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INTRODUCTION

It's an exciting time in the world of online marketing for fashion and beauty businesses.

Both industries are a huge subset of retail ecommerce sales.

According to eMarketer, they're projected to make \$122.76

billion and \$49.25 billion in 2019 respectively in the US alone.1

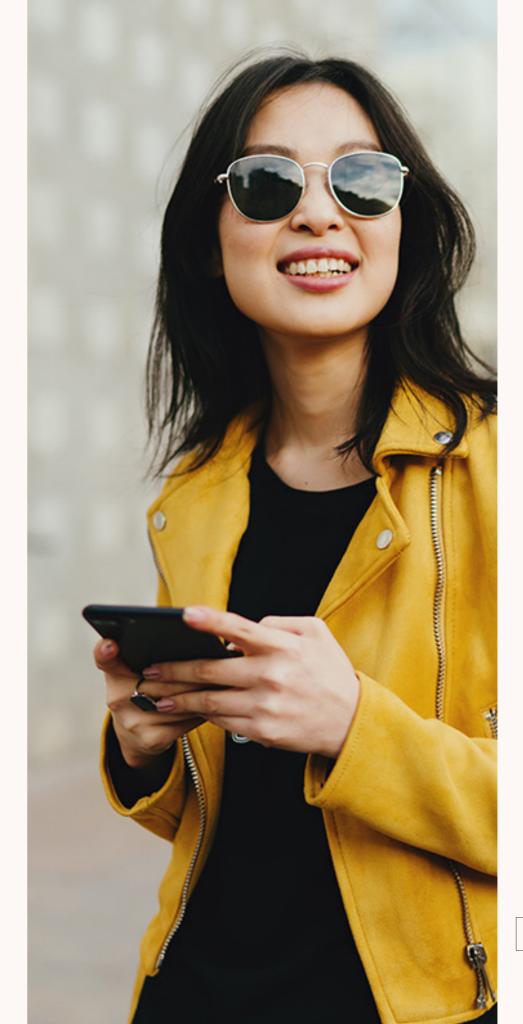
Consumers are getting great experiences from these types of businesses and making purchases online. They're interacting with fashion and beauty brands in so many places, like branded articles, video marketing, via recommendations from friends and through trusted influencers.

But most importantly, they're discovering new trends directly from the brands themselves.

In the middle of this direct-to-consumer renaissance, it's important to build 1:1 relationships with your customers. In order to do that, the consumers first have to know about you.

That's where online marketing efforts come in.

¹ eMarketer: Retail Ecommerce Sales, by Product Category, US, 2019



FASHION AND BEAUTY ADVERTISING TODAY



Fashion and beauty marketing today has to move fast.

- Fashion trends change with the runway. One of the most rapidly growing fashion subsets is fast fashion when brands adapt their products to reflect trends in the catwalk very quickly.²
- Beauty trends are highly personalized. Beauty
 marketers are chasing consumers that are constantly
 on-the-go and are demanding customized products faster
 than ever before.³

To move fast, you need a constant flow of fresh content and campaign creatives targeted strategically to your audience online, and you need to know exactly how to optimize those campaigns as trends change.

You'll need both a strong creative strategy and media mix.

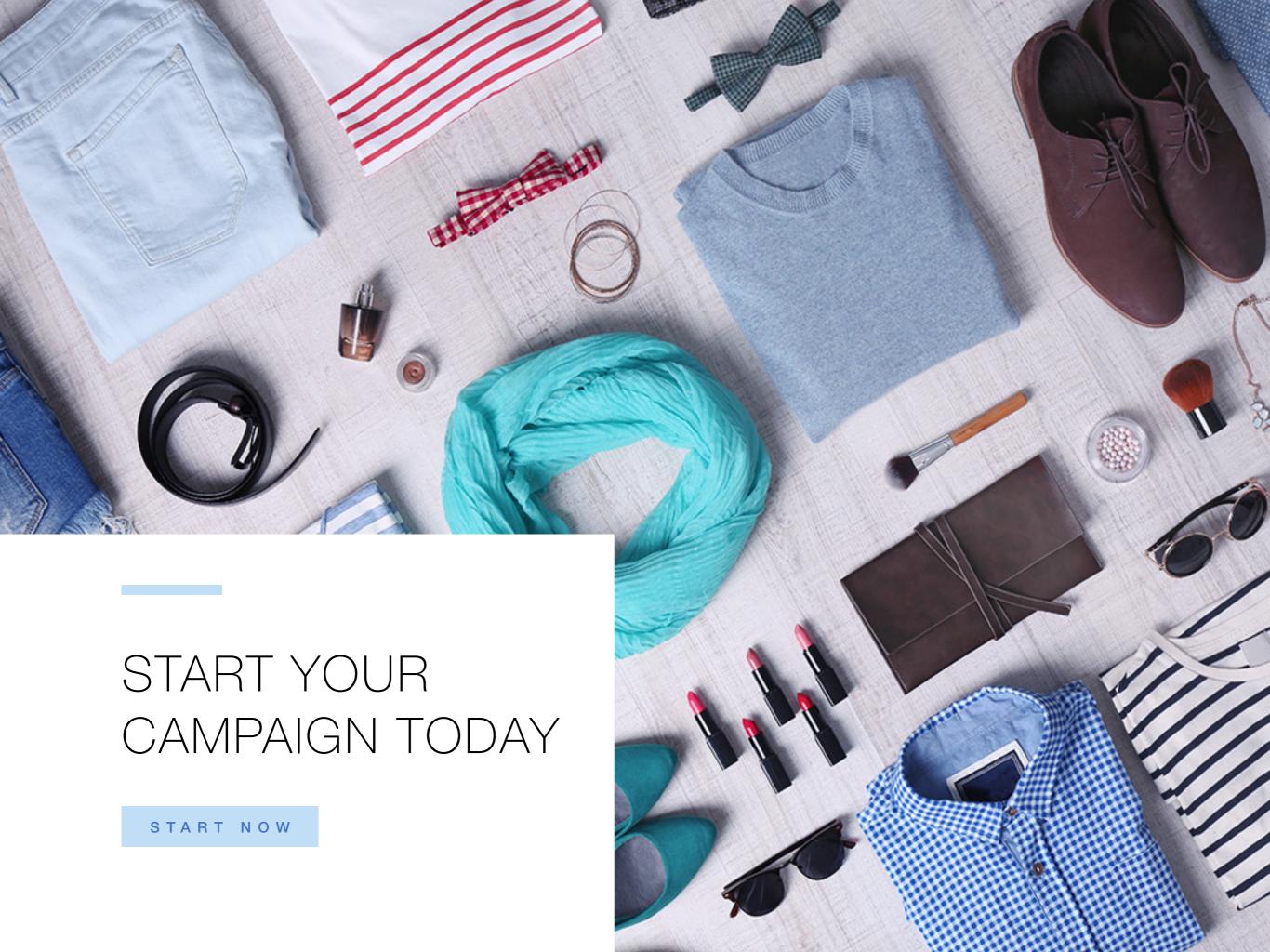
Today, you're likely using search and social to do so.

Discovery is the third pillar of any successful digital strategy that sits alongside both—it's the most effective way to reach people who've never seen your brand before and for those who are open to discovering something new about you.

In this report, we'll guide you through data-driven insights to help you build a successful discovery campaign for your fashion or beauty brand.

² eMarketer: https://content-na2.emarketer.com/why-fast-fashion-is-experiencing-rapid-growth

³ Forbes: https://www.forbes.com/sites/richardkestenbaum/2018/09/09/beauty-industry-biggest-trends-skin-care-loreal-shiseido-lauder/#1a0ab88c6982



WE'LL COVER...

The **who, what, when, where, and how** behind today's most successful discovery campaigns in the beauty and fashion industries.

We're going beyond benchmarks and defining where your brand has the most opportunity on the open web.

We've defined opportunities for several types of targeting tactics—from content types to time of day, and more. Opportunity for each exists at the intersection of supply and demand. When there is high demand for fashion and beauty content but low supply, there's a high opportunity for success.

To get even more specific, we define demand in this context as a click-throughrate (CTR). If someone is clicking on a piece of content, we assume they want to see it. Supply is defined as the percentage of spend that marketers have allocated toward a type of content on our network.

