

Navigo

MARKETING

Executive Summary

Ulta.com continues to grow its advertising capabilities with dramatic expansions in the placement and control of advertising on their site. We see over 100% increases in paid activity in each category from Q1 to Q4 2024, brands that are utilizing this channel effectively are stealing market share and bringing in incremental revenue for their business.

Navigo Marketing is the leading partner in this space and specializes enhancing content, paid media and data analytics to put their partner brands years ahead of their categories.

Table of Contents

Makeup.....	4
Body Care.....	12
Fragrance.....	20
Hair Care.....	28
Skin Care.....	36
Tools & Brushes.....	44
Key Takeaways	52

Makeup

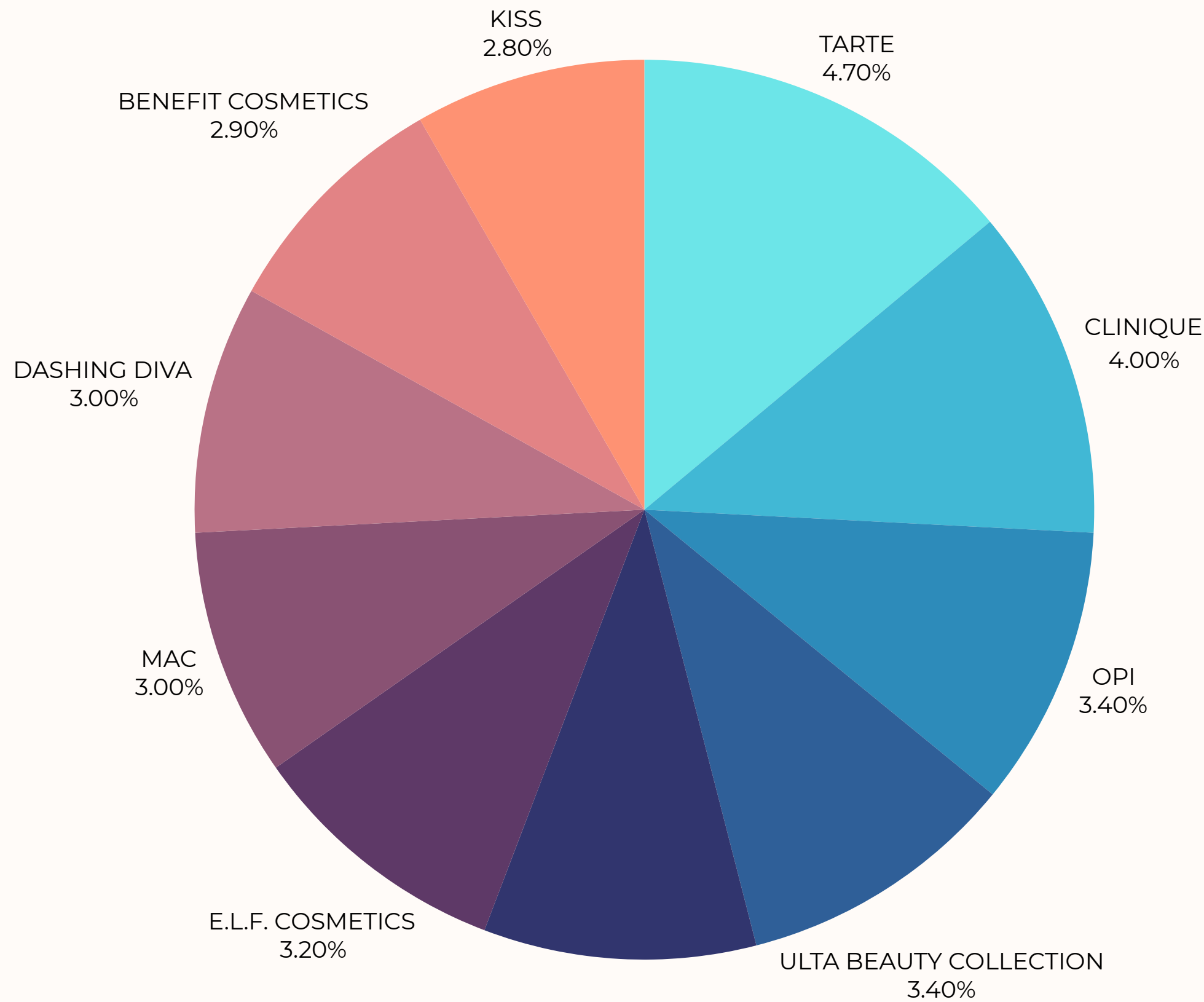
Top brands, items and performance
in the Makeup category for 2024



Makeup Category Share of Sales

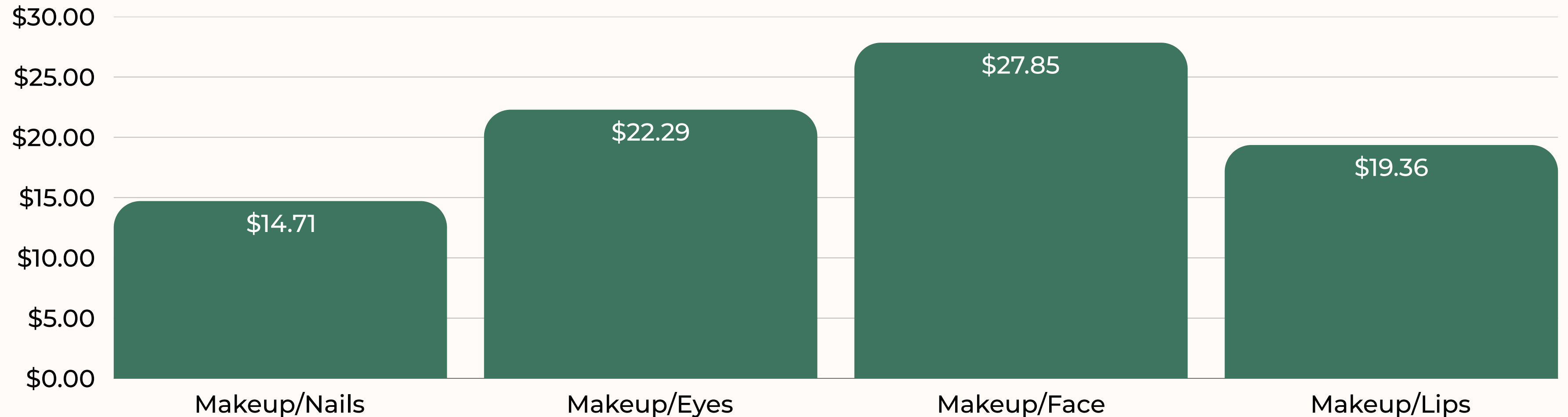
Top Brands In Makeup

- Top brands in the category accounted for 34% of total sales. These same brands represent 32% of Advertising share.
- Only 3 brands did not advertise:
 - Kiss
 - ELF
 - Dashing Diva



