



# The Modern Beauty Funnel: How to Turn Discovery Into Multi-Channel Sales

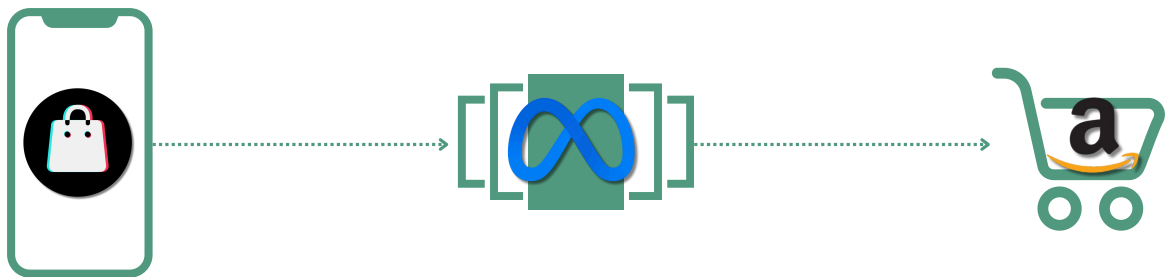
Today's beauty shoppers move seamlessly from TikTok to Amazon, Ulta, or Sephora before making a purchase. The fastest-growing brands aren't relying on one platform, they're connecting **awareness, consideration, and purchase** across channels.

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# Introduction: The Funnel Has Evolved

The customer journey in beauty still moves from **awareness** to **consideration** to **purchase**, but it no longer happens inside a single channel.

A shopper might first see your brand on TikTok, encounter it again in a Meta carousel ad, search for it on Amazon, and then decide to purchase at Ulta or Sephora. They still move down the funnel in stages, but those stages are shaped by multiple platforms and touch points working together.



The brands winning today are those who understand this cross-channel funnel and coordinate strategies to keep the customer moving forward, no matter where the final purchase happens.

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# The New Beauty Buyer Journey: One Funnel, Many Paths

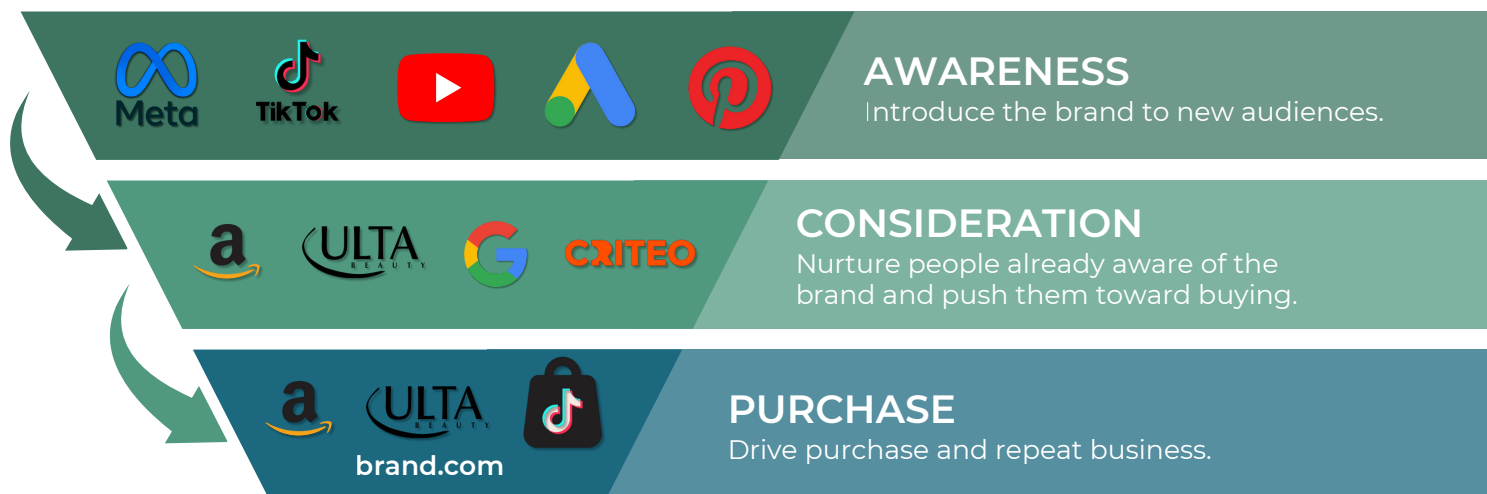
**Awareness:** Social discovery through TikTok, Meta, YouTube, influencer content