The data in this report is based on campaigns from all types of advertisers in the fashion and beauty industries—including e-commerce retailers, disruptive beauty products, mobile apps related to these industries, related article content and more—which includes **26,045,611,870 impressions and over 41,469,096 clicks**.

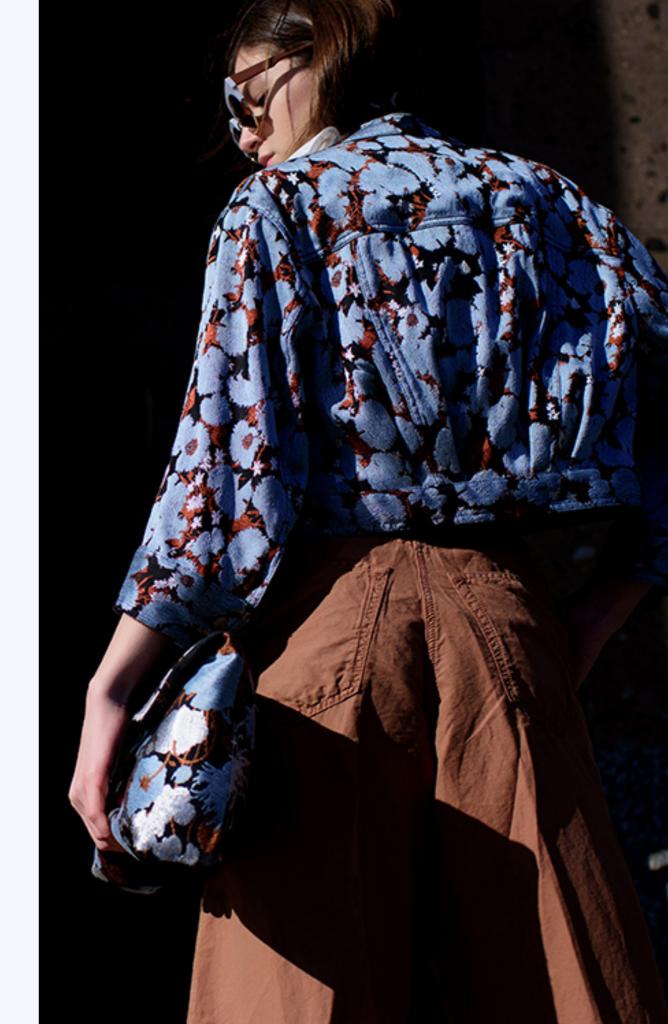
Opportunity is different for every industry, especially when it comes to seasonality.

READ ON TO DISCOVER DATA-DRIVEN INSIGHTS BEHIND:

- The audiences you should target, test and optimize
- The content types for which you have the biggest opportunity to grow your audience
- **Time** of year, week and day that's best to reach your audiences
- The platforms and countries
 with the best chance for
 campaign success
- The KPIs your peers are targeting, and how to measure and A/B test them effectively.

WHO SHOULD YOU TARGET?

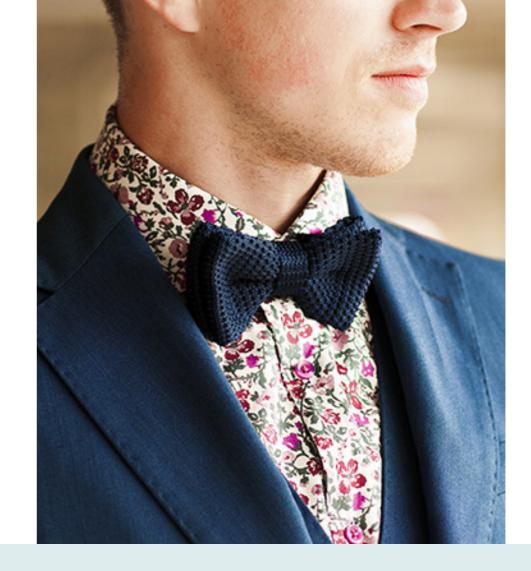
THE RIGHT WAY
TO USE AUDIENCE
SEGMENTS AND DATA



HOW TO FIND YOUR PERFECT AUDIENCE

Marketers tend to assume they know their audiences—and they do, just maybe not as well as they thought.

The best way to tell is with data. Analyzing who responds to your campaign is the educational experience that you need in the beginning of a campaign in order to get the content and targeting just right.



Here's a targeting flow we'd recommend for a month-long campaign:

WEEK 1

When you're starting out, keep your targeting wide—we often recommend no targeting at all. This will give you a clear picture of exactly who is responding to your campaigns without any bias.

WEEK 2

Check in with your campaign at the end of the week. Who responded? Are you surprised by gender, location or interests? Choose several audience segments to test based on your initial results.

WEEK 3

This is a good time to take a look at your creative performance. Is each headline, photo or video resonating with each audience segment? A/B test different combinations for the right fit.

WEEK 4

When analyzing your campaign, take a look back at what surprised you, and look to test new audiences in order to expand your reach in the future.

REPEAT

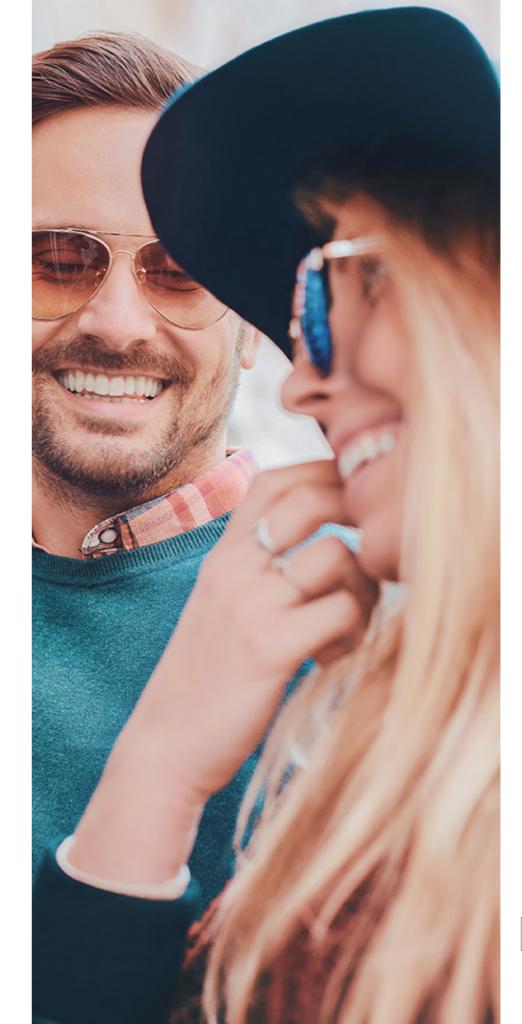
Do it all again.

USING DATA FOR SUCCESS

Our data marketplace includes data from leading data-providers as well as data of our own.

Try testing some of these segments in your next campaign:

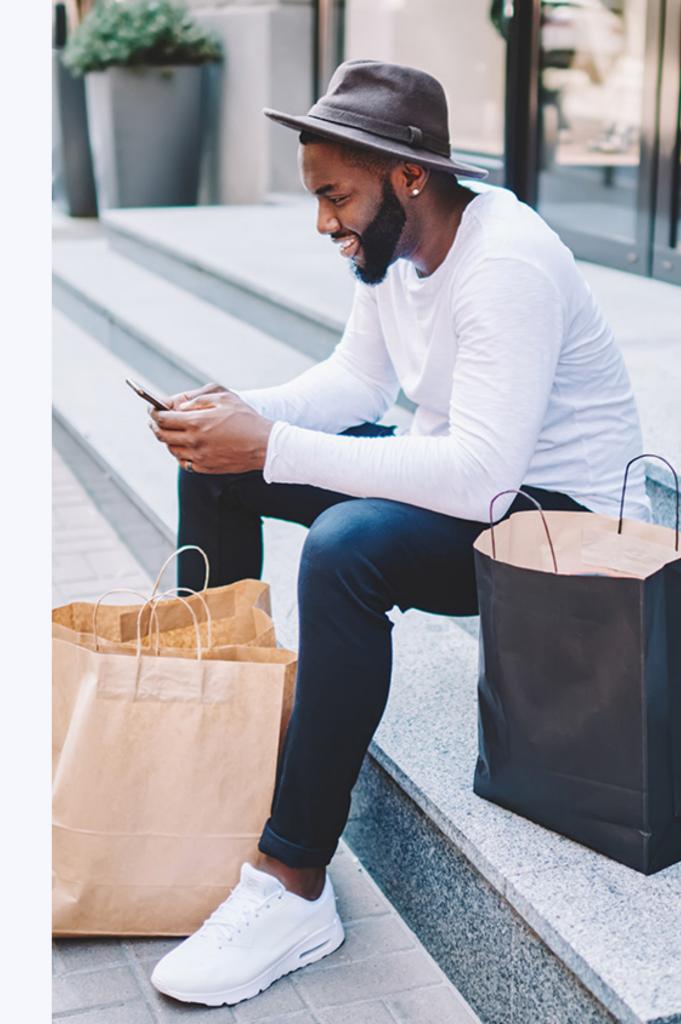
- Interest > Shopping > Beauty and Fashion > High Interest
- Interest > Shopping > Beauty and Fashion >
 Fashion Enthusiasts
- Interest > Shopping > Beauty and Fashion > Women's Pants, Skirts, Undergarments
- Interest > Shopping > Beauty and Fashion > Men's Clothes > Pants
- And *many*, many more!



