

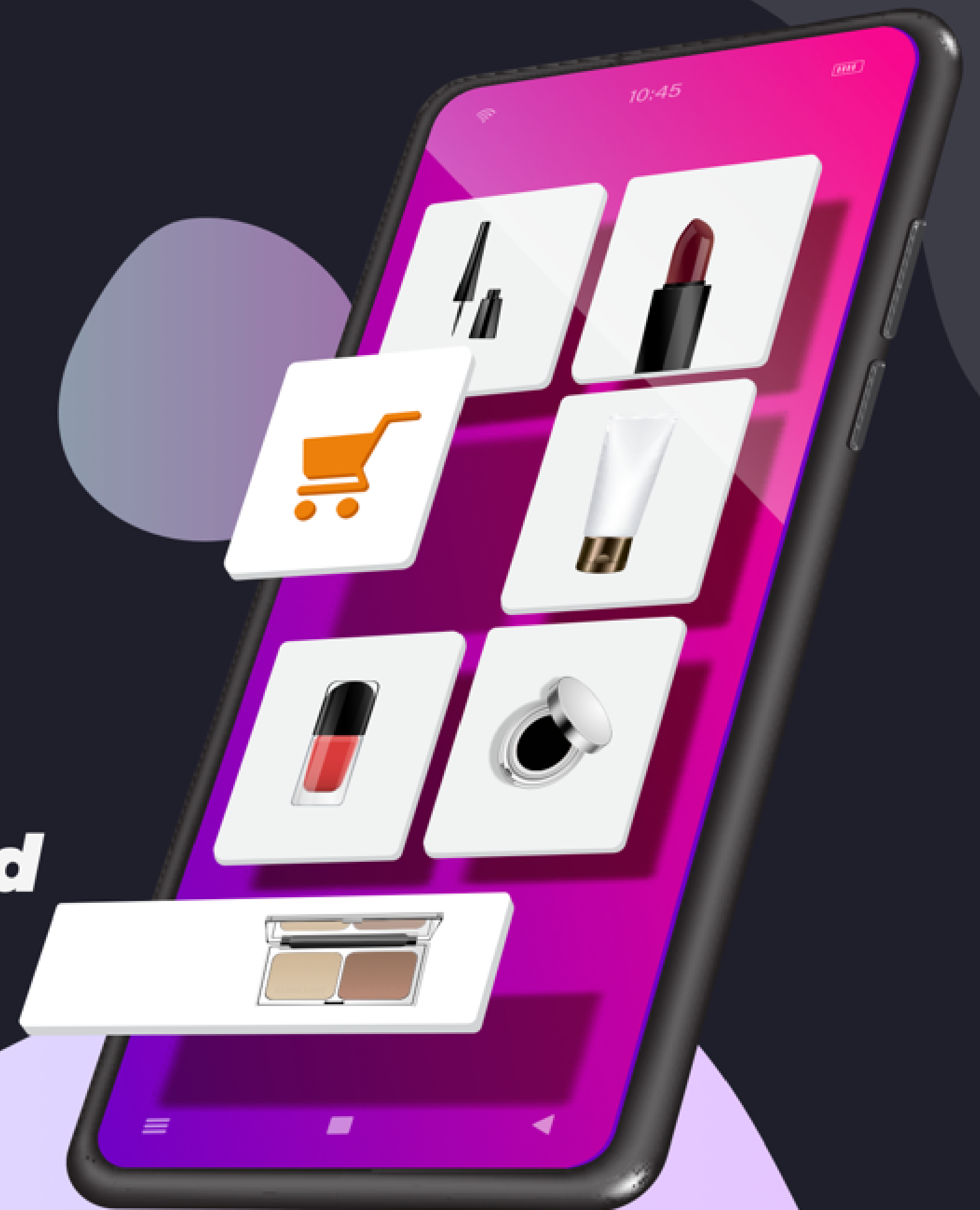


PREDICITY
BEAUTY TECHNOLOGY

SPARK

FIND YOUR PERFECT MATCH

***AI powered emotions-based
recommendation***





Half of beauty store visitors we surveyed* had purchased a perfume

We asked them about their experience finding the perfect match

**November & December 2023, store exit survey, shoppers selected at random*

IMPROVING DISCOVERY & RECOMMENDATION IMPROVES PERFUME SALES



How can you ensure more visitors find their perfect match?