**Consideration:** Exploration on Amazon, Ulta.com, Sephora.com, brand.com

**Purchase:** Completing the transaction at the retailer or marketplace that offers the most convenience, price, or loyalty benefits, often Amazon, Ulta, or Sephora



Shoppers who are already exploring your brand on Ulta or Sephora typically complete the purchase there rather than switching between those two channels. The awareness that brought them to that point often began somewhere else.



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## Why the Old Model Falls Short

**Channel Silos:** Treating each platform as a standalone funnel misses how shoppers actually progress

**Limited Attribution:** Without integrated data, brands cannot connect top-of-funnel efforts with marketplace and retailer sales lift

**Missed Coordination:** Promotions and messaging are not aligned across paid and retail media, leading to fragmented impact

## PROBLEM



Channel Silos &  
Brand Disconnect

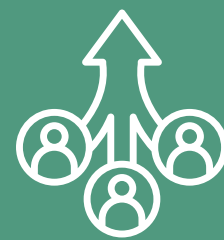


Mixed Messaging



Sales Impact

## SOLUTION



Integrated Channels



Clear Messaging

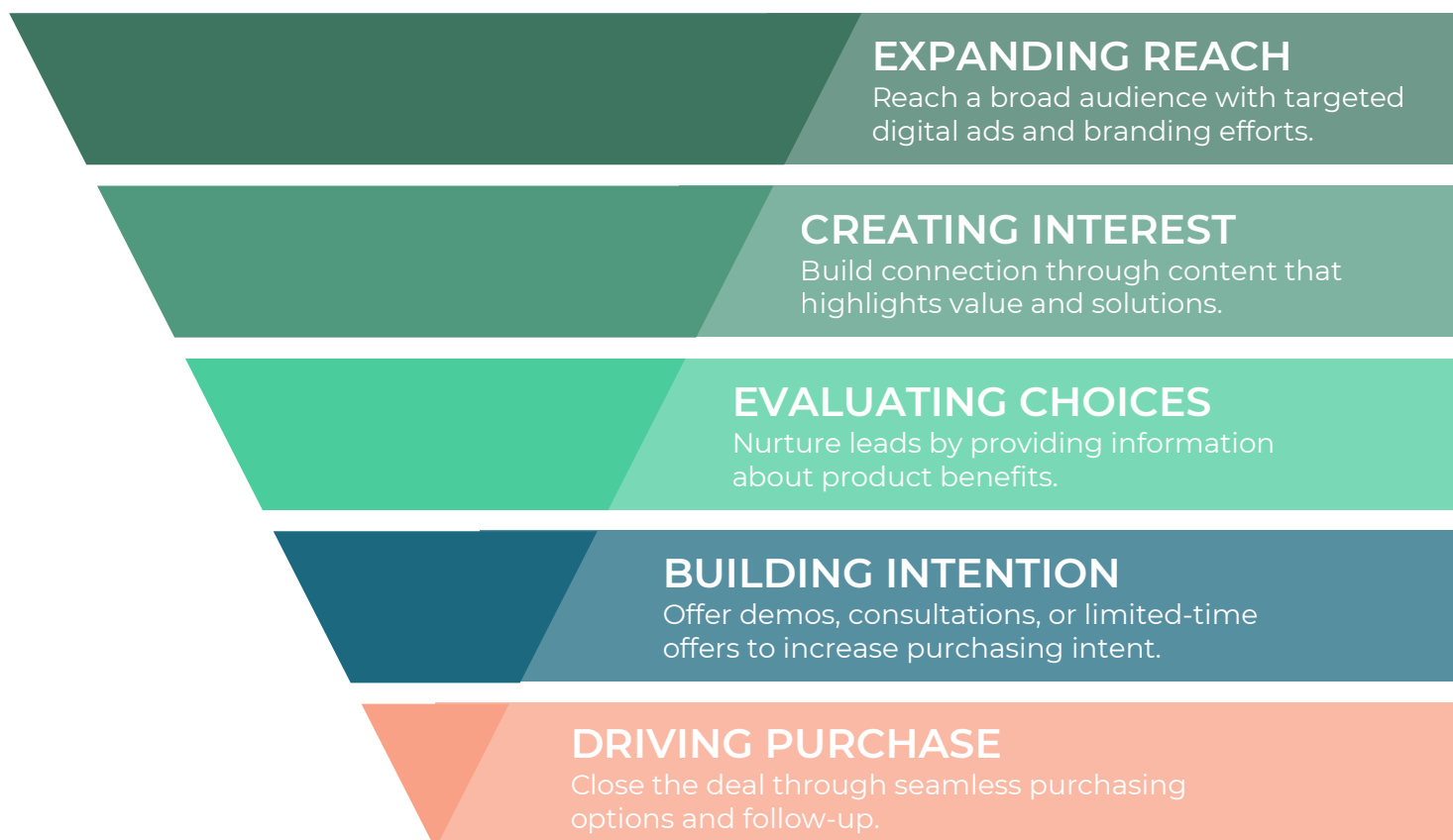


Unified Sales  
Across Channels

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# Building the Cross-Channel Beauty Funnel

1. **Connect Data Across Platforms:** Centralize insights so you can track how awareness on social leads to purchases on Amazon, Ulta, or Sephora
2. **Align Paid and Retail Media Strategies:** Ensure campaigns on Amazon, Ulta, and Sephora are supported by matching messages and creative in social ads
3. **Stage-Specific Creative:** Craft content that moves customers from curiosity to confidence to purchase
4. **Synchronize Promotions and Events:** Coordinate Prime Day, Ulta 21 Days, and Sephora sales with paid media strategy