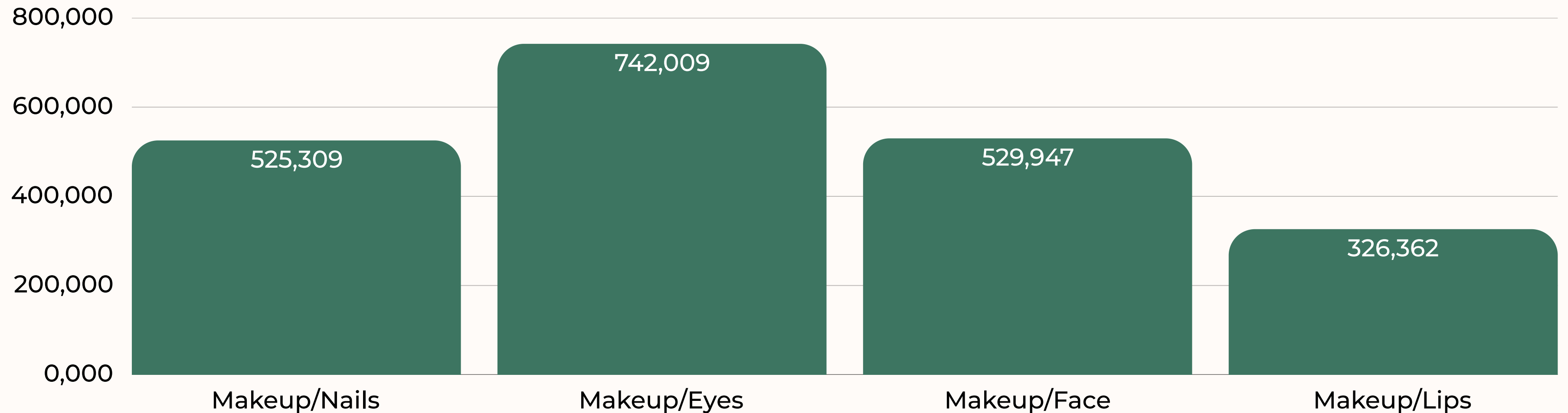
Makeup Category Average Price

Average price point in the Makeup category is \$21.05

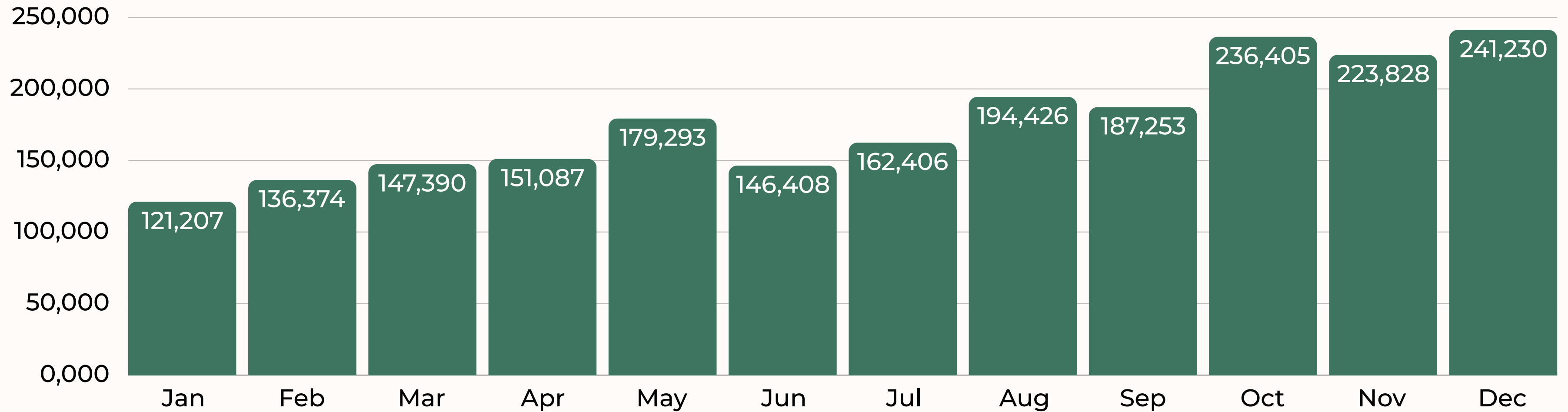


Makeup Category Advertising Activity

Overall the Makeup Category is the most sponsored category on Ulta.com

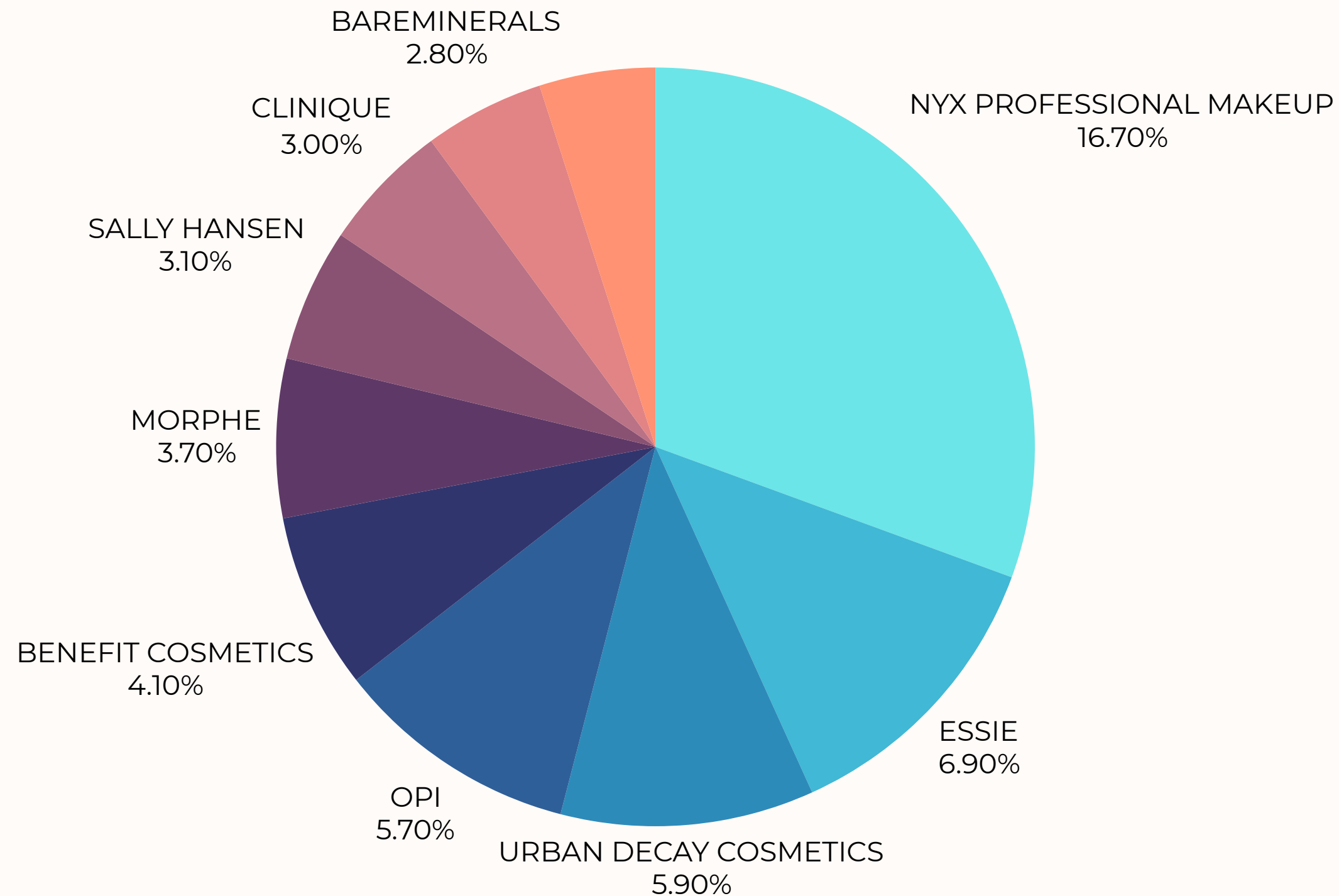


Advertising Activity Over Time



- Sponsorship activity (Paid Ads) increased dramatically from Q1 to Q4 as more brands leaned into platform advertising.

Makeup Advertising Activity



- **The Top Brands represented 34% of all sponsored product activity** – see breakdown to the left.
- NYX holds one of the highest Share of Sponsorships on the site.
- There is strong crossover between Sponsorship activity and Share of sales, much more so than most other categories.

Product	Brand
Retractable Vivid Rich Mechanical Eyeliner Pencil	NYX PROFESSIONAL MAKEUP
Epic Wear Liner Stick Long Lasting Eyeliner Pencil	NYX PROFESSIONAL MAKEUP
Jumbo Eye Pencil All-In-One Eyeshadow Eyeliner Pencil	NYX PROFESSIONAL MAKEUP
24/7 Glide-On Waterproof Eyeliner Pencil	URBAN DECAY COSMETICS
Lift & Snatch Brow Tint Pen Waterproof Eyebrow Pen	NYX PROFESSIONAL MAKEUP
Gel Couture Longwear Nail Polish	ESSIE
4-In-1 Love Your Selfie Longwear Foundation & Concealer	PÃœR
Epic Ink Vegan Waterproof Liquid Eyeliner	NYX PROFESSIONAL MAKEUP
Butter Gloss Non-Sticky Lip Gloss	NYX PROFESSIONAL MAKEUP

The Top 9 sponsored products represented 20% of total sponsorship share.

- **NYX Professional**
 - NYX holds an astounding 6/9 top sponsored products in the category.
 - Their share of sales has increased throughout the year proving this aggressive strategy is working for them.

