

# Navigo

MARKETING

# Navigo Introduction

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Navigating the complexities of multi-channel retail requires a thoughtful, data-driven approach. Beauty brands that succeed in today's landscape don't just manage separate channels—they integrate strategies across Amazon, Ulta, Google, Meta, and more. Through our experience, we've identified key tactics that consistently drive growth while maintaining brand integrity.

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# Benefits of RMNs

Data privacy and compliance are driving brands to look for digital advertising alternatives to Google and Meta

## First Party Data



To hyper-target your ideal buyers

## In-Market Buyers



Ready to purchase your beauty products

## E-Commerce Growth



Which is now 28% of total beauty sales

## Data Compliance



Replacement for the elimination of 3<sup>rd</sup> party cookies

## Stronger Relationships



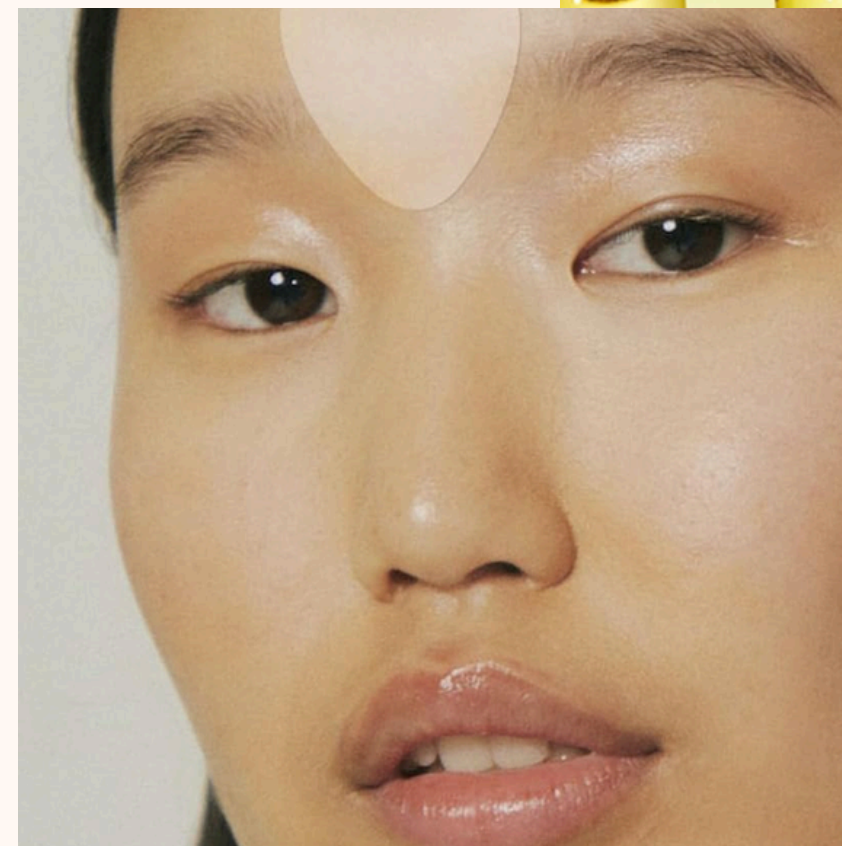
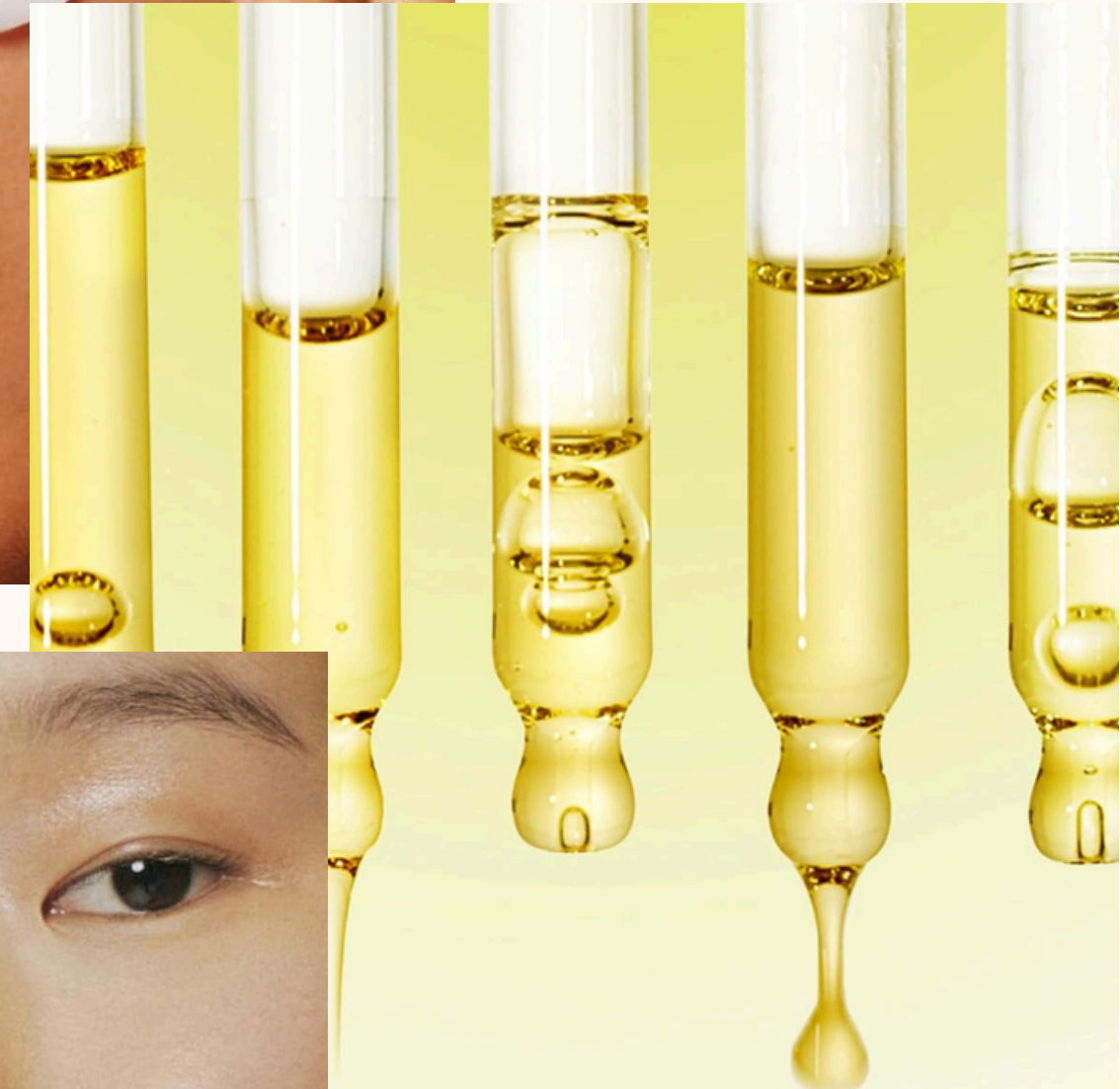
To improve online positioning