WHAT

CONTENT SHOULD YOU DISTRIBUTE?

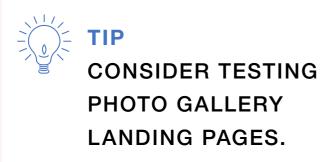
HOW TO CHOOSE BETWEEN ARTICLES, PRODUCT PAGES, VIDEO AND MORE



HIGH OPPORTUNITY POST-CLICK CONTENT TYPES

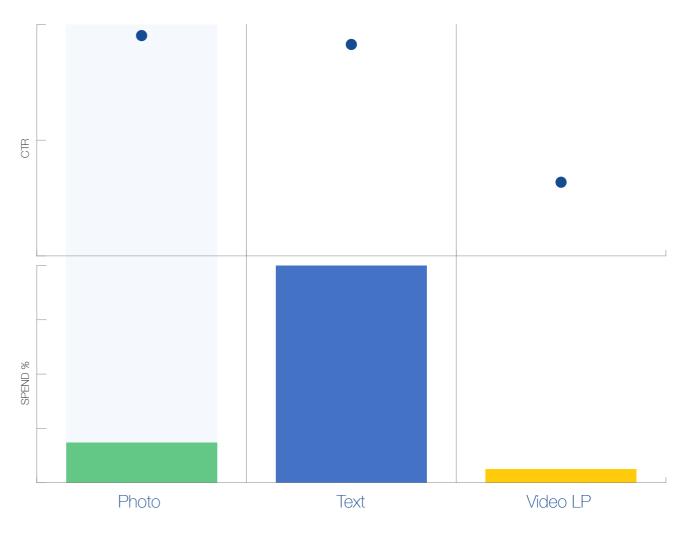
Sponsoring articles like branded blog posts and product pages is a well-known tactic for fashion and beauty marketers, but it's not the only effective option—leading consumers to pages containing photo galleries and videos also performs well.

While supply of text articles is high, marketers should also promote more photo galleries.



Discovery Content Type Performance for the Fashion & Beauty Verticals Worldwide, 2018

Supply⁴ of Fashion & Beauty Content vs. Consumer Demand⁵ by Content Type, 2018



⁴ Supply is indicated by the percentage a market spends on fashion and beauty content

⁵ Consumer demand is indicated by the average calibrated CTR for fashion and beauty content

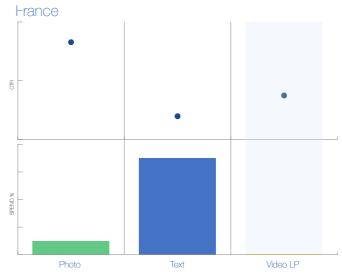
HIGH OPPORTUNITY POST-CLICK CONTENT TYPES, BY COUNTRY

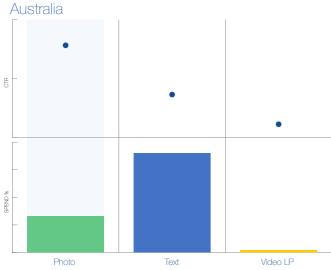
These country-specific trends provide a benchmark for zadvertisers looking to allocate spend by post-click content type in specific countries.

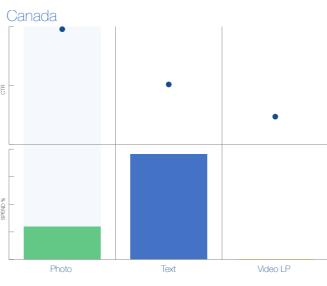
For example, a fashion & beauty advertiser in the United States leading users to an article page should consider testing photo galleries in their sponsored content campaigns as the demand is the highest and supply is very low.

Or, a Fashion & Beauty advertiser in the United Kingdom should test driving users to a video, as there is high demand and not much competition.