Product	Brand
CC+ Cream with SPF 50+	IT COSMETICS
Shape Tape Full Coverage Concealer	TARTE
Liquid Lip Blush & Cheek Tint	BENEFIT COSMETICS
Gel Couture Top Coat	ESSIE
Full-On Plumping Lip Polish	BUXOM
Glow Reviver Lip Oil	E.L.F. COSMETICS
Gel Couture Longwear Nail Polish	ESSIE
CC+ Nude Glow Lightweight Foundation + Glow Serum with SPF 40	IT COSMETICS
Vite Dry Fast Top Coat	SECHE

The Top 9 sponsored products represented 20% of total sponsorship share.

- **ELF's missed opportunity**

- Elf is one of the fastest growing brands in the beauty space but is not leveraging Ulta.com to its fullest potential. They're leaving valuable real estate open to competitor brands and only have 1 product amongst the top.

- **NYX**

- While NYX has many top sponsored products they have not seen one break through to the top in share of sales. Ulta advertising rewards new traffic and a switch to focusing on only a handful of advertised products may help give them the boost they are looking for.

Body Care

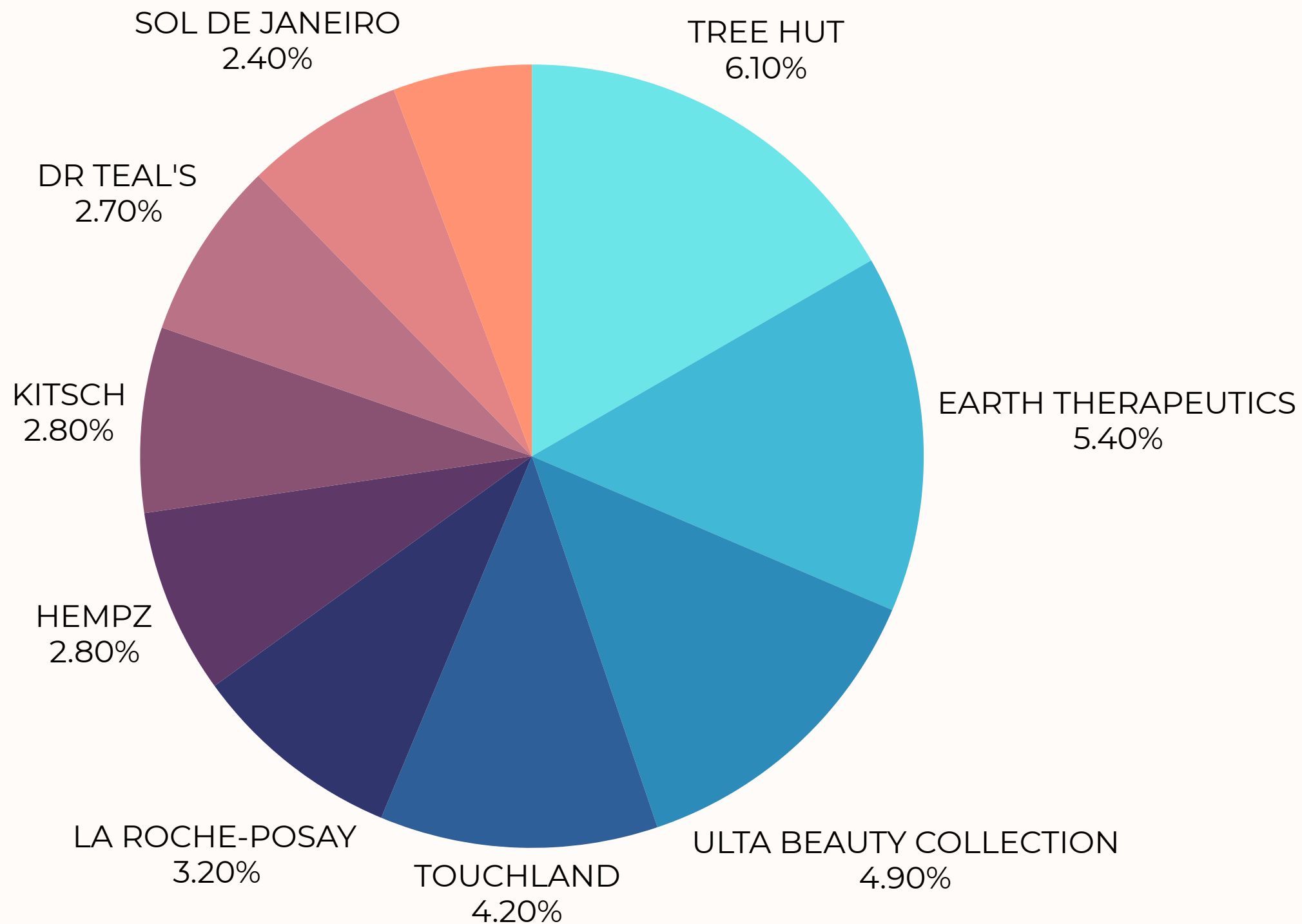
Top brands, items and performance
in the Body Care category for 2024



Body Care Category Share of Sales

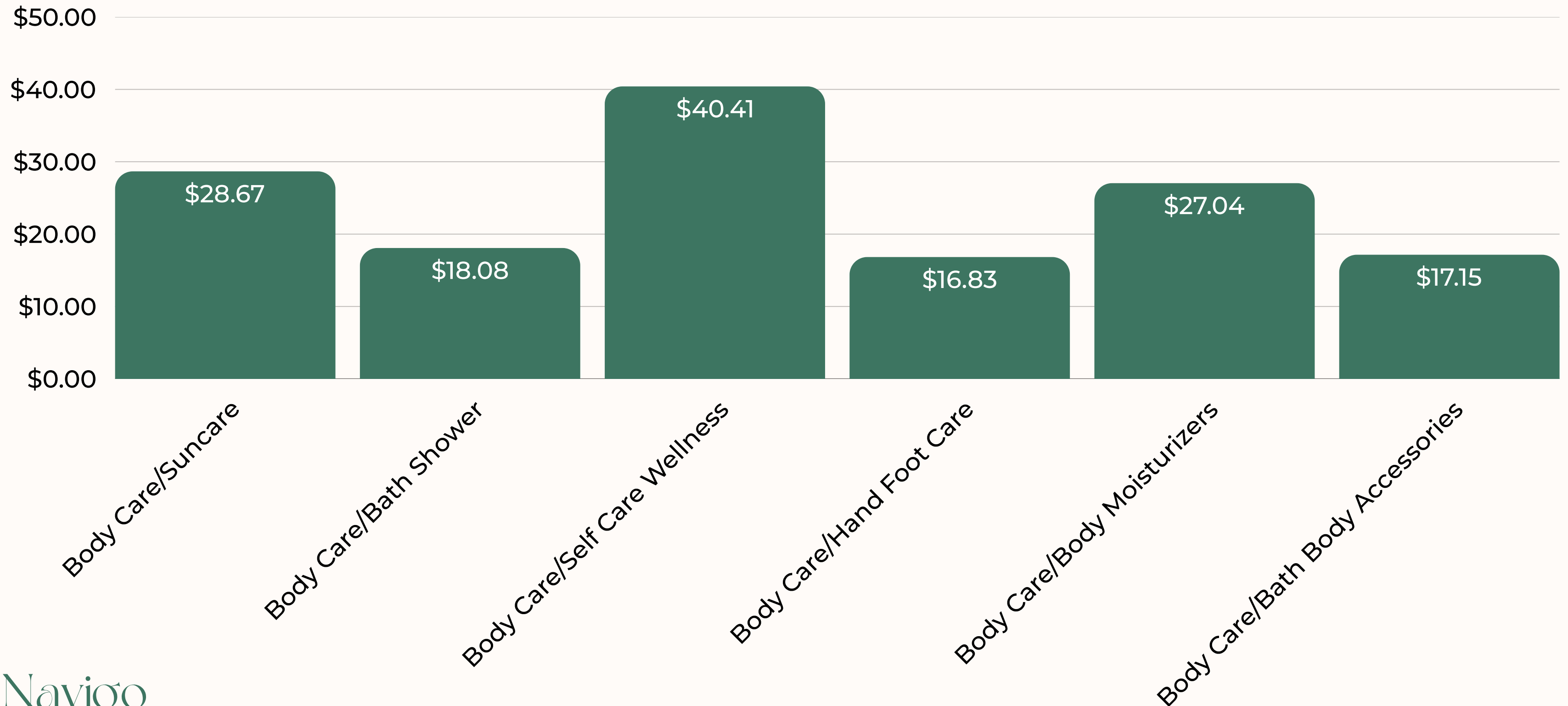
Top Brands In Body Care

- Top brands in the category accounted for 36.6% of total sales. These same brands represent 33% of Advertising share.
- However only 5 of these brands advertised throughout the year.



