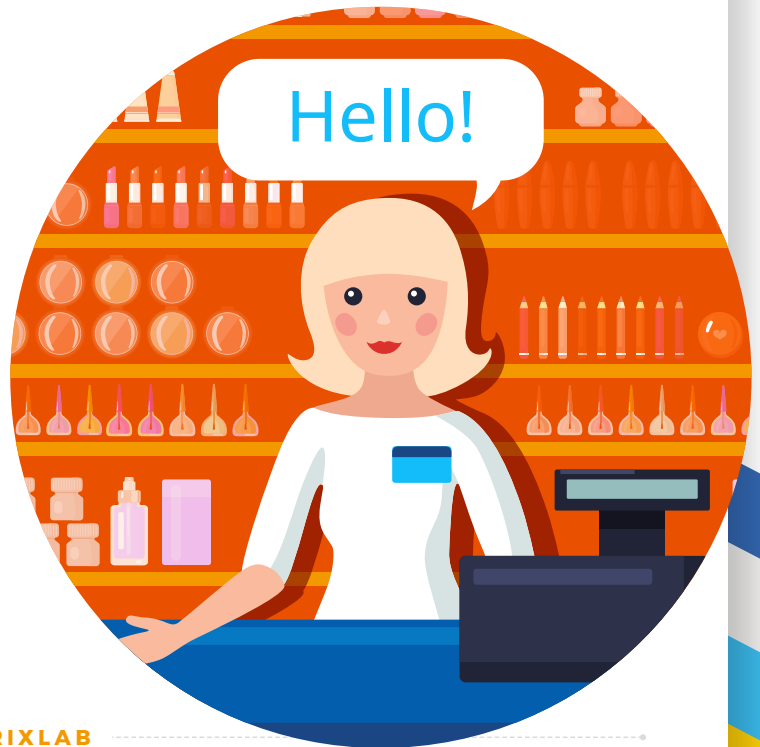


Point-of-purchase influencers for your beauty brand

35,000 consultants in specialty retailers Sephora and Ulta

interact with 140 shoppers each week in the US and recommend brands.**

76% of beauty shoppers tell us they are looking for that guidance.** These consultants reinforce brand power with focused messaging and promotions.* In fact, in 34% of their interactions, **they recommend product pairing** that generates additional brand sales.**



METRIXLAB

Earn Beauty Consultant affinity and recommendation at the point of purchase

We are **experts in the retail and influencer space**, working with some of the world's leading beauty and personal care specialty retailers. Our customized approach allows you to understand:



What brands are beauty consultants recommending?



What is my share of those recommendations?



What drives a beauty consultant to recommend my brand?



How can I optimize my brand's messaging to generate more recommendations?



Which types of programming activations are most effective for my brand?



How is my brand performing compared to my competitors?



What differentiates my brand?

With **50,000 beauty consultants across the country***, you don't want to miss the opportunity to understand this key influencer group. Our tracker study offers standardized KPIs so you can compare performance year-on-year, and the ability to customize the survey with your own questions.

Find out more about our [Point-of-purchase influencer](#) studies on our website
Or contact us to talk about the [Influencer MSS Beauty Tracker](#), please contact:

info@metrixlab.com

www.metrixlab.com

* US Bureau of Labor Statistics 2016

** MetrixLab Skincare Influencer MSS study 2016