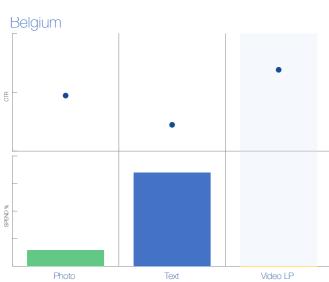
Photo Text Video LP



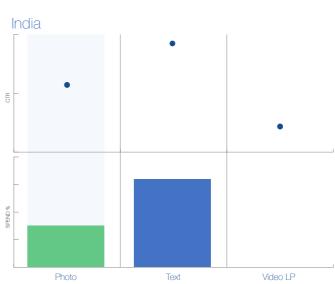


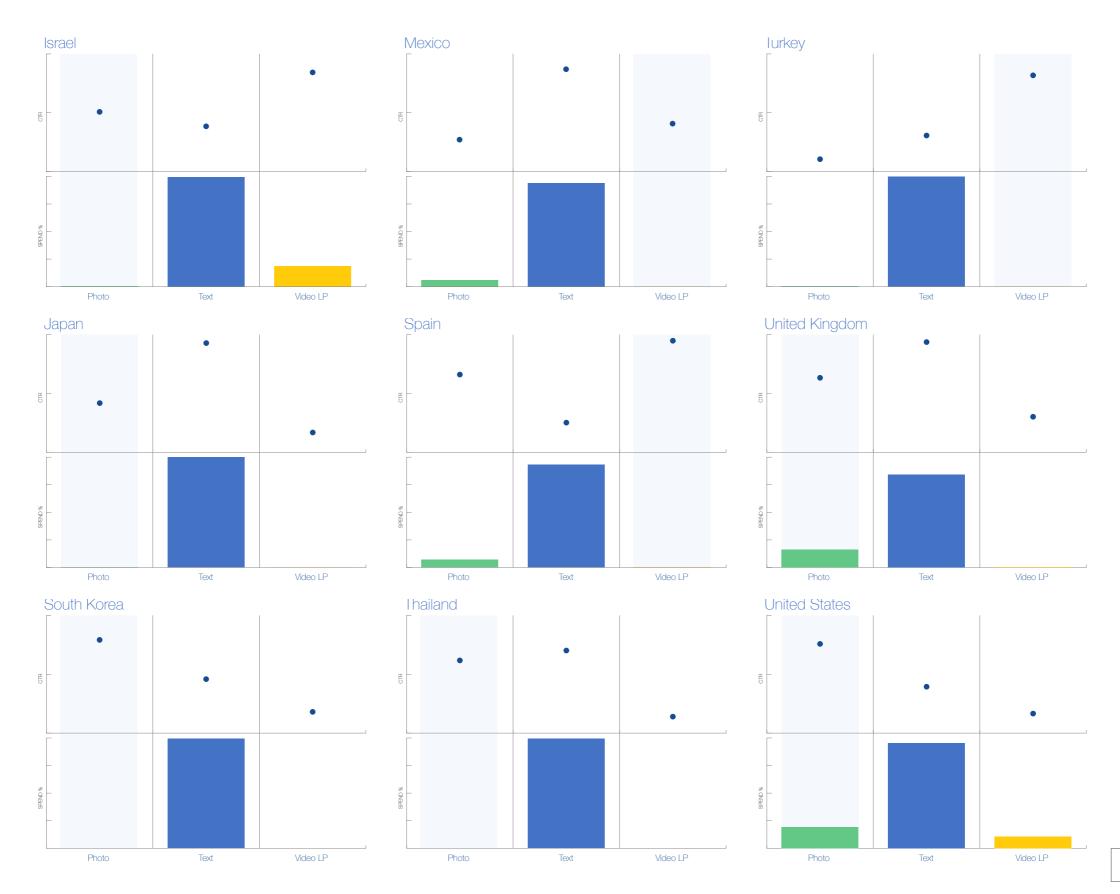


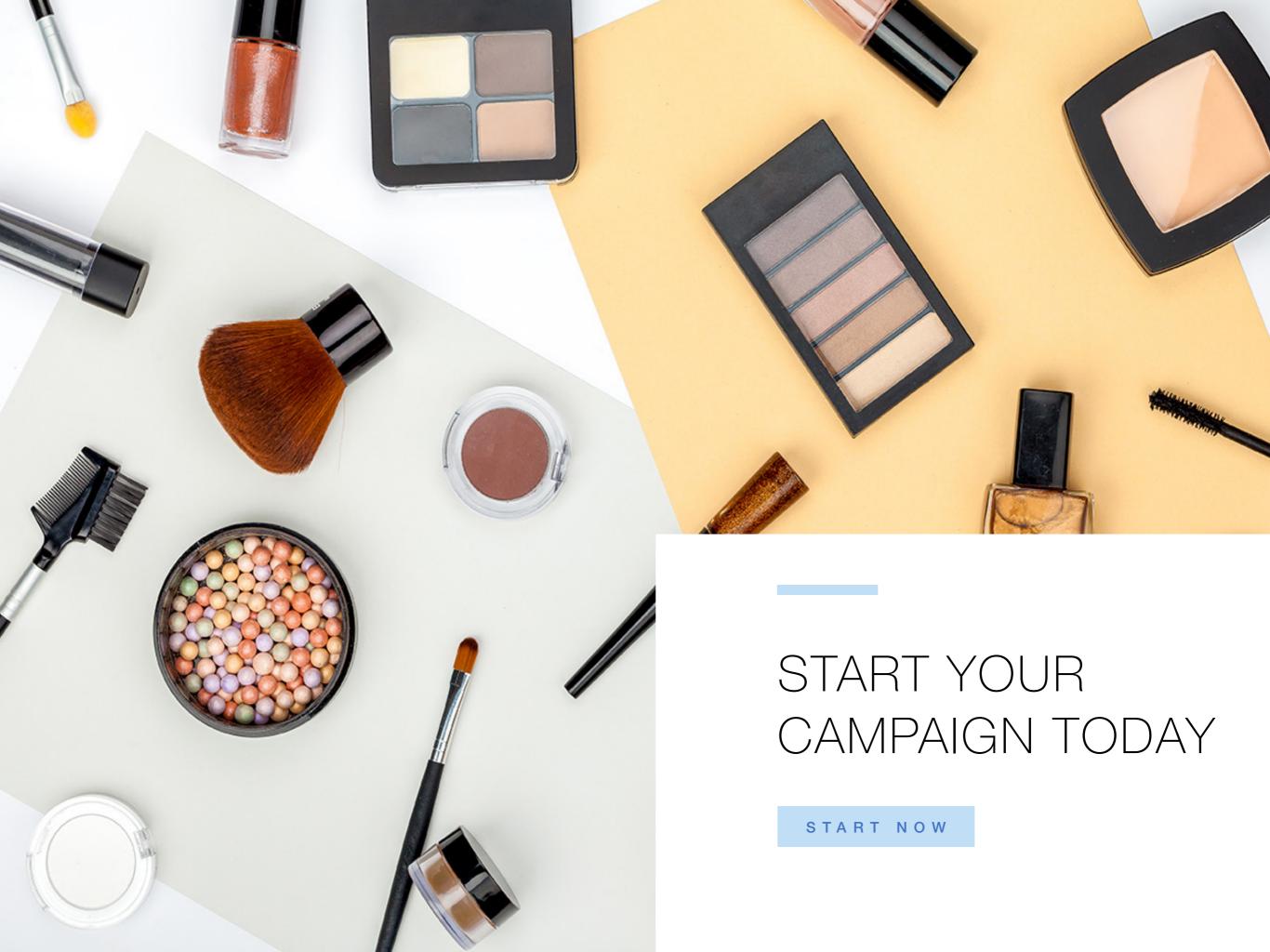












VIDEO: DATA-DRIVEN INSIGHTS BEHIND WHAT MAKES A GOOD ONE



LESS THAN 30 SECONDS

Our video length recommendation. Keep it short and sweet.

OPTIMIZE FOR SOUND OFF

Include subtitles in case your consumer is in the office, doesn't have headphones, or just doesn't want video with sound.

THREE

The number of video creatives we recommend you test for optimization.

LOGO

If brand awareness is your goal, include your logo on-screen at all times.

END CARD

Leave your viewers with an action item—an end card is a great way to direct them to your website or more content.

In addition to these general best practices, including certain types of content, like denim, eyelashes, and the color magenta can increase the likelihood that your video is completed.

These video characteristics drive both high viewability and completion rates.

Video Characteristics by Viewability and Completion Rate for Worldwide, 2018

Month over Month Supply of Content vs. Consumer Demand, 2018





TIP

CONSIDER
TESTING
BLACK &
WHITE VIDEOS
VERSUS
COLOR
FOR YOUR
NEXT
CAMPAIGN.

SPONSORED CONTENT: CAPTURE CONVERSIONS WHEN PROMOTING PHOTO GALLERIES

WORLDWIDE TRENDS: IMAGE PERFORMANCE

The performance of a discovery campaign often hinges on the images a fashion or beauty advertiser chooses for his or her creatives. Based on data from Taboola Trends, here are the types of images that increase CTR and conversion rates (CVR)⁶ the most.

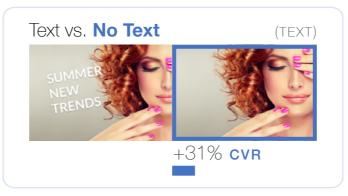
⁶ Benchmark CVR is calculated from campaigns optimizing for purchases

CVR IMPACT FOR FASHION AND BEAUTY IMAGES



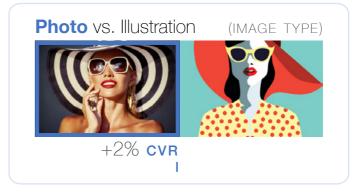












CTR IMPACT FOR FASHION IMAGES

Animals (ANIMALS)



+102% CTR than No Animals

Food (Food)



+64% CTR than No Food

Close Up (FACE SIZE)



+44% CTR than Distance

CTR IMPACT FOR BEAUTY IMAGES

No Text (TEXT)



+110% CTR than With Text

No Animals (ANIMALS)



+100% CTR than Animals

Color (IMAGE COLOR)



+94% CTR than B/W

SPONSORED CONTENT: HEADLINES THAT DRIVE CLICKS

WORLDWIDE TRENDS: KEYWORD PERFORMANCE

Headlines are another extremely important aspect of campaign performance for all native advertisers. This chart indicates performance for the most popular keywords worldwide.

CTR IMPACT FOR FASHION KEYWORDS

Strong Engagement Keywords (Keywords with high demand)	
Red	+292% CTR
Daring	+212% CTR
Dresses	+203% CTR
Around	+107% CTR
Drivers	+107% CTR

Strong Competition (Keywords with low demo	•
First	-70% CTR
Strategy	-69% CTR
Farm	-67% CTR
Game	-67% CTR
Love	-65% CTR

Opportunity Keywords (Keywords with low supply and high demand)	
Challenge	+340% CTR
Model	+340% CTR
India	+340% CTR
Lite	+326% CTR
Maxi	+326% CTR

CTR IMPACT FOR BEAUTY KEYWORDS

Strong Engagement Keywords (Keywords with high demand)	
Shape	+170% CTR
Secrets	+170% CTR
Nose	+170% CTR
Short	+151% CTR
Reveal	+143% CTR

Strong Competition K (Keywords with low demand)	(eywords
Oil	-54% CTR
Why	-44% CTR
Beauty	-41% CTR
Are	-38% CTR
Тор	-34% CTR

Opportunity Keywords (Keywords with low supply and high demand)	
End	+3% CTR
Season	+3% CTR
Vanish	+3% CTR
Care	+2% CTR
Place	+3% CTR

WHEN

IS THE BEST
TIME TO
REACH YOUR
AUDIENCE?