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# Real-World Impact

In the first half of 2026, 9 of the 10 fastest-growing beauty brands on Amazon did not own a share of ad spend proportional to their share of sales.

**This tells us something important:** these brands were not driving their growth through Amazon advertising alone. Instead, they were benefiting from awareness built across other channels — **social media, influencers, press, and retail touch points** — with consumers ultimately choosing to complete their purchase on Amazon.



**When a cross-channel funnel is working well, customers see a brand repeatedly across platforms, build trust and familiarity, and then select the purchase destination that is most convenient for them. For many shoppers, that means Amazon.**

Our job is to design and connect the marketing that moves customers from initial awareness all the way through to that purchase decision, whether the final click happens on Amazon, Ulta, or Sephora.

Brand	Change in Sales	Share of Sales	Share of Sponsorship
Medicube	4.10%	4.20%	0.30%
Biodance	2.80%	3.20%	0.20%
Wonderskin	2.10%	2.20%	0.20%
La Roche-Posay	2.00%	6.30%	0.40%
Nutrafol	2.00%	.90%	1.20%
Sachieu	1.40%	1.40%	0.10%
Grace & Stella	1.40%	1.90%	0.20%
EOS	0.90%	2.00%	0.10%
Laura Geller New York	0.90%	1.30%	1.20%
Maybelline	0.80%	1.90%	0.40%

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# The Navigo Approach

At Navigo Marketing, we connect the dots between **paid media, retail media, and performance**. By removing silos, we make sure every stage of the funnel is powered by a coordinated strategy and every marketing dollar works across multiple channels.



# Next Steps

**Ready to optimize your cross-channel funnel?**

Let's talk about how a connected approach can accelerate your growth.

[navigomarketing.com](https://navigomarketing.com)