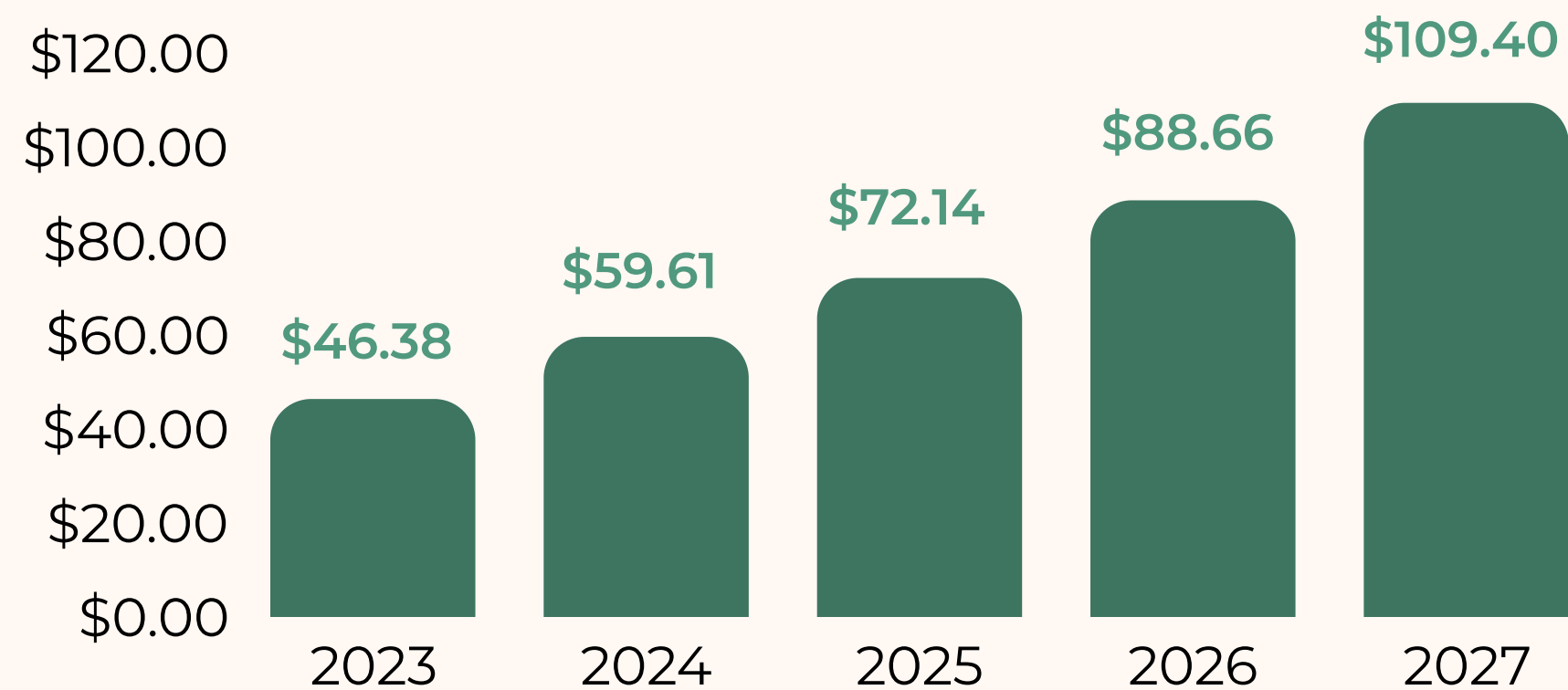
# Developing a Multi-Channel Playbook

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The most successful beauty brands treat all retail, advertising, and DTC efforts as part of one cohesive strategy.



Retail media ad spending will more than double from \$46B to \$109B from 2023-2027



- **Fewer Points of Contact:** Keeping strategy and execution streamlined prevents misalignment across teams.
- **Cross-Channel Insights:** Understanding how one platform influences another helps brands optimize resources.
  - Why It Matters: When performance in one channel affects another, brands can make more informed investment decisions instead of working in silos.
- **Scalability:** The most successful strategies can be adapted across retailers. Focusing on similar products for acquisition across retailers and paid media.
  - How It Impacts: A consistent messaging and promotional strategy across multiple platforms ensures cohesive branding and avoids internal competition.





# Optimizing Amazon & Ulta: More Than Just Sales Channels

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Each retailer has unique requirements, but aligning efforts can create efficiencies.



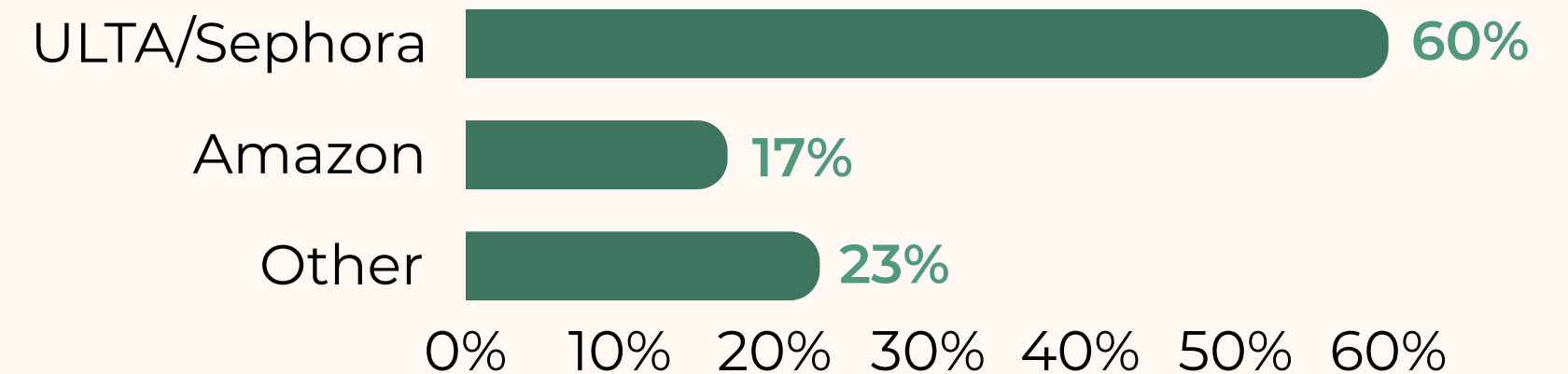
- **Amazon: The Search Engine for Beauty Products**

- Invest in sponsored brand videos and DSP ads to drive visibility beyond traditional PPC.
- Implement brand registry tools to protect pricing and block unauthorized sellers.
- Monitor share of voice (SOV) metrics to understand competitive positioning.