TIME OF YEAR,
WEEK AND DAY
WITH THE HIGHEST
OPPORTUNITY



HIGH OPPORTUNITY TIME OF YEAR

The holiday season is by far the time of the year with the highest opportunity for fashion and beauty marketers to run successful campaigns—but don't stop when the new year hits. Demand stays high, while supply falls during this time period.

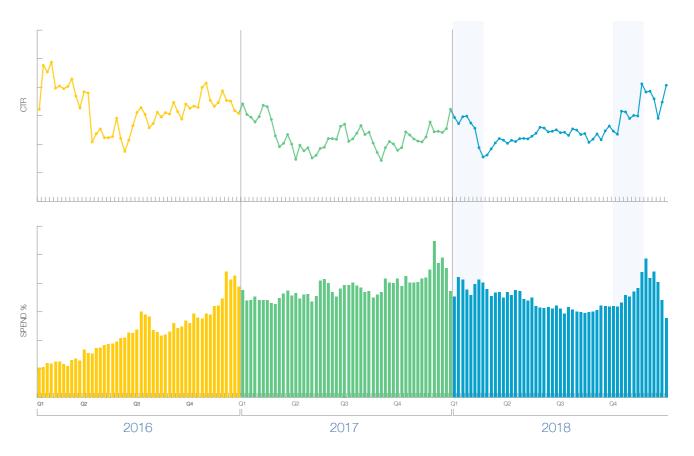


TIP

INCREASE YOUR
BUDGET OVER THE
HOLIDAYS, BUT
DON'T STOP THROUGH
THE NEW YEAR.

Discovery Market Opportunity by Time of Year for the Fashion & Beauty Vertical Worldwide

Month over Month Supply⁷ of Fashion & Beauty Content vs. Consumer Demand⁸



⁷ Supply is indicated by the percentage a market spends on fashion and beauty content

⁸ Consumer demand is indicated by the average calibrated CTR for fashion and beauty content

HIGH OPPORTUNITY DAY OF THE WEEK

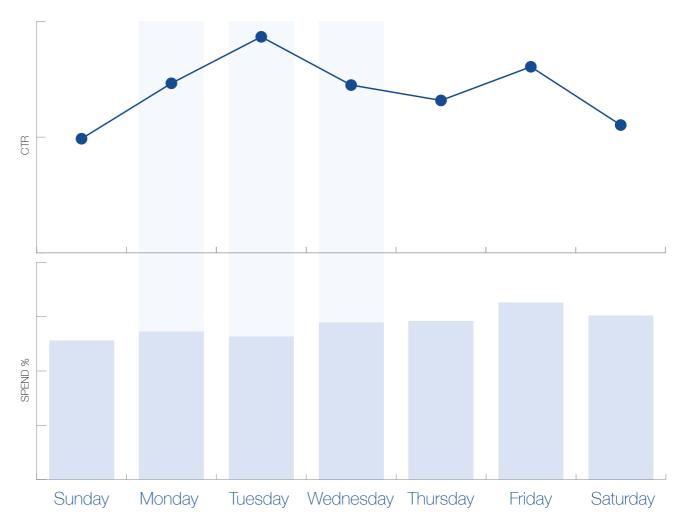
Consumers are interested in fashion and beauty products during the week—in fact, the opportunity for marketers is highest from Monday to Wednesday.



TIP

TEST FASHION &
BEAUTY CAMPAIGNS
ON TUESDAYS WHEN
DEMAND IS HIGH
AND SUPPLY IS LOW.

Day of Week Performance for the Fashion & Beauty Vertical Worldwide, 2018 Supply⁹ of Fashion & Beauty Content vs. Consumer Demand¹⁰ by Day of Week, 2018



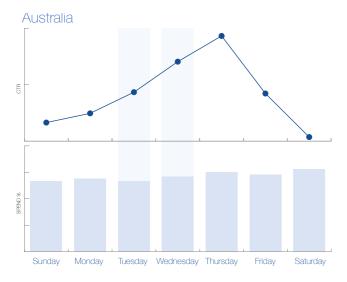
⁹ Supply is indicated by the percentage a market spends on fashion and beauty content

¹⁰ Consumer demand is indicated by the average calibrated CTR for fashion and beauty content

HIGH OPPORTUNITY DAY OF THE WEEK, BY COUNTRY

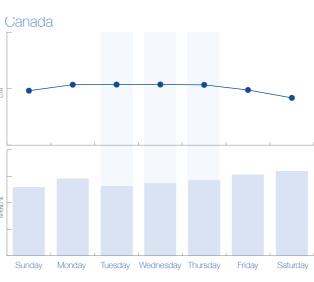
When we just look at the United States, Monday stands out as a higher opportunity than Tuesdays for fashion and beauty marketers.

Most of Europe on the other hand, including the United Kingdom, Spain, Germany, France and Belgium, all stay true to the global trend with high opportunity for marketers on Tuesdays.