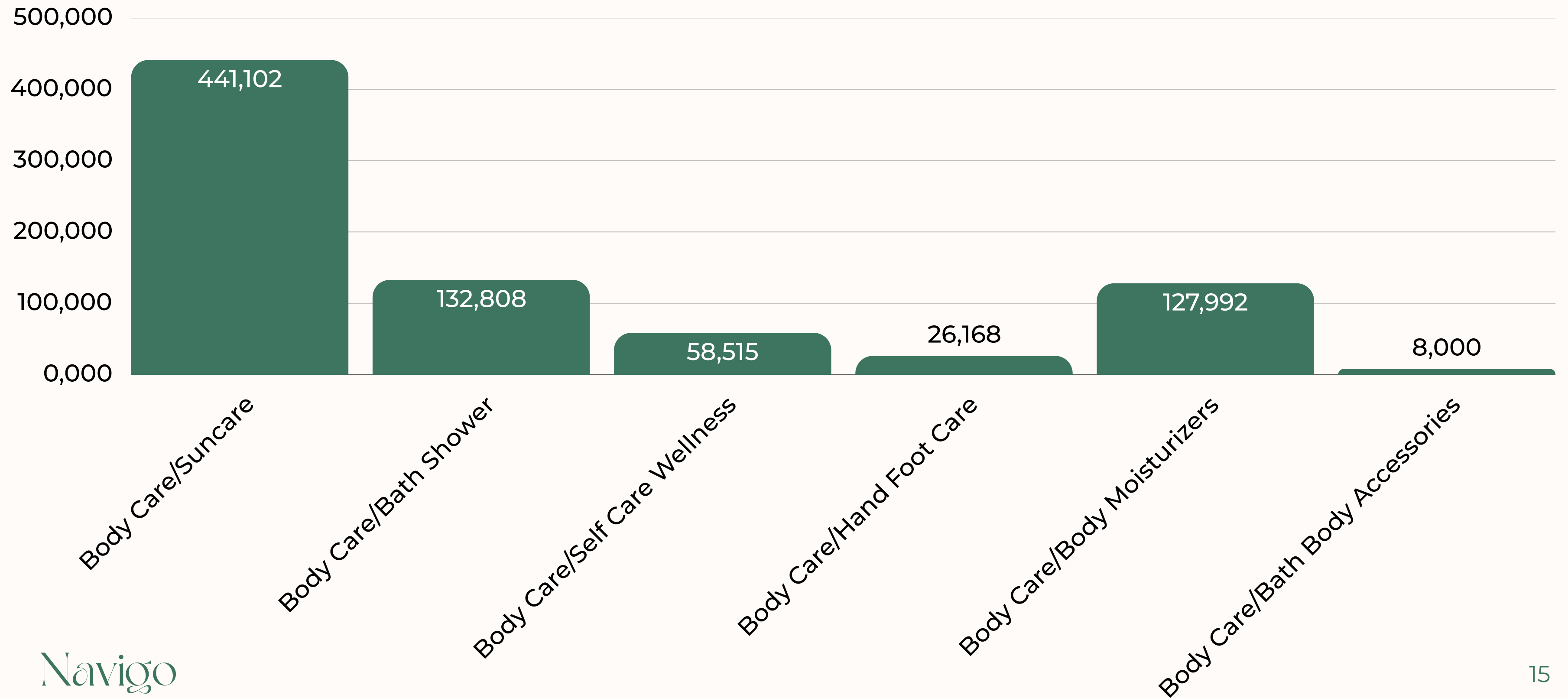
Body Care Category Average Price

Average price point in the Body Care category is \$24.70

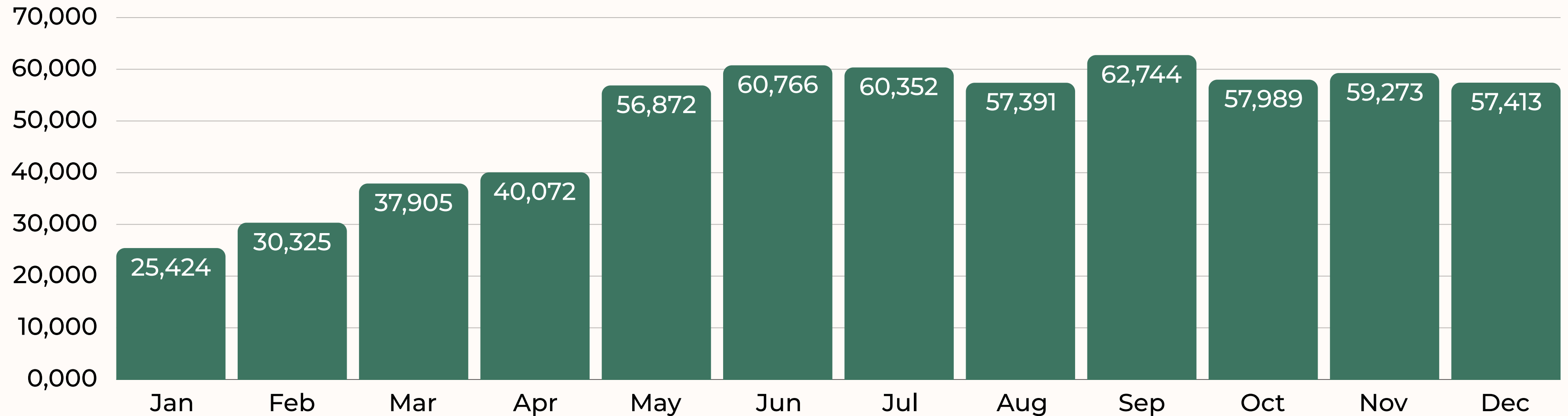


Body Care Category Advertising Activity

Sun care is by far the most competitive sub-category in Body Care

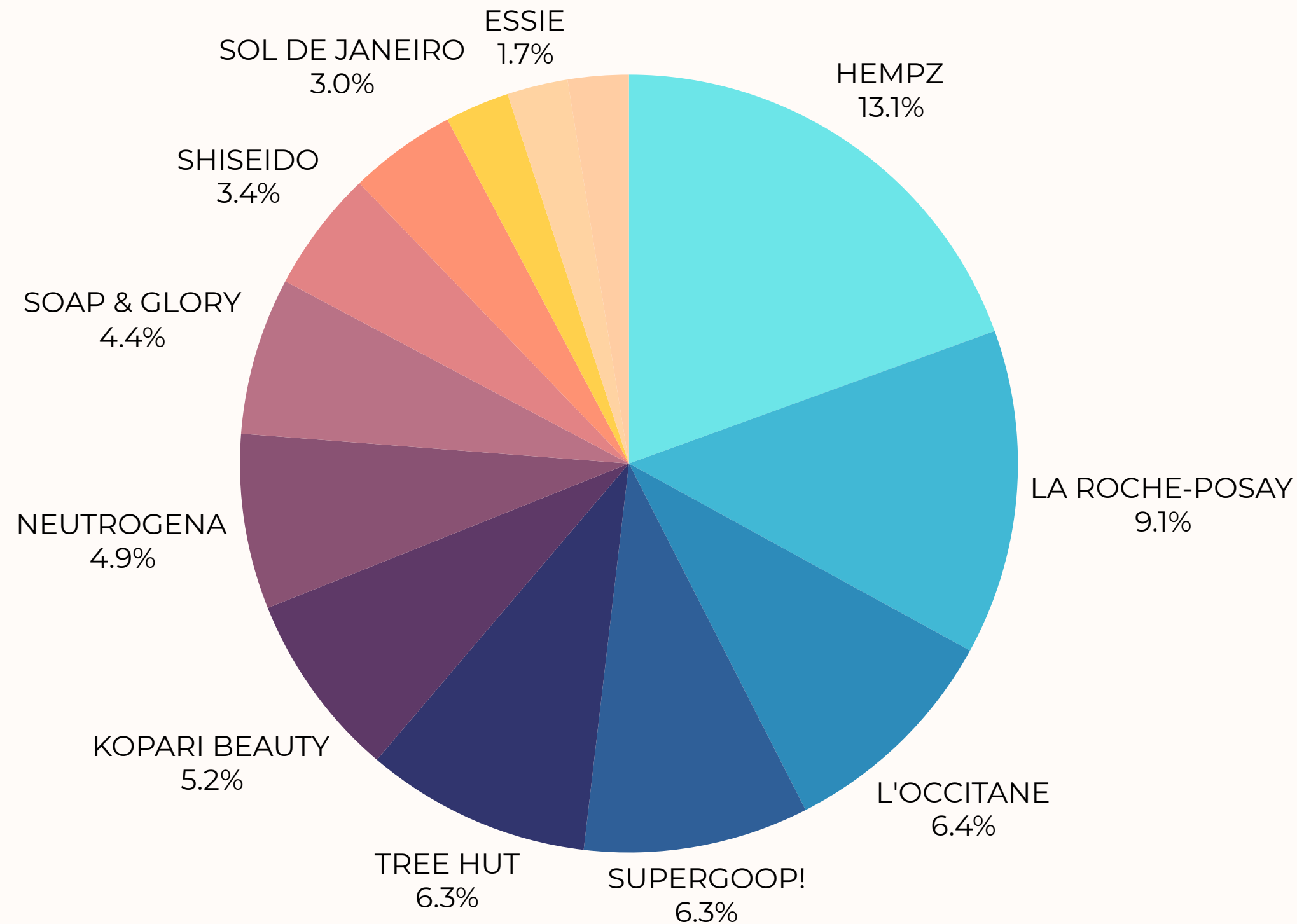


Advertising Activity Over Time



- Sponsorship activity (Paid Ads) increased dramatically from Q1 to Q4 as more brands leaned into platform advertising.

Body Care Advertising Activity



- **The Top Brands represented 62% of all sponsored product activity** - see breakdown to the left.
- Tree Hut had the most sponsored products (71) but was #5 in total activity share.
- La Roche-Posay was #2 in share, but with only 13 sponsored products.

Product	Brand
Anthelios Mineral Tinted Ultra Light Face Sunscreen Fluid SPF 50	LA ROCHE-POSAY
Unseen Sunscreen SPF 40	SUPERGOOP!
Urban Environment Oil-Free Sunscreen Broad-Spectrum SPF 42	SHISEIDO
Limited Edition Tropical Coconut Herbal Body Wash	HEMPZ
Anthelios UV Hydra Sunscreen SPF 50 with Hyaluronic Acid	LA ROCHE-POSAY
PLAY Everyday Lotion SPF 50 with Sunflower Extract PA++++	SUPERGOOP!
Sunglaze Sheer Body Mist Sunscreen SPF 42	KOPARI BEAUTY
Ultra Sheer Face Serum SPF 60+	NEUTROGENA
Golden Amber Sun Shield Body Glow Sunscreen SPF 30	KOPARI BEAUTY

The Top 9 sponsored products represented 21% of total sponsorship share.

- **More isn't always better**