3 WAYS RETAILERS & BRANDS CAN IMPROVE



Shift the narrative from notes to emotions

70%

of perfume purchases were attributed to the emotions triggered by a fragrances rather than it's olfactive notes.



Do this with a simple App

80%

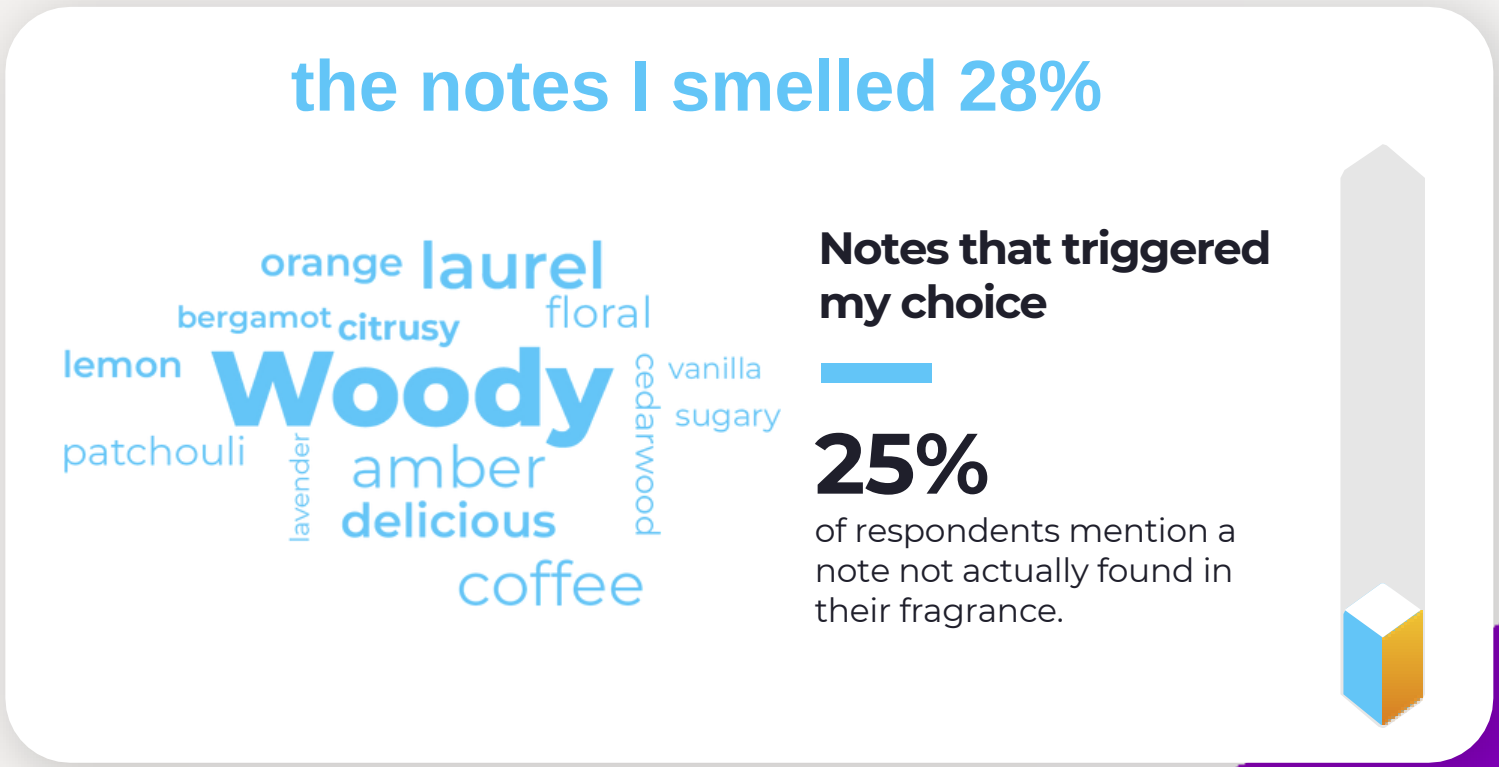
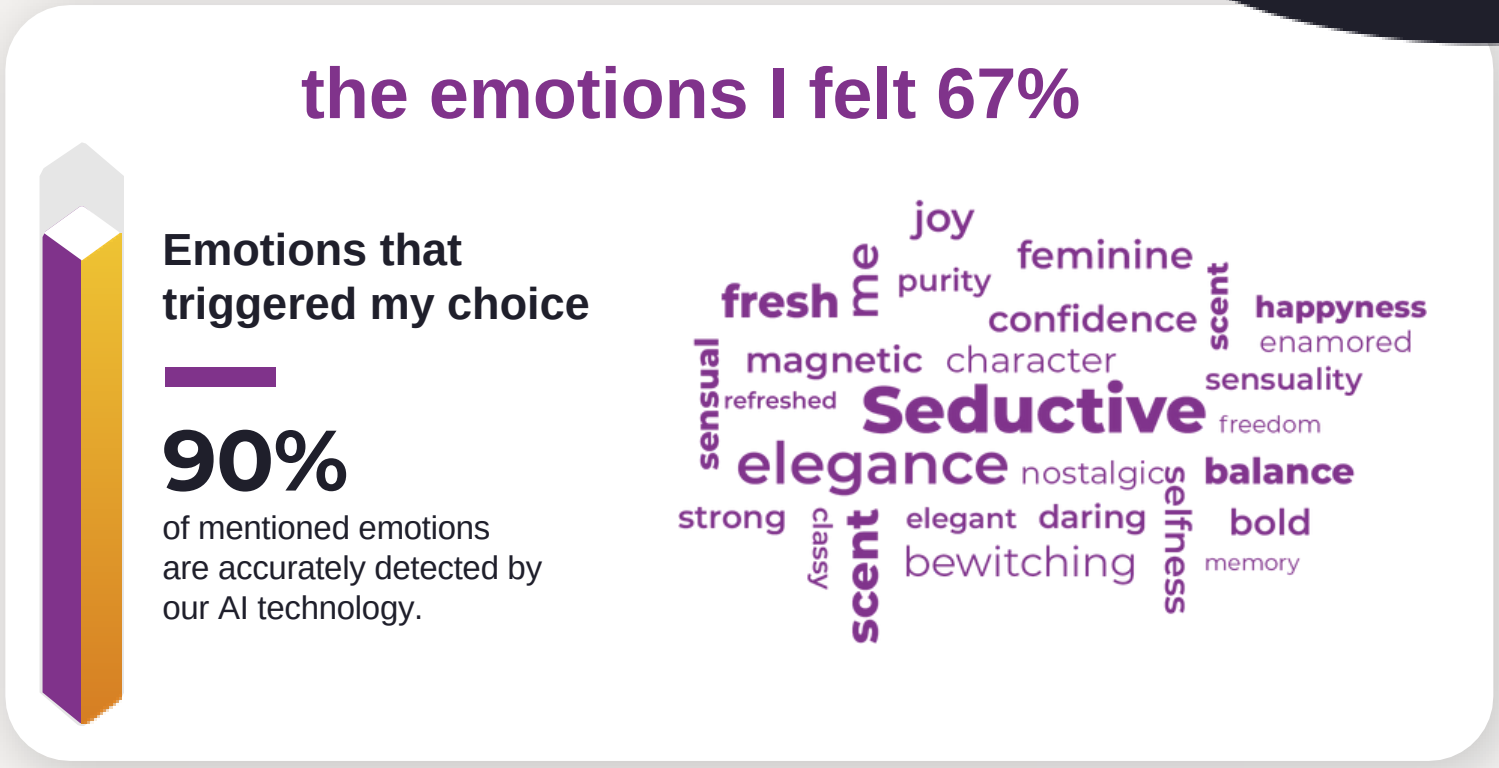
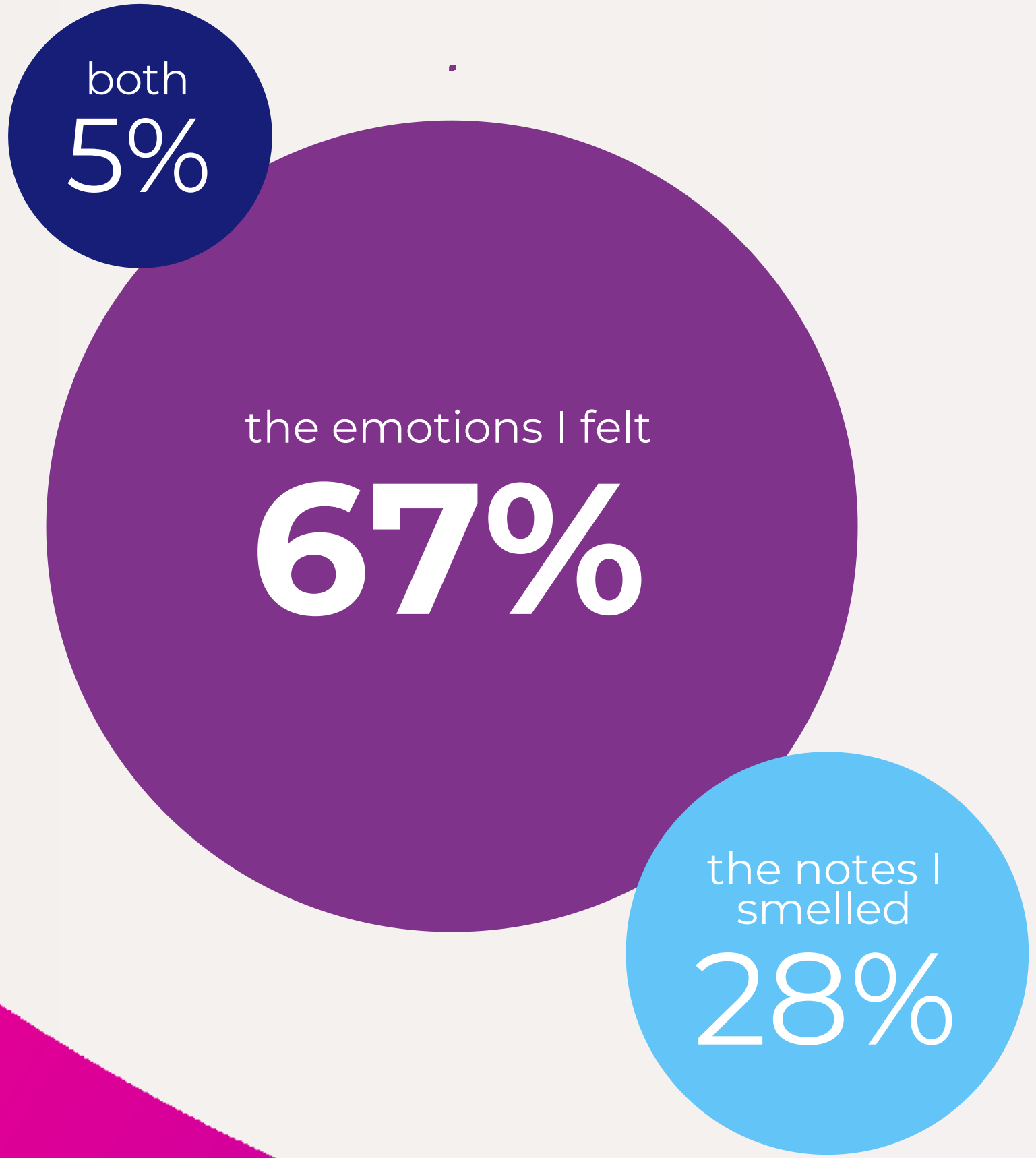
of visitors would welcome an app that accurately recommends their perfect fragrance match, especially if it focuses on emotions rather than ingredients.

Equip beauty assistants with this app

60%

of unplanned perfume purchases are linked to talking to beauty assistants, yet a majority visitors feel that assistants lack the knowledge to be helpful.







- www.predcity.com
- contact@predicity.com