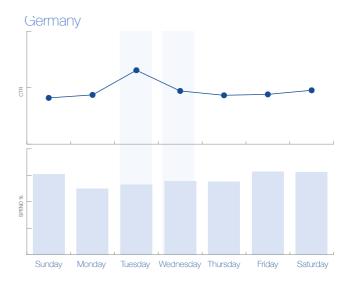




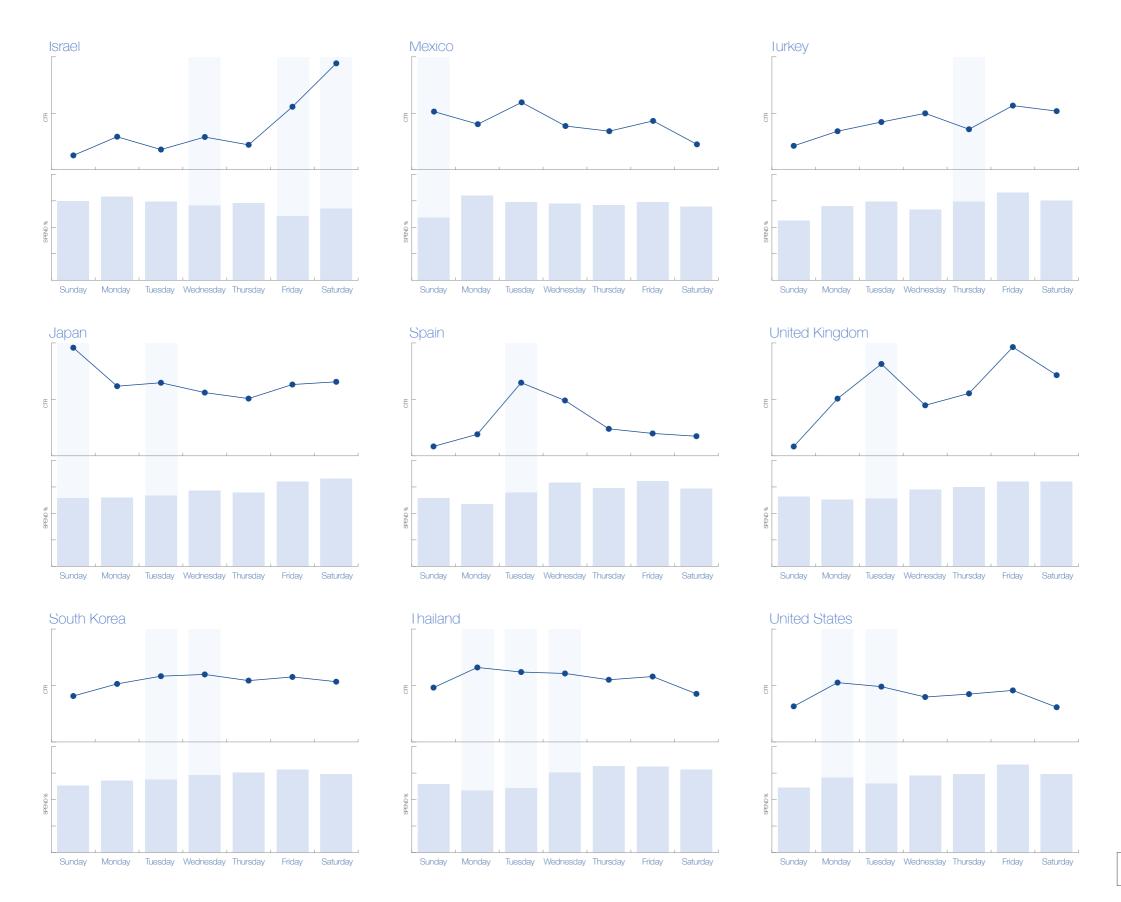


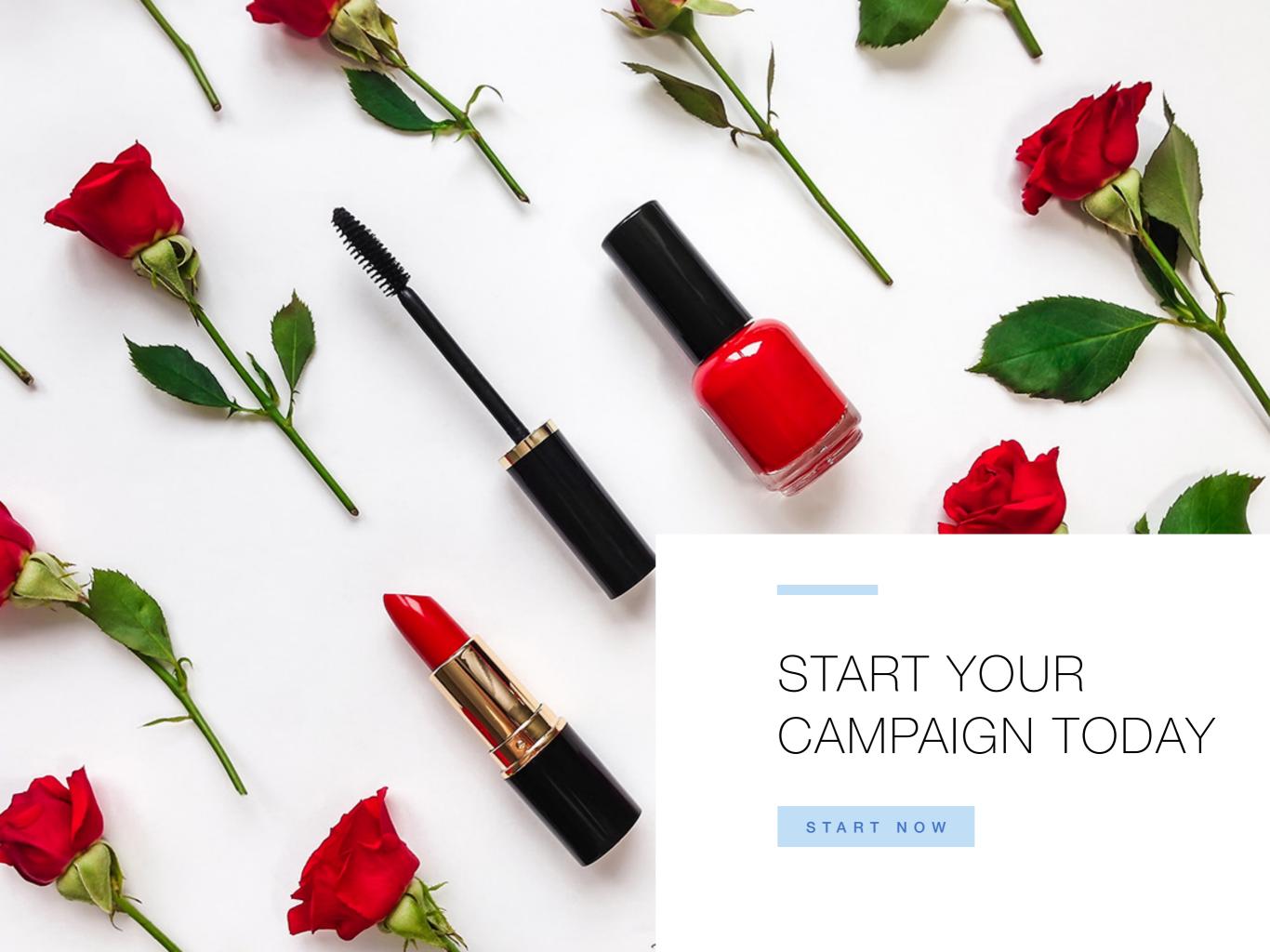






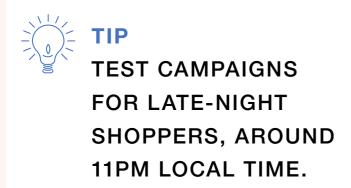




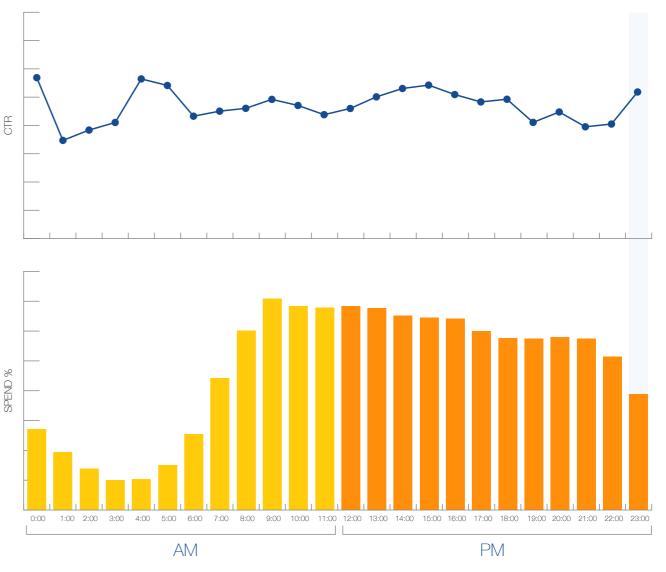


HIGH OPPORTUNITY TIME OF THE DAY

While fashion and beauty shoppers might be shopping during the work week, demand isn't highest during work hours. In fact, fashion and beauty marketers have an opportunity to capitalize on late night shopping, when there's high demand for content and low competition.



Time of Day Performance for the Fashion & Beauty Vertical Worldwide, 2018 Supply¹¹ of Fashion & Beauty Content vs. Consumer Demand¹² by Time of Day, 2018

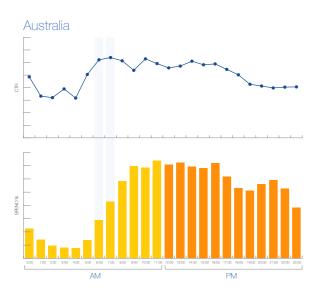


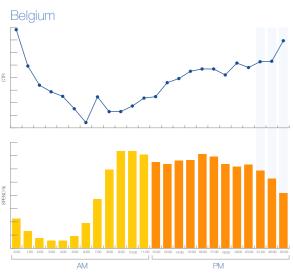
¹¹ Supply is indicated by the percentage a market spends on fashion and beauty content

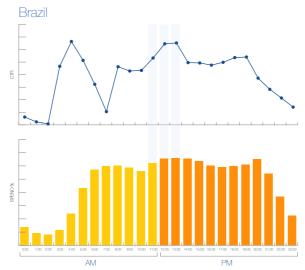
¹² Consumer demand is indicated by the average calibrated CTR for fashion and beauty content

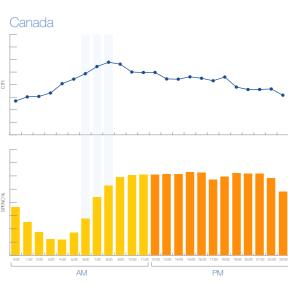
HIGH OPPORTUNITY TIME OF THE DAY, BY COUNTRY

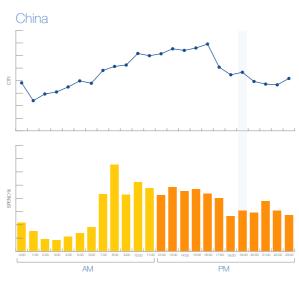
Various countries see more engagement with fashion and beauty content during work hours, and some before and after work. Either way, take into consideration the gap between the demand for fashion and beauty content and the supply to identify the times of day with highest potential by region.