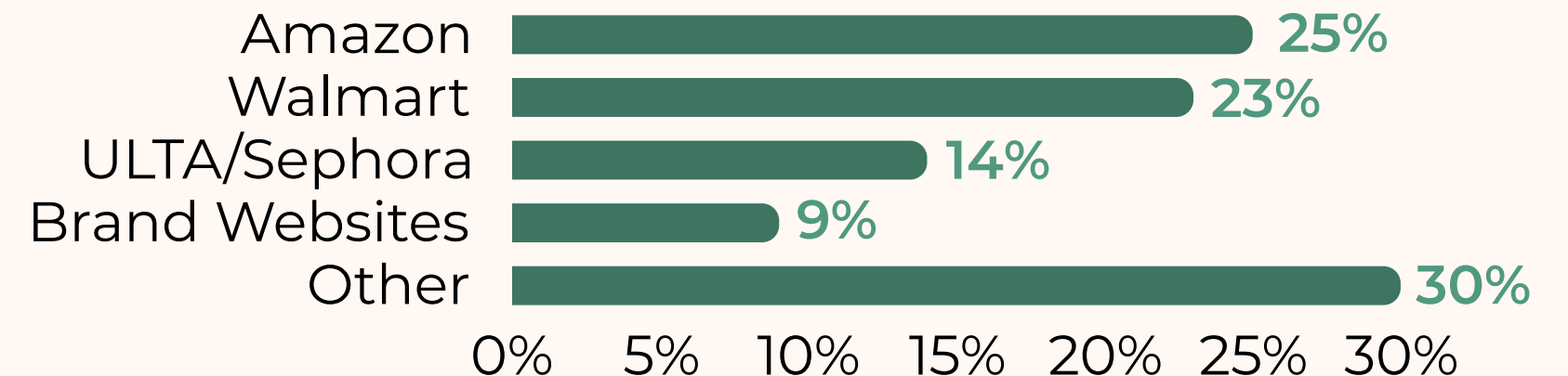
- **Ulta: A Beauty Authority with High Customer Loyalty**

- Work with Ulta's Retail Media Network to leverage their customer insights for personalized marketing.
- Differentiate your Ulta offerings to avoid direct competition with Amazon and your own DTC store.
- Optimize product education and brand storytelling within Ulta's ecosystem to improve conversion rates.

## Online Stores Where Beauty Consumers START their product SEARCH



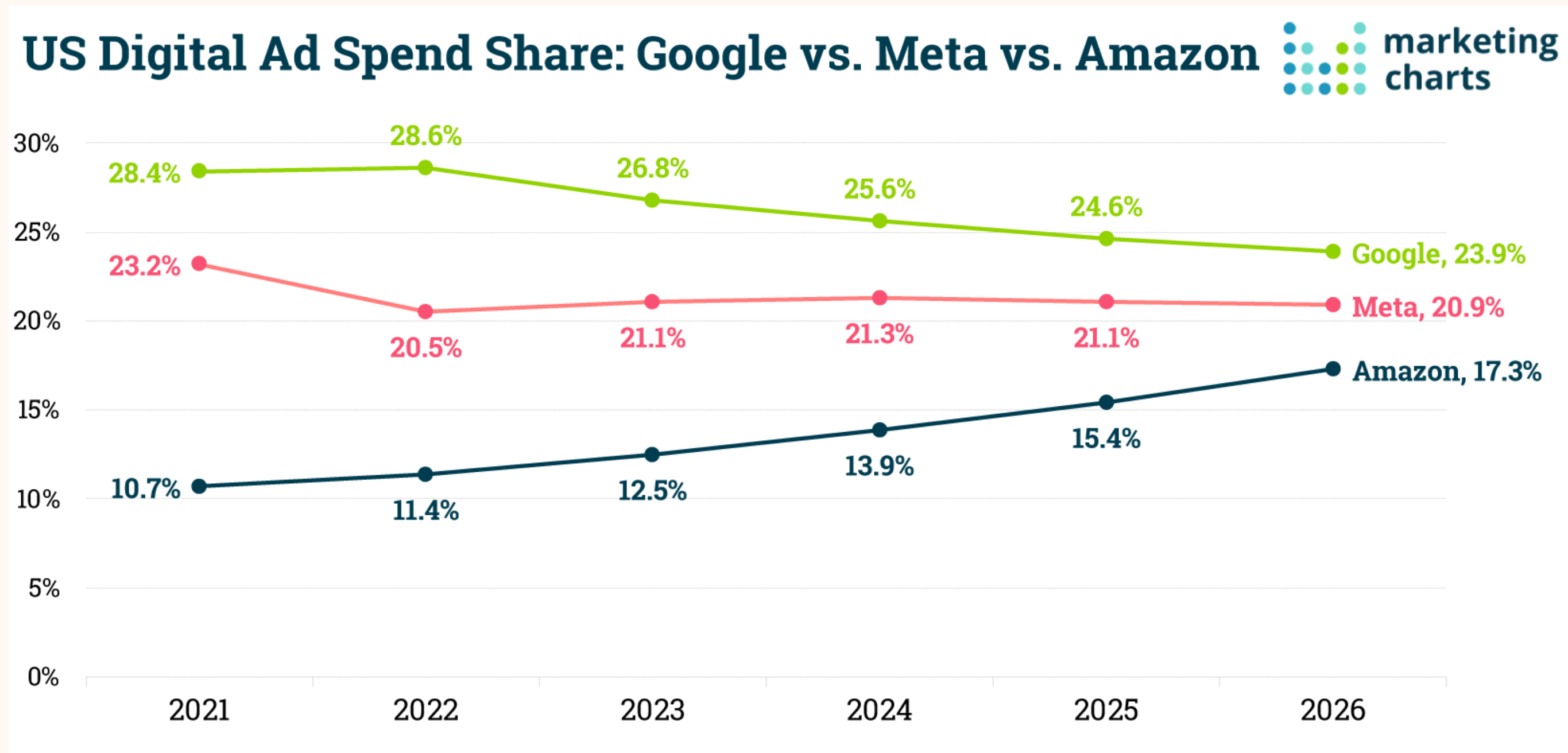
## Online Stores Where Beauty Consumers FINISH their product PURCHASE



