADES!