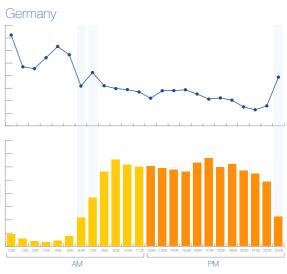


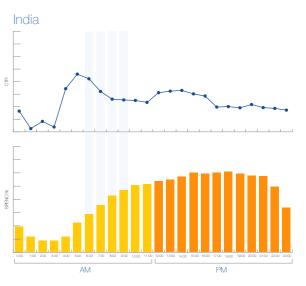


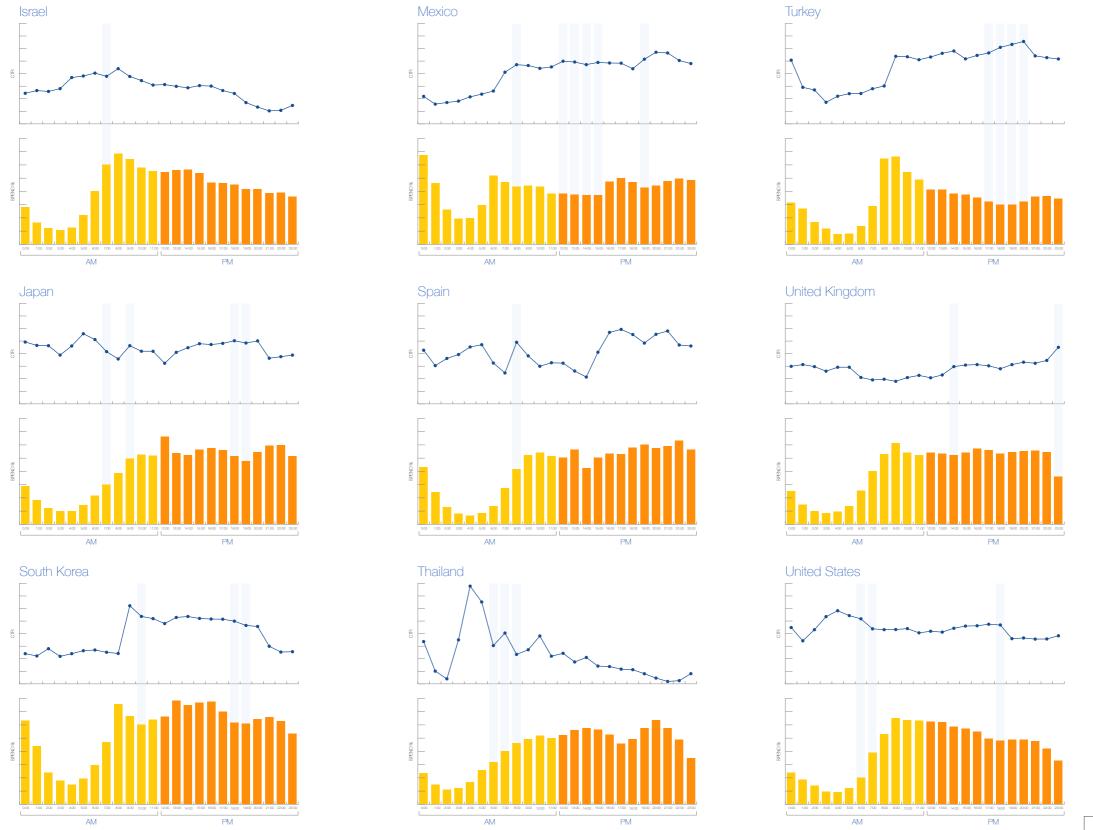












WHERE IS YOUR AUDIENCE?

TARGETING BY DEVICE, COUNTRY AND SITE



HIGH OPPORTUNITY DEVICES

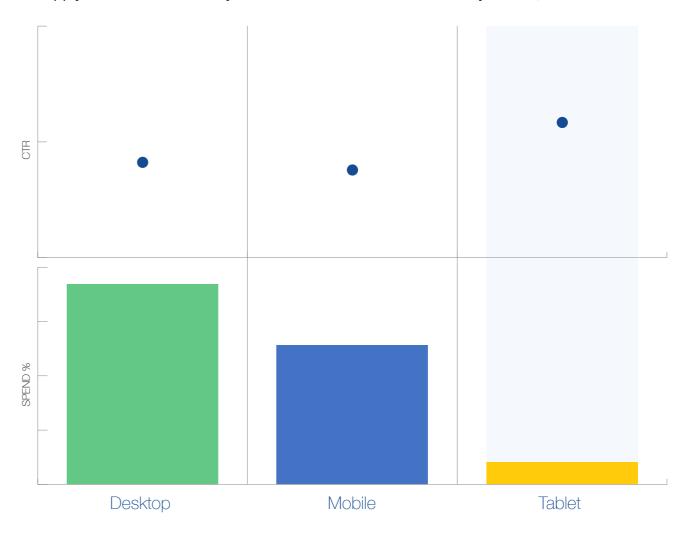
Across all device types—desktop, mobile and tablet—supply of fashion and beauty content is the highest on desktop devices as opposed to mobile and tablet devices, but tablet campaigns are showing the highest opportunity.

BENCHMARK CTR

0.159%

TIP
TEST TABLET DEVICE
TARGETING ON YOUR
NEXT CAMPAIGN.

Device Performance for the Fashion & Beauty Vertical Worldwide, 2018 Supply¹³ of Fashion & Beauty Content vs. Consumer Demand¹⁴ by Device, 2018

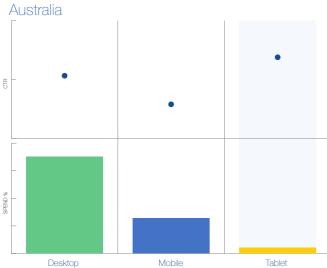


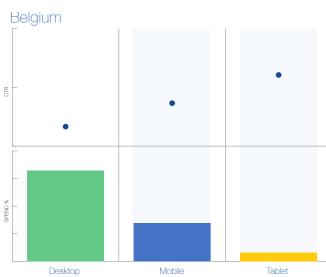
¹³ Supply is indicated by the percentage a market spends on fashion and beauty content

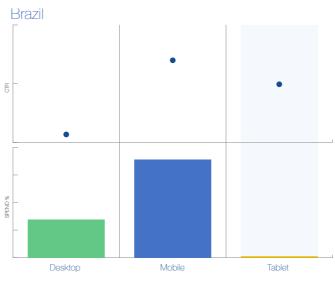
¹⁴ Consumer demand is indicated by the average calibrated CTR for fashion and beauty content

HIGH OPPORTUNITY DEVICES, BY COUNTRY

These country-specific trends provide a benchmark for Fashion & Beauty advertisers looking to allocate spend by device in specific countries.

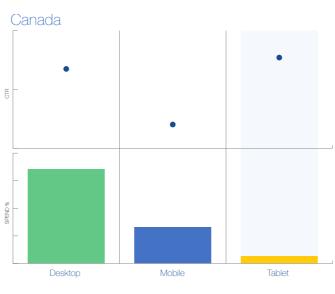


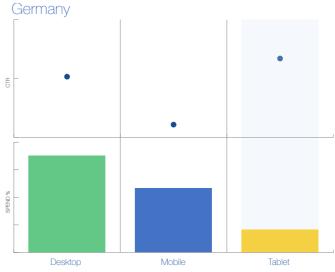




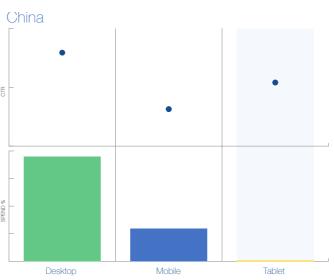


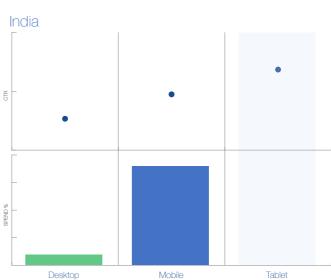
France













TARGETING BY SITE: HOW TO FIND YOUR NICHE

Marketers tend to assume that when choosing native advertising sites on which to advertise, they'll have more success if their ad fits contextually within the content.

But this isn't always true—the best way to tell is with data. Similarly to audience targeting, you'll want to start with wide targeting, see which sites perform best, and optimize from there.

Here's a targeting flow we'd recommend for a month-long campaign:

WEEK 1

When you're starting out, keep your targeting as wide as your comfortable with—we recommend using brand safety measures like black lists if you need to exclude some sites at first.

WEEK 2

Check in with your campaign at the end of the week. Where did your ads perform best? Are you surprised by the vertical? Choose several sites to test based on your initial results.

WEEK 3

This is a good time to take a look at your creative performance. Is each headline, photo or video resonating with every site? A/B test different combinations for the right fit.

WEEK 4

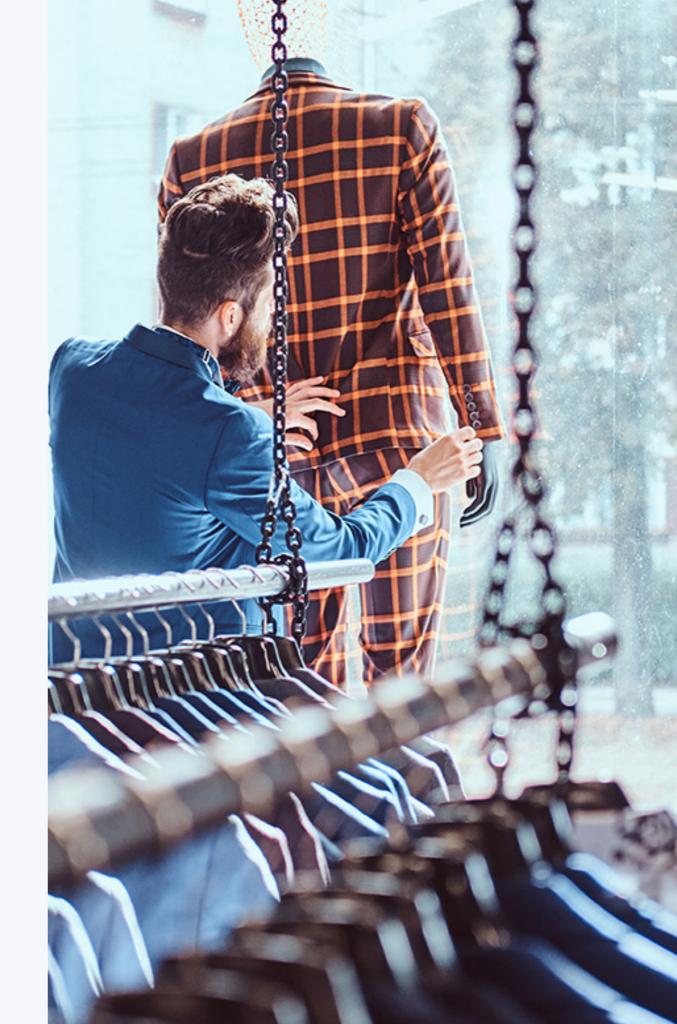
When analyzing your campaign, take a look back at what surprised you, and look to test new sites in order to expand your reach in the future.

REPEAT

Do it all again.

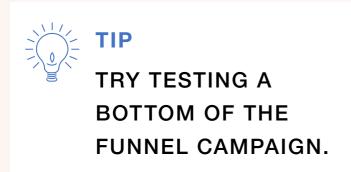
HOW DO YOU MEASURE?

HERE'S WHAT THE COMPETITION IS TRACKING

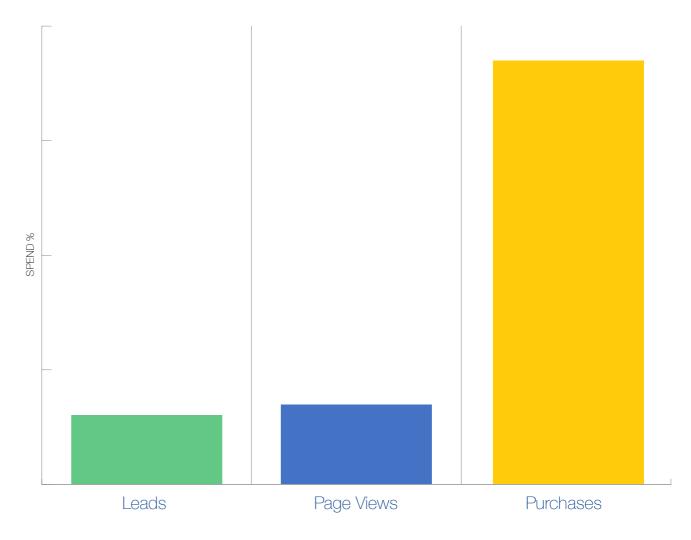


COMMON KPIs

Fashion & Beauty marketers differ when it comes to their main key performance indicators (KPIs) or goals for discovery campaigns. Campaigns range from the top of the funnel to the bottom, and on a high level, look for three types of actions—website visits, form fills for lead generation, and purchases.



Most Used KPI for the Fashion & Beauty Vertical Worldwide, 2018 Supply¹⁵ of Fashion & Beauty Content vs. Consumer Demand¹⁶ by KPI, 2018



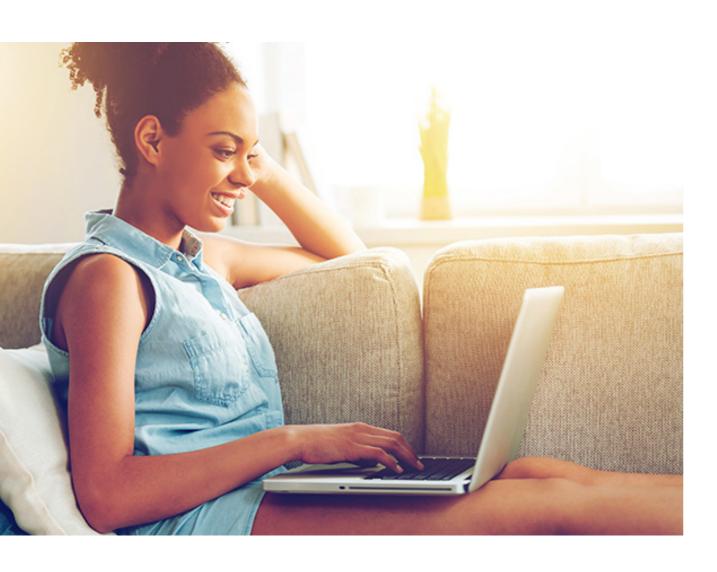
¹⁵ Supply is indicated by the percentage a market spends on fashion and beauty content

¹⁶ Consumer demand is indicated by the average calibrated CTR for fashion and beauty content



TO SUM IT UP...

We've gone through a lot—the who, what, when, where and how of fashion and beauty discovery campaigns, and how you can find opportunities for success.



HERE ARE FIVE TAKEAWAYS:

- 1 Who. Don't assume you know all of your audiences. Dig into your campaign's data for demographics and audience segments you might be surprised to find are interested in your products.
- 2 What. Focus on photo galleries and video content when trying to reach consumers shopping for fashion and beauty products.
- When. Reach consumers when they're after your products—don't ignore the New Year, and focus on after hours during the middle of the week.
- 4 Where. Tablet devices have been neglected by fashion and beauty marketers to date.
- 6 **How.** Finally, test your next top or middle of the funnel marketing campaign with native.

 There's a high opportunity for scale.



GET STARTED WITH TABOOLA



Taboola enables over 1.4B people to discover what's interesting and new at the moments they're most ready to explore. Advertisers use Taboola to reach their target audience when they're most receptive to new messages, products and services.

We've Got the Tools to Help You

Taboola Pixel

Track multiple conversions by multiple audiences across multiple URLs.

Smart Bid

Automatically adjust the baseline bid to drive conversions or page views by site.

Retargeting

Reach customers closer to the point of sale— target people who -are more likely to convert.

Lookalike Targeting

Model the behavior and characteristics of your current customers and use it to target similar audiences.

That's not all. Taboola has every targeting option you need for a successful discovery campaign—location, demographic, creative and more.