Source: Statista, May 2024



# Google & Meta: Smarter Advertising, Not Just More Spend



Digital advertising isn't just about marketplaces—  
cross-channel media strategies help brands grow.

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- **Adapting What Works Across Platforms:** Winning creative and targeting strategies can be repurposed effectively for each channel, consistently testing new creative across multiple platforms leads to the best result.
- **Audience Retargeting:** Using customer data across platforms enhances efficiency.
  - Why It Matters: Consumers often engage with brands on multiple platforms before making a purchase, so strategic retargeting improves conversion rates.
- **Performance Tracking:** Evaluating halo effects across platforms leads to smarter investments.
  - How It Impacts: Understanding how Meta or Google ad spend influences Amazon or Ulta sales helps brands allocate budgets effectively and know where to allocate based on goals.





# Combating Unauthorized Resellers & Protecting Brand Integrity

Resellers can disrupt pricing and customer trust. Proactive strategies help mitigate this.

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- **Enforcement & Monitoring:** Addressing unauthorized sellers quickly prevents long-term damage.
- **Distribution Strategy:** Controlling product flow minimizes reseller issues.
  - Why It Matters: A well-defined distribution strategy helps maintain brand value and protects margin integrity.
- **Brand Registry & Legal Action:** Formal protections can safeguard pricing and positioning.
  - How It Impacts: Proactively managing brand protection reduces unauthorized seller influence and strengthens official sales channels.



# Maximizing Time for Strategy & Innovation

With a clear, integrated approach, brands can focus more on long-term growth.

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- **More Time for Strategizing:** Less fragmentation means more focus on innovation. Condensing internal and external meetings allows your team more time to focus on what they do best.
- **Testing & Iteration:** Learning what works across platforms leads to smarter decisions.
  - Why It Matters: Data-driven adjustments ensure brands stay agile in an ever-changing retail environment.
- **Future-Proofing Your Brand:** AI, first-party data, and emerging marketplaces keep brands competitive.
  - How It Impacts: Investing in predictive analytics and new platforms positions brands for sustained success.



# Understanding Google's Role in the Multi-Channel Ecosystem

Google plays a crucial role in the customer journey, influencing search behavior and brand discovery.

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- **Amazon & Ulta/Sephora Bidding on Your Terms:** Marketplaces will often run ads against your brand terms on Google.
  - Why It Matters: Rather than competing with retail partners, allowing them to run Google Search ads helps keep competitors out while maximizing their investment in your brand.
- **Branded Search Strategy:** Letting your retail partners invest in search while maintaining strong organic presence can be a more cost-effective approach.
  - How It Impacts: Instead of forcing consumer behavior with paid acquisition we recommend keeping organic search and strong SEO to ensure sustainable, long-term brand visibility.

# YouTube & the Potential Shift from TikTok

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- **YouTube Shorts: A Growing Ad Platform**

- CPMs on YouTube Shorts are often lower than Meta, making it a cost-effective channel.
- The algorithm prioritizes engagement-based discovery, helping brands reach new audiences.
- Integration with Google Ads allows seamless cross-channel retargeting.

- **Influencers Moving from TikTok to YouTube**

- Many creators are diversifying their presence due to TikTok's uncertain future.
- Partnering with influencers on YouTube can offer more longevity and discoverability.
- As regulatory pressure on TikTok increases, brands should hedge their bets by investing in YouTube's ecosystem.



