



Lancôme optimizes their “Gift with Purchase” offers

AGILE INSIGHTS FOR CONSUMER EXPERIENCE WITH AYTМ

The Lancôme eRetail team was looking to optimize the brand’s “Gift with Purchase” offers ahead of a planned move away from BOGO promotions in the coming years. As such, there was a need to gain more insight into the customer experience in order to identify any pain points with the current gifting setup and assess an envisioned “future state” in terms of overall appeal, ease of navigating, redeeming gifts, and any other potential future improvements.



Research objectives

- Assess the gifting setup for clarity, engagement, interest, and ease of use
- Test an automatically added gift with purchase vs. an option to select a gift from a set number of choices
- Evaluate shopper expectations and pain points with each type of gift offering and identify areas for improvement
- Identify the most appealing gifts to help optimize future assortment

Methodology

- **Survey Length:** 10 mins
- **Target audience:** US adult females with an annual income of \$75K+ who have purchased luxury skincare, cosmetic, or fragrance brands in the past 6 months from department stores, specialty retailers, or online beauty retailers
- **Sample size:** n=500
- **Fielded in just four days:** September 7–10, 2022

Key findings

- 88% preferred customizable “Gift with Purchase” over the pre-selected gift:
 - It had a stronger ability to entice purchase, particularly among younger females
 - It was considered more likely to generate positive word-of-mouth
- Skincare products were the most preferred gift option across all age groups
- The vast majority of female consumers enjoyed the experience and found it easy to navigate
- A few suggestions from open-ended responses generated valuable feedback around:
 - Providing more information about the products included in the gift
 - The ability to choose out of a variety of skincare color and tone options
 - Automatically adding the gifts to the cart when it reaches the required amount
 - Using bigger, more appealing images of the gifts on the redemption page

Preference for gift with purchase

12%
ONE OPTION FOR
A GIFT WITH
PURCHASE /
PRE-SELECTED GIFT



88%
CHOICE OF GIFT
PURCHASE /
CUSTOMIZABLE
GIFT

Choice of gift is preferred by the majority across all subgroups



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