



THE MARY KAY[®] APP

PROJECT OBJECTIVES:

- Create a digital channel for Independent Beauty Consultants to attract and engage customers via smart devices.
- Provide a seamless consumer experience for modern customers.
- Ensure customers have a positive and consistent digitally relevant brand experience.
- Assist Independent Beauty Consultants in running their businesses more efficiently and help increase their product sales potential.
- Make the Mary Kay opportunity more attractive by illustrating ease of doing business and selling products.

The **Mary Kay[®] App** was designed to help Mary Kay Independent Beauty Consultants boost product sales and run their businesses more efficiently in a rapidly changing marketplace. By providing a digitally dynamic resource featuring an abundance of technological benefits, this app has allowed customers to shop their favorite products on demand and directly from their Independent Beauty Consultants with ease. If a potential customer does not have an Independent Beauty Consultant, this app will help them locate one, providing a seamless shopping experience with unparalleled customer service.

The **Mary Kay[®] App** fills the modern customer's need to digitally interact with their favorite brand and shop on demand with their Independent Beauty Consultant – placing the power to peruse and purchase products in the customer's hands.

DSA SUBMISSION:
TECHNOLOGY INNOVATION

THE MARY KAY[®] APP



LAUNCHED:
10/19/21

MARY KAY

THE OPPORTUNITY:

Mary Kay Ash started this Company with a dream to enrich women's lives with irresistible products and a rewarding opportunity. Her dream and the culture she built have continued to grow stronger for almost 60 years. Independent Beauty Consultants carry on Mary Kay Ash's legacy by building meaningful, long-lasting relationships and connections with women around the world. Thanks to the beauty of this new technology, Beauty Consultants can continue to build strong connections with their customers face-to-face *and* digitally in relevant, modern ways.

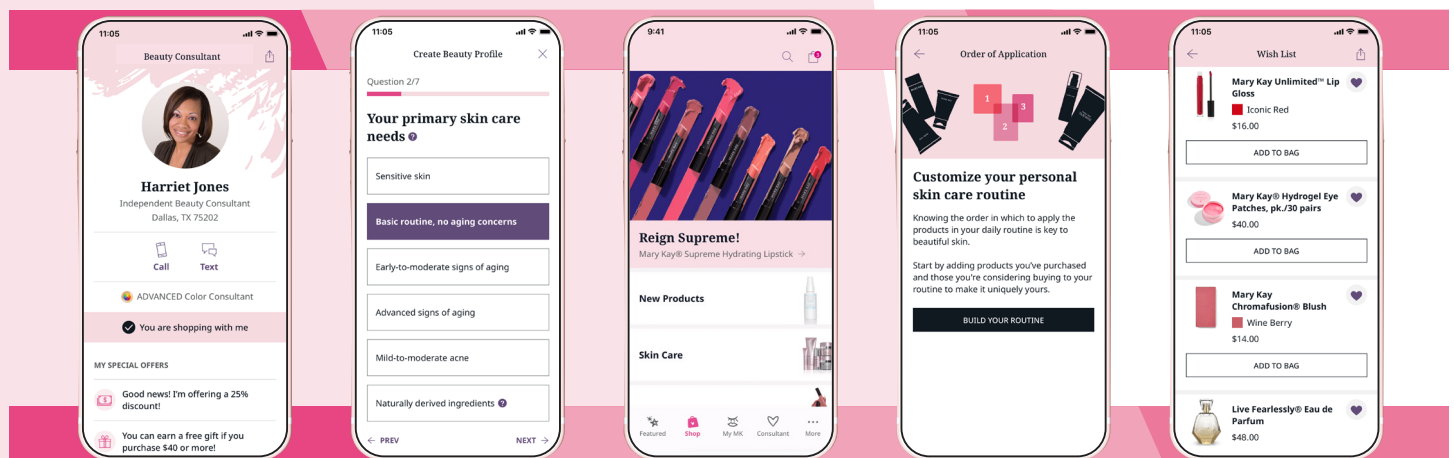
Providing Golden Rule customer service is what Mary Kay Independent Beauty Consultants are all about, and now they are better poised than ever before to offer such service – by meeting customers how and where they feel most comfortable – virtually or in person. The app provides customers with a tailored, personalized and modern mobile experience that allows for easier connection and a simplified purchasing experience.