- **Content Strategy:** Investing in paid media is worthless if the creative is not up to par, best in class creative will always convert at a higher rate and drive efficiency in the advertising.
- **Customer Retention & Email Marketing:** First-party data helps nurture long-term brand loyalty. Using customer surveys to understand where your customers are discovering or making first purchase decisions is valuable information.
  - Why It Matters: Relying solely on paid acquisition increases costs over time—organic retention efforts offset that expense.
- **Attribution Modeling & Data Analysis:** Understanding where conversions originate ensures better budget allocation. Use incrementality testing to measure the real impact of ad spend across all channels.
  - How It Impacts: Investing in the right mix of organic, paid, and cross-channel efforts leads to higher profitability and efficiency.



# Key Takeaways

Balancing paid and organic efforts is key to a sustainable multi-channel strategy.

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- **Develop an Integrated Retail & Marketing Strategy:** Siloed efforts create inefficiencies—centralizing execution improves ROI and ensures consistent branding.
- **Leverage Data to Understand Customer Journeys:** Knowing how customers move between platforms enables better ad spend allocation and higher conversion rates.
- **Leverage Data to Understand Customer Journeys:** Knowing how customers move between platforms enables better ad spend allocation and higher conversion rates.
- **Invest in First-Party Data & Retention:** Email, loyalty programs, and direct engagement lower acquisition costs and future-proof your brand against privacy changes.
- **Expand Beyond Meta Ads:** YouTube Shorts and retail media networks offer high-value, lower-cost customer acquisition opportunities.



# Why Choose Us?

1

## Beauty Expertise

We focus solely on the beauty and wellness sector and have gained a deep expertise in this niche.

2

## Full Service

We do it all for you. Navigo is a one-stop solution for all your Retail Media management needs.

3

## Data-Driven

We monitor industry, competitive, and brand-specific trends, using that data to inform our decisions and drive ROI.

4

## 100% Dedicated

Our model ensures we are 100% committed to growing your account - that's why 94% of our clients renew.

# Our Channels

We collaborate with our brands to craft comprehensive strategies that break down silos, creating a **holistic, consumer-focused approach** across the entire e-commerce landscape.

The Amazon logo, featuring the word "amazon" in a lowercase, sans-serif font with a curved orange arrow underneath it.The Sephora logo, consisting of the word "SEPHORA" in a clean, uppercase, sans-serif font.The Ulta Beauty logo, featuring the word "ULTA" in a large, bold, serif font with "BEAUTY" in a smaller, sans-serif font below it, all enclosed within a thin black oval.The Meta logo, featuring a blue infinity symbol above the word "Meta" in a bold, sans-serif font.The Google Ads logo, featuring the Google four-color logo (blue, red, yellow, green) above the text "Google Ads" in a sans-serif font.



# LIP LINER STAY-N

Peel Off Lip Liner

- ✓ Water-resistant
- ✓ Long-wear, up to 12 hours!
- ✓ Smudge-proof
- ✓ Safe nourishing ingredients
- ✓ Transfer-proof

# Content drives performance



**fur**

*THOUGHTFULLY FORMULATED*  
*NATURALLY POWERED*

Clean beauty crafted with clean ingredients,  
to care for your most sensitive areas

**SHOP FUR**



**OVERSIZED DOE FOOT**  
CURVED TO HUG LIPS

**NON-STICKY FINISH**

**PLUMPS,  
BUT NEVER BURNS**

Shade: Velvet Daisy

LAWLESS

Our team of in-house creative designers works with our paid team to develop performance creative that moves the needle.



# Content drives performance

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- **The Power of Content:** High-quality, tailored content is essential for driving engagement, conversions, and brand consistency across digital platforms.
- **Our Approach:** We specialize in adapting and optimizing existing brand assets to create performance-driven ad content to maximize engagement and conversion.
- **Platform-Specific Creative:** Each platform has unique requirements—our team ensures content is formatted, designed, and optimized for Google, Meta, and Amazon best practices.
- **Testing & Iteration:** We continuously test variations of creative assets to refine messaging, improve performance, and maximize return on ad spend (ROAS).
- **Dynamic & Scalable Content:** We craft assets that work across multiple placements, including static ads, video, and dynamic creatives, to ensure consistent branding and storytelling.



# Connecting the Dots Between Paid Performance and Growth

Using data to tell the story and drive  
decisions across channels.