 - Hempz sponsoring so many products dilutes its ability to gain traction with any single product. They hold a commanding lead in share of sponsorship but fall to #4 when we look at individual products.
- **Focusing Spend**
 - Kopari is able to drive awareness and compete with Supergoop and other juggernauts in the space because they've focused their spend on only top products.

Product	Brand
Ultimate Strength Hand Salve	KIEHL'S SINCE 1851
Undaria Algae Body Oil	OSEA
Luxe Double Sided Applicator Self-Tan Mitt	ST. TROPEZ
Power Mist Wild Watermelon Hydrating Hand Sanitizer	TOUCHLAND
Original Exfoliation Lavender Scented Foot Peel	BABY FOOT
Deluxe Self Tanning Applicator Mitt	LOVING TAN
Repairing Foot Masks	AQUAPHOR
Tropic Glow Firming Whipped Body Butter	TREE HUT
Satin-Lined Shower Cap	KITSCH

The Top 9 products represented 4% of total Sales share.

- **A diverse set of products sits on top**
 - Top selling products vary dramatically by price point, sponsorship activity and sub-category.
 - We expect this to change as more brands start focusing on Ulta.com to drive incremental revenue in 2025 and competition grows.

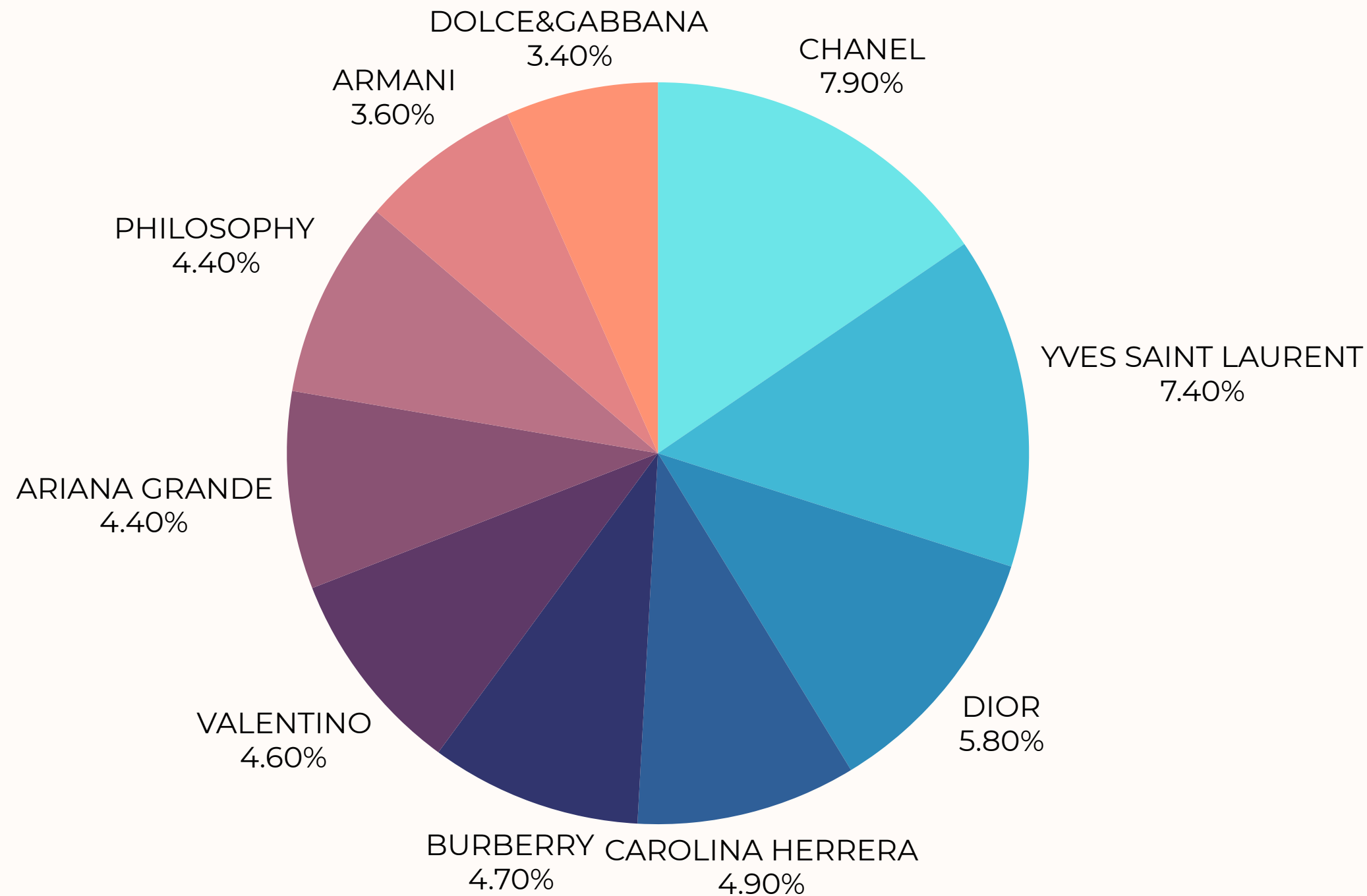
Fragrance

Top brands, items and performance
in the Fragrance category for 2024



Fragrance Category Share of Sales

Top Brands In Fragrance



- Top brands in the category accounted for 51% of total sales. These same brands represent 29% of Advertising share.
- Only 3 brands did not advertise:
 - Armani
 - Ariana Grande
 - Philosophy