Additionally, this advanced digital platform positioned the Mary Kay brand as an innovative authority in the industry and independent sales force members as competitive leaders in the direct-selling space — especially during the height of the COVID-19 pandemic. During this time, the *Mary Kay*® App was a true necessity in helping Independent Beauty Consultants conduct business remotely and provide essential products to their customers safely. Essentially, it allowed the *Mary Kay*® products and the Independent Beauty Consultant to become more accessible to customers in an environment where in-person interaction was not the norm.

The *Mary Kay*® App was able to support product sales to customers, helping the success of independent sales force businesses during this difficult time.

KEY FEATURES:

- **Consultant Locator and Connection** – Allows existing customers to easily connect with their Independent Beauty Consultants and new customers to quickly find one. The Independent Beauty Consultant profile in the app includes information, specialties and quick contact features that enhance and maintain customer relationships. The Independent Beauty Consultant profile is also easy for customers to share with friends and family!
- **Beauty Profile** – Customers can answer a series of questions that can help their Independent Beauty Consultants understand their needs and how to best help them build a beauty product routine that's perfect for them.
- **Product Recommendations** – Recommended products for the customers are served up after they have answered a few simple questions about their skin care needs. This information can easily be viewed at any time, and the customers can add to bag from this feature.
- **Shop** – Customers can easily shop the entire *Mary Kay*® catalog of products and add to bag.
- **Checkout** – Conveniently submit orders right from the phone.
- **Order History** – Customers can easily view the orders they have previously placed right in the app – making reorders a breeze.
- **Order of Application** – The order of application feature allows customers to build personalized skin care routines that visually display the order in which the products should be applied – taking the guesswork out of this process for them.
- **Push Notifications** – Users can opt in to receive notifications about new product launches and special promotions, keeping them up to date on the latest and greatest news.
- **Wish List** – Products can be added to a personalized wish list that can then be shared with friends and family. Talk about gifting made easy!



THE MARY KAY® APP OFFERS INDEPENDENT SALES FORCE MEMBERS:

- Easy and consistent connection with their customers.
- Opportunity to gain new customers through the Consultant Locator and sharing of the Independent Beauty Consultant profile.
- Includes features like order of application, order history, product recommendations and more that help do the heavy lifting for them, freeing them up to focus on other aspects of their businesses, such as growing their customer bases.
- Technology that integrates seamlessly with Mary Kay® programs they are already using.
- A robust push notification strategy maintained by the Company that helps drive their customers to the app to learn about new products, shop and order.

THE MARY KAY® APP OFFERS CUSTOMERS:

- Easy connection to and communication with their Independent Beauty Consultants.
- Shop and place orders anytime, anywhere from the convenience of their phones.
- Customize an order of application so they always know when to apply their products.
- Create and share their product wish lists.
- Stay up to date on new product launches and special promotions.
- Receive immediate product recommendations based on their Beauty Profile responses.

RESULTS:

215,000
DOWNLOADS



AOV
(Average Order Value)

\$89

(\$19 higher than current
AOV on website)



30K

OF ORDERS
PLACED SINCE
LAUNCH



Orders reclaimed after
cart abandonment



\$600K
IN RETAIL SALES

\$2.75M
**TOTAL
REVENUE**
SINCE LAUNCH

MARY KAY

LAUNCH STRATEGY AND SUPPORT:

- Download Challenge: Rewarded Independent Beauty Consultants with prizes if their customers downloaded the app and registered with them.
- Shareable digital resources and social prompts to feature on social media channels.
- Shareable promo video highlighting the features of the app.
- Weekly closed Facebook posts from launch highlighting key features to help Independent Beauty Consultants learn about the app.
- Advertising on the back cover of consumer-facing quarterly catalog, *The Look*, directing customers to download the app through a QR code.
- Mobile device detection to encourage users to download or open the *Mary Kay® App* if already installed.
- Homepage ad on consumer-facing website that leads to mobile apps section.
- Brand social media channel posts promoting the new app and its features.
- App launch took place during a time of year that supported holiday selling.



HAPPY REACTIONS:

Here's what some Independent Beauty Consultants and their customers have to say about the *Mary Kay® App*:

“I like that you have a tab for your Independent Beauty Consultant; so easy to stay in touch!”
– Apple App Store Review

“Great job on the app! The integration with our current system is perfect!”
– Apple App Store Review

“I like how I can fill out a Beauty Profile and it offers recommendations based on my answers! And it shows me the order of application for my products. Genius!”
– Apple App Store Review

“My customers love the wish list feature and being able to order from there.”
– Donna Bayes Scott, Independent Senior Sales Director

“I have customers who love the app so much, they'll only place orders this way going forward.”
– Karen Dorsey, Independent Sales Director