Navigo

## Executive summary

Revenue

\$6.02K  
↑ 136.96%

Compared to Jan 26, 25 - Jan 31, 25

Cost

\$3.01K  
↑ 12.24%

Compared to Jan 26, 25 - Jan 31, 25

ROAS

2.00  
↑ 110.53%

Compared to Jan 26, 25 - Jan 31, 25

Conversions

62.96  
↑ 109.87%

Compared to Jan 26, 25 - Jan 31, 25

Conversion Rate

2.41%  
↓ -15.44%

Compared to Jan 26, 25 - Jan 31, 25

Clicks

2.08K  
↑ 52.24%

Compared to Jan 26, 25 - Jan 31, 25

CPA

\$47.76  
↓ -46.52%

Compared to Jan 26, 25 - Jan 31, 25

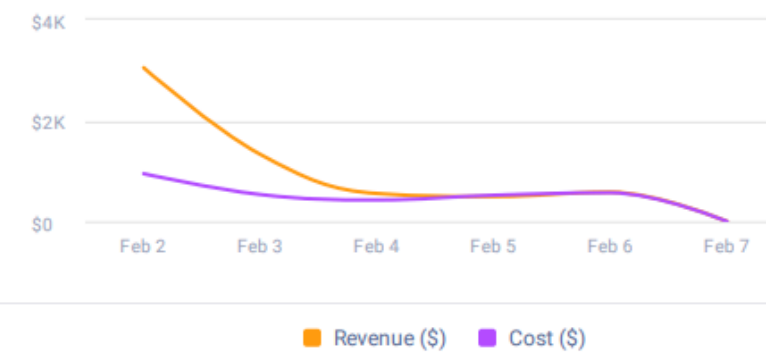
CPC

\$1.45  
↓ -26.40%

Compared to Jan 26, 25 - Jan 31, 25

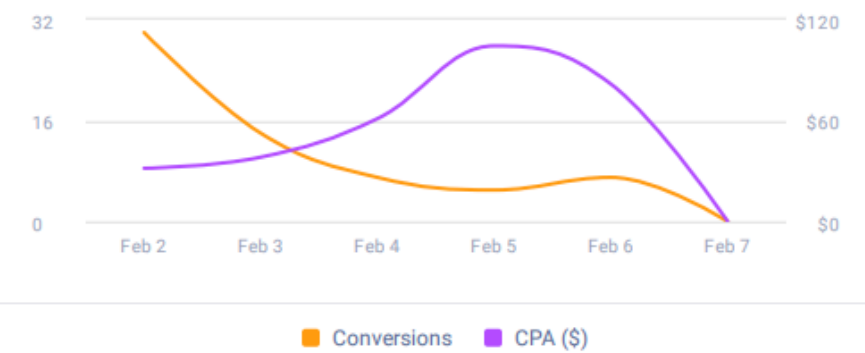
### Ad spend and revenue over time

2 metrics selected Daily



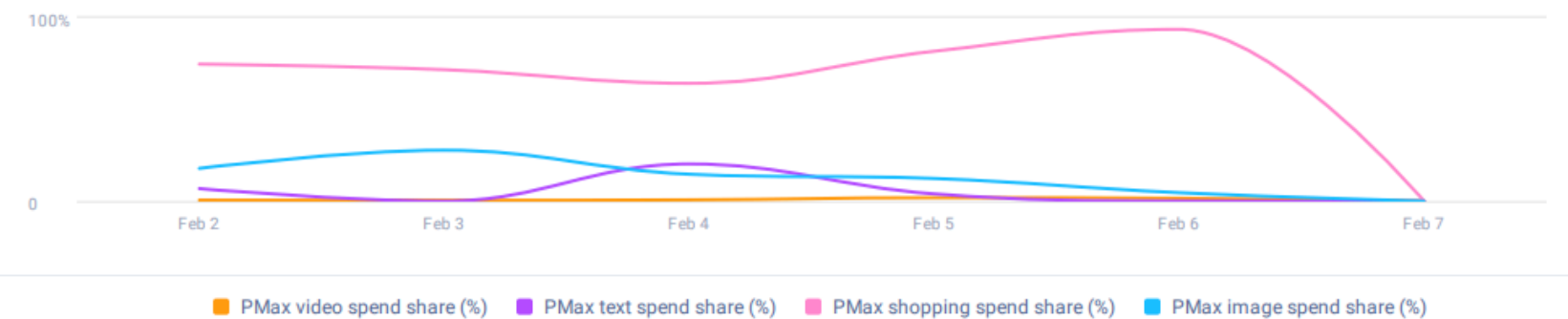
### Ad CPA and conversions over time

2 metrics selected Daily