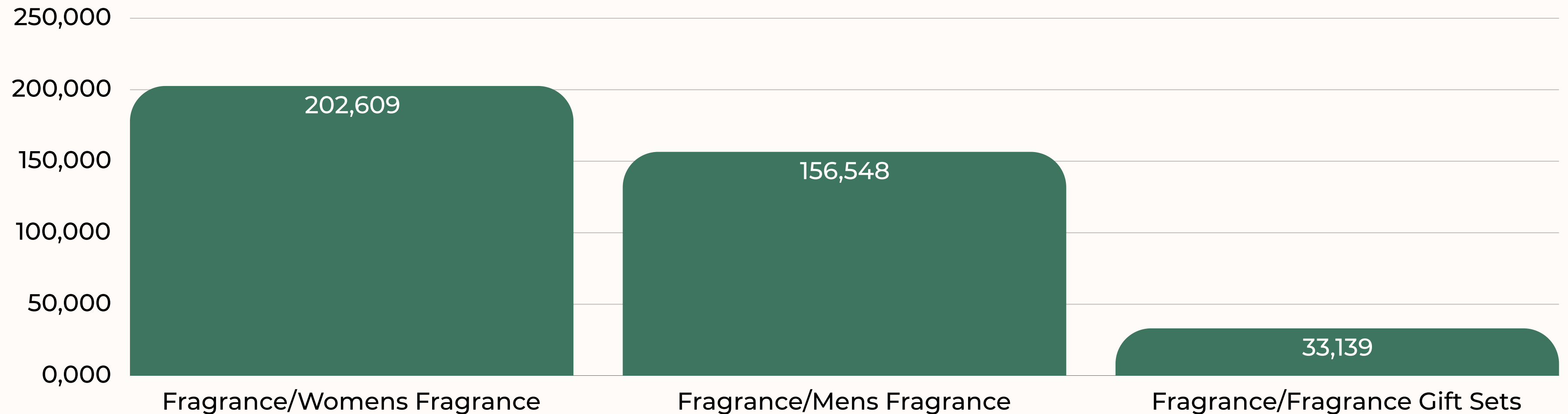
Fragrance Category Average Price

Average price point in the Fragrance category is \$84.06

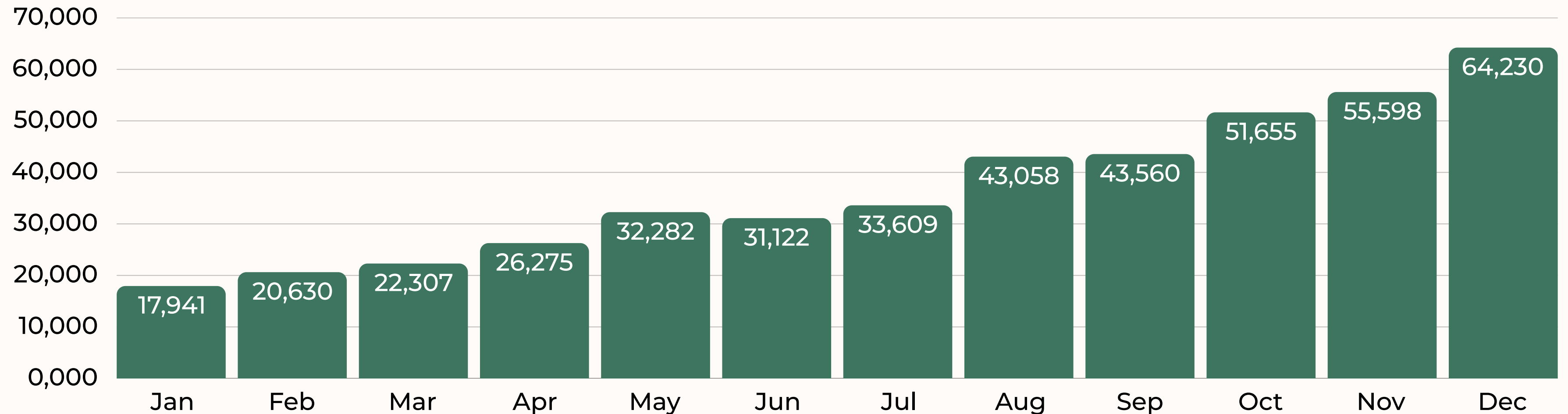


Fragrance Category Advertising Activity

Women's fragrance see's the highest search volume in the category

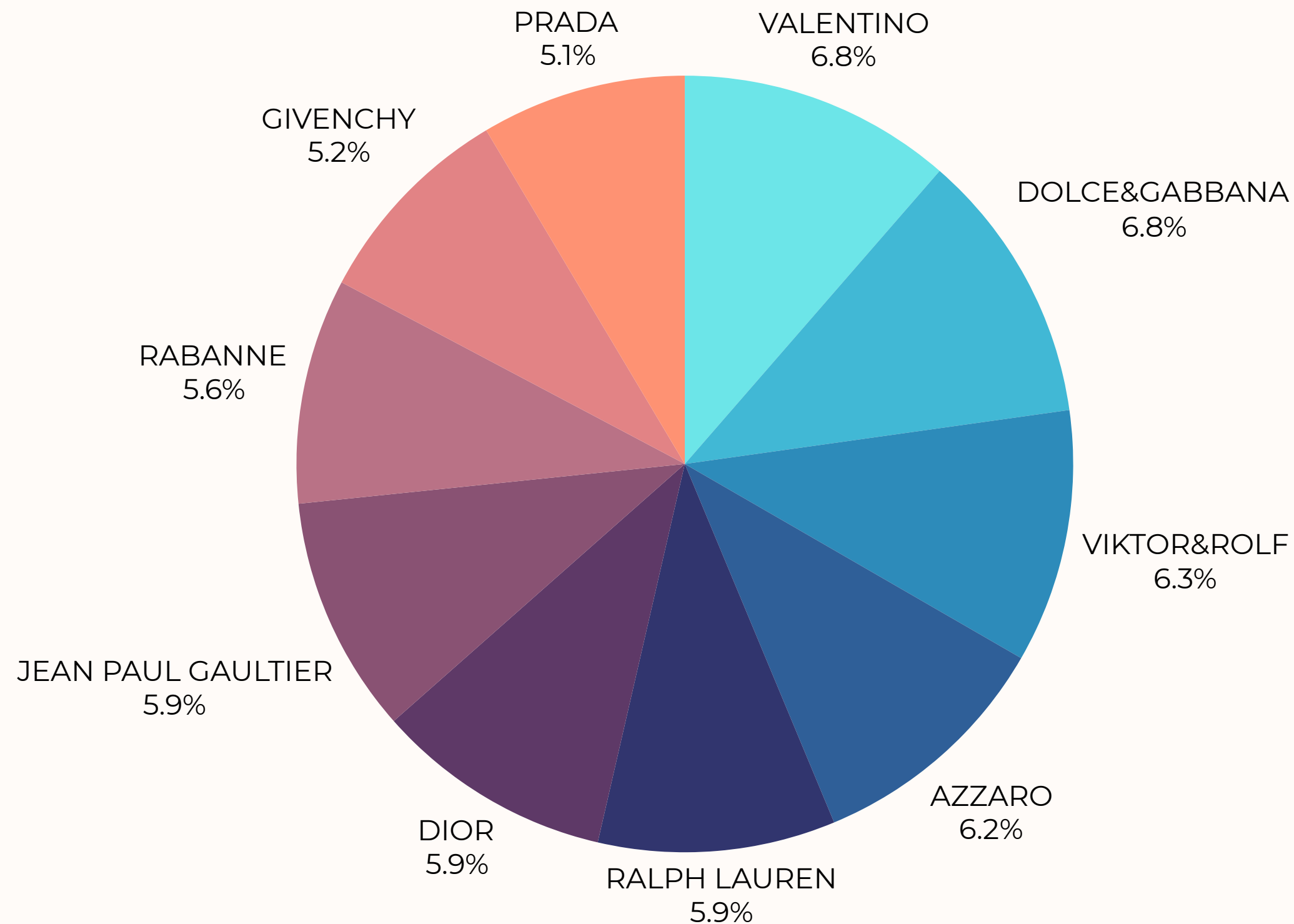


Advertising Activity Over Time



- Sponsorship activity (Paid Ads) increased dramatically from Q1 to Q4 as more brands leaned into platform advertising.

Fragrance Advertising Activity



- **The Top Brands represented 60% of all sponsored product activity** - see breakdown to the left.
- Dior had the most sponsored products (29) followed by Dolce & Gabbana (27), but was #7 in total activity share.
- Azzaro was #4 in share, but with only 10 sponsored products.

Product	Brand
Irresistible Eau de Parfum	GIVENCHY
Dolce & Gabbana Light Blue for Women Eau de Toilette Spray - 1.6 oz - Dolce & Gabbana Light Blue Perfume and Fragrance	DOLCE&GABBANA
Le Male Elixir Parfum	JEAN PAUL GAULTIER
The Most Wanted Parfum	AZZARO
Uomo Born in Roma Intense Eau de Parfum	VALENTINO
Le Male Le Parfum	JEAN PAUL GAULTIER
The Most Wanted Eau de Parfum Intense	AZZARO
Sauvage Eau de Parfum	DIOR
1 Million Eau de Toilette	RABANNE

The Top 9 sponsored products represented 24% of total sponsorship share.

- **Early Adopters**
 - The total number of brands in the Fragrance category is much lower than most other categories. This has lead to early adoption in advertising and expanding focus on Ulta.com.
 - Brands are evenly balanced across the top products with little variation in share of sponsorship across the top products.

Product	Brand
Feminine Fragrance Must-Haves	YVES SAINT LAURENT
Giorgio Armani Fragrance Must-Haves 2 Piece Mini Gift Set	ARMANI
Cheirosa 62 Bum Bum Hair & Body Perfume Mist	SOL DE JANEIRO
Cashmere Mist Deodorant	DONNA KARAN
Donna Born In Roma Eau de Parfum	VALENTINO
Cheirosa 40 Hair & Body Perfume Mist	SOL DE JANEIRO
Eilish Eau de Parfum	BILLIE EILISH
Her 4-Piece Discovery Mini Gift Set	BURBERRY
Mini Good Girl & Good Girl Blush Perfume Set	CAROLINA HERRERA

The Top 9 products represented 7% of total Sales share.

- **A diverse set of products sits on top**
 - Top selling products in the fragrance category see a higher concentration of sets and kits.
 - Women’s fragrance has significantly higher (+100%) search activity than Men’s fragrance.

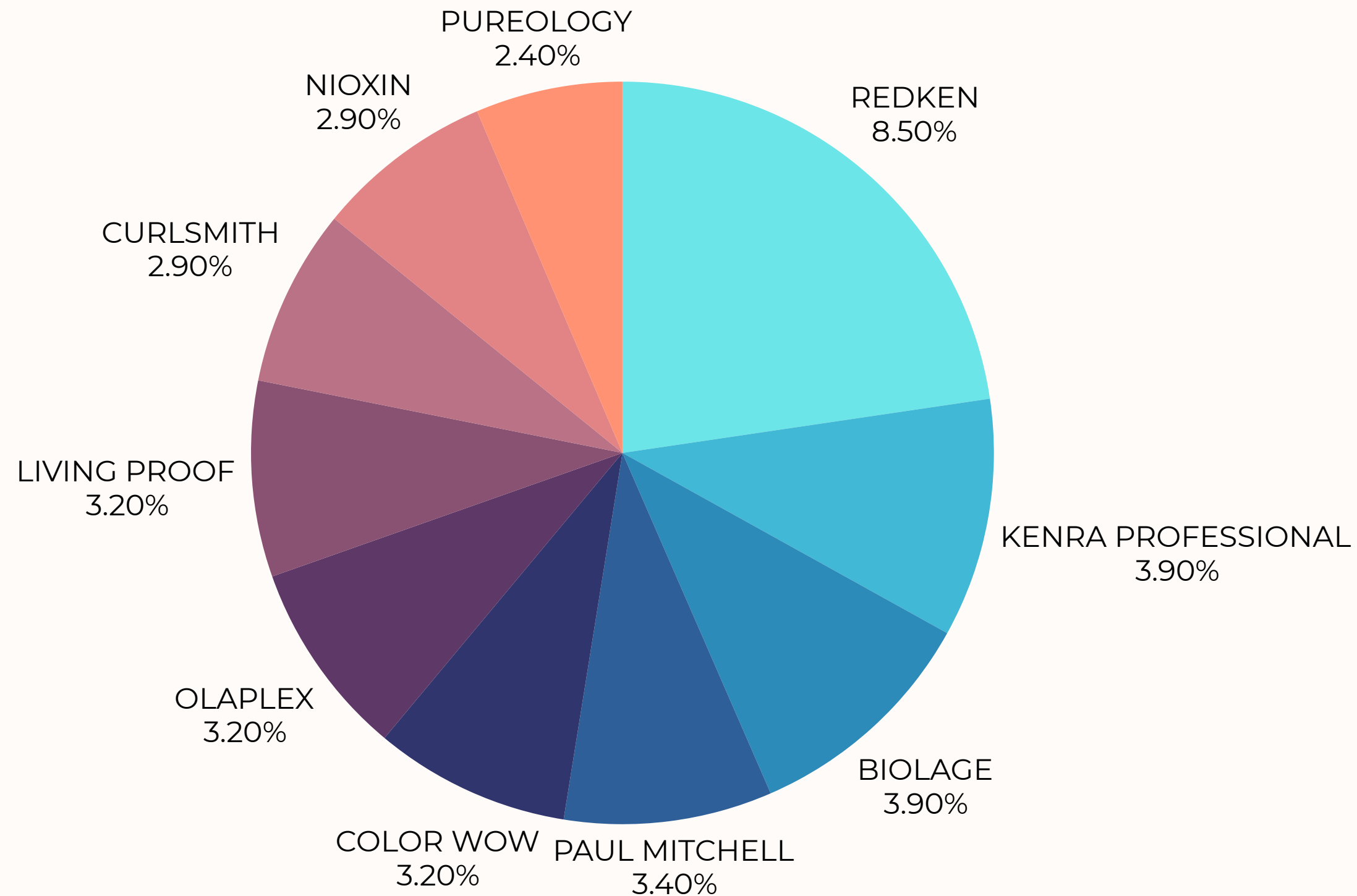
Hair Care

Top brands, items and performance
in the Hair Care category for 2024



Hair Category Share of Sales

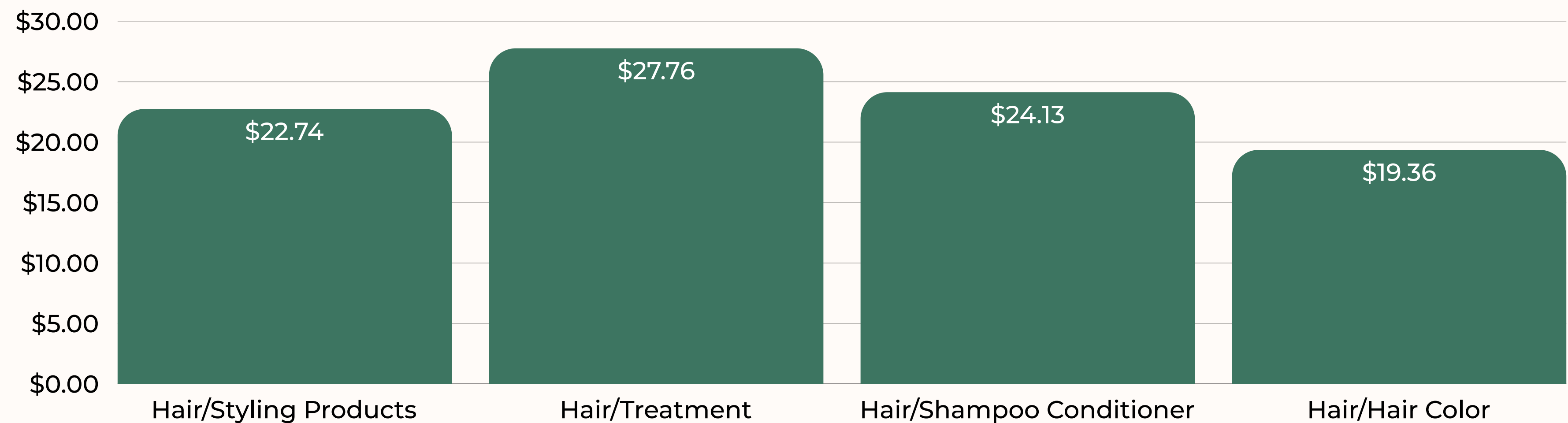
Top Brands In Hair



- Top brands in the category accounted for 51% of total sales. These same brands represent 28% of Advertising share.
- Only 2 brands did not advertise:
 - Paul Mitchell
 - Colow Wow

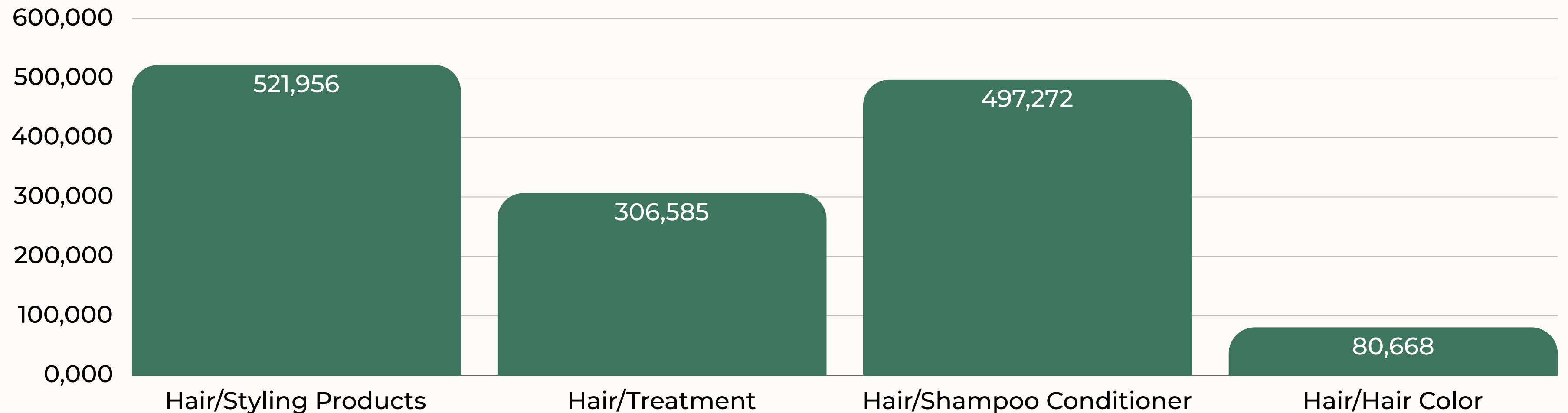
Hair Category Average Price

Average price point in the Hair category is \$23.50

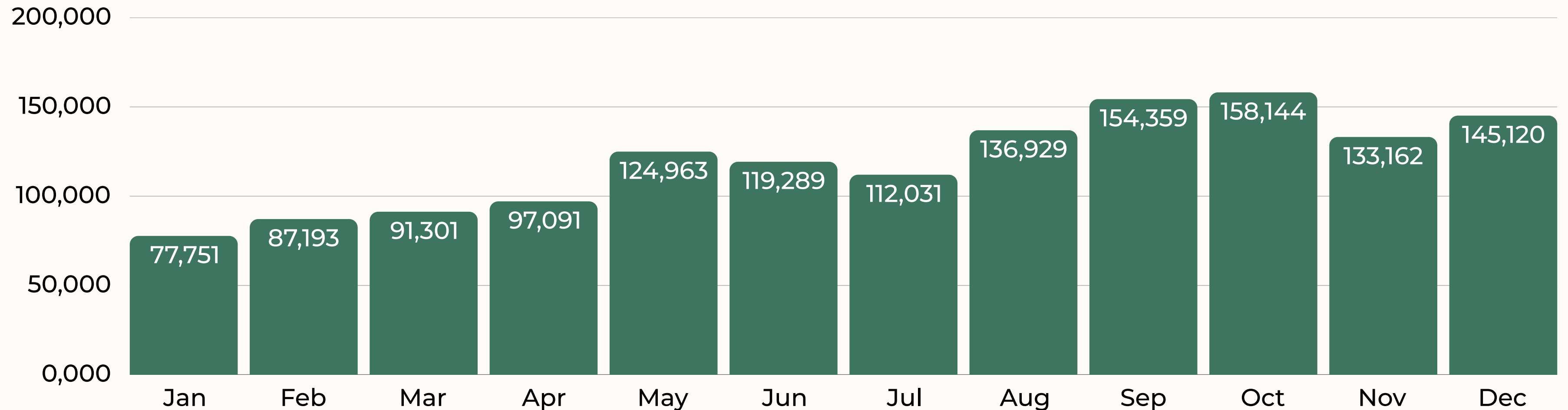


Hair Category Advertising Activity

Styling Products and Shampoo/Conditioner see the most paid activity

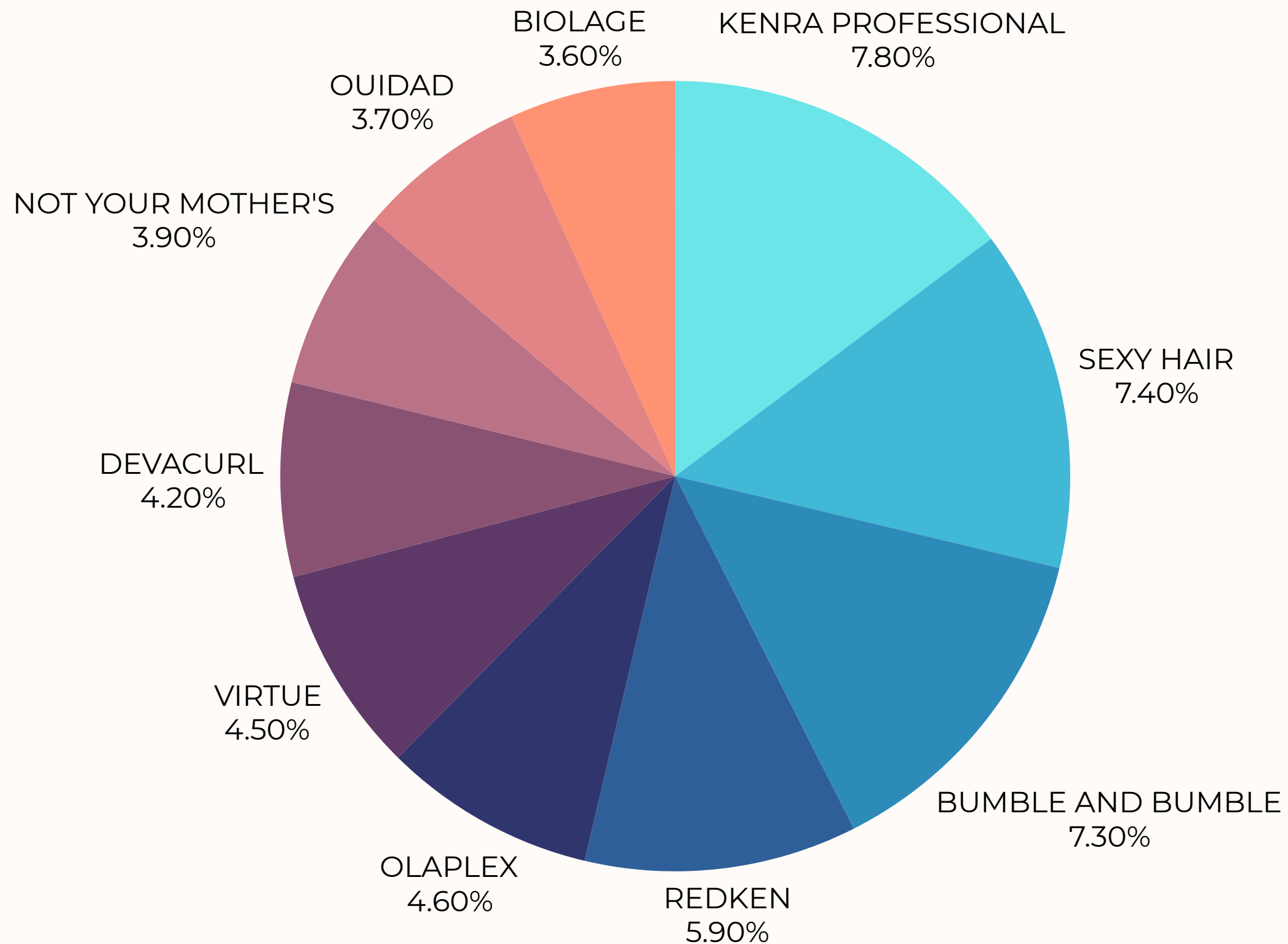


Advertising Activity Over Time



- Sponsorship activity (Paid Ads) increased dramatically from Q1 to Q4 as more brands leaned into platform advertising.

Hair Advertising Activity



- **The Top Brands represented 53% of all sponsored product activity** - see breakdown to the left.
- Kenra had the most sponsored products (41) and was #7 in total activity share.
- Olaplex was #5