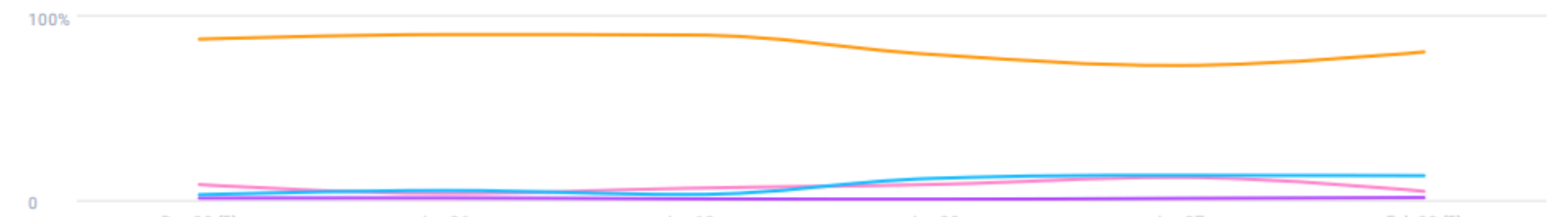
### Daily spend by asset type

4 metrics selected Daily



### Monthly spend by asset type

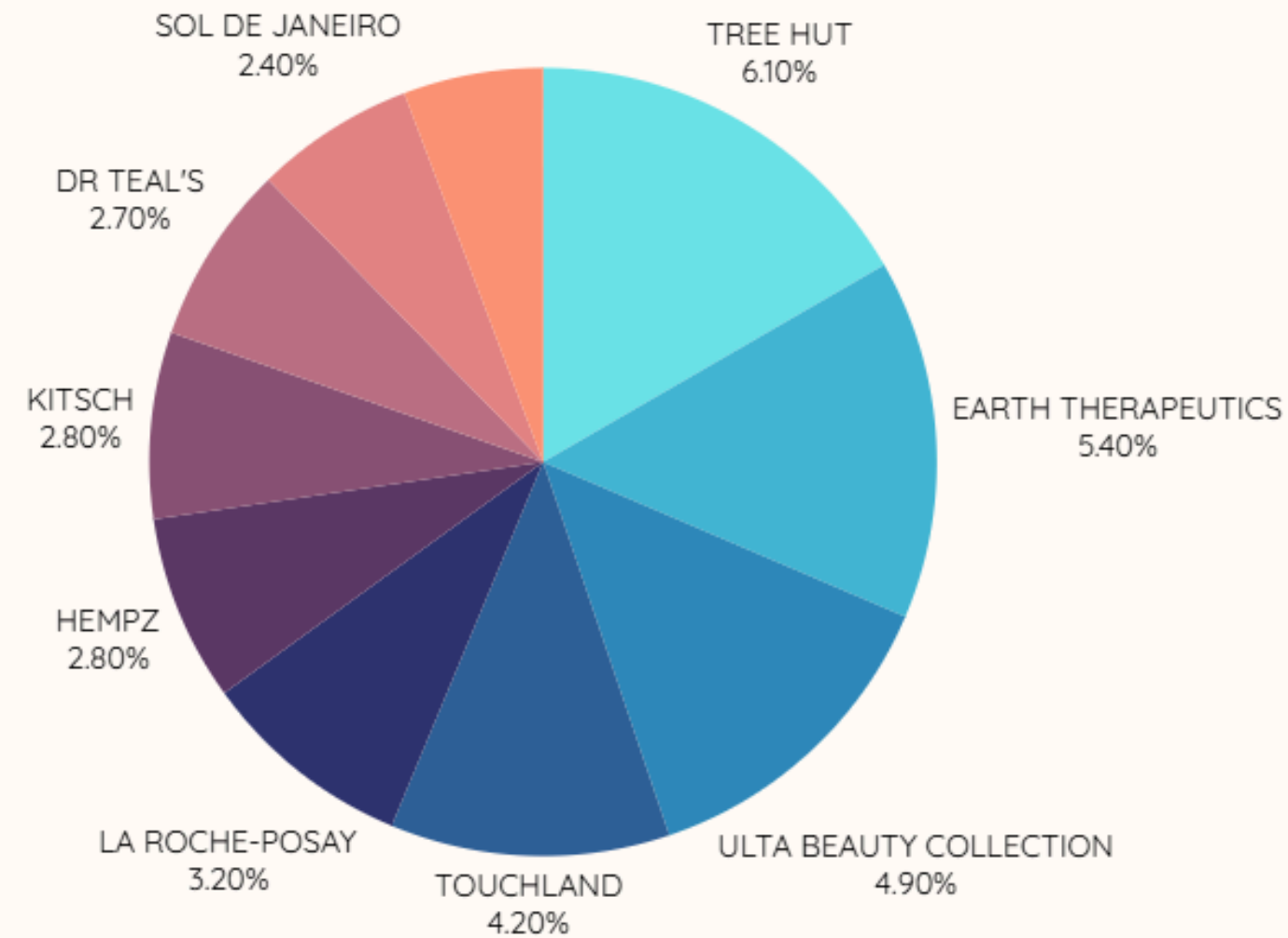
4 metrics selected Weekly



# Measuring impacts where the customer shops

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Body Care Category Share of Sales



Advertising Activity Over Time



Our unique data set gives you insight into how your brand is performing not just on your own site but other major channels like:

- Amazon
- Ulta.com
- Sephora.com

We measure key metrics and integrate into our process to understand Share of Sales, Search changes, Share of Advertising and more.



Ready to scale your brand? Book a  
free strategy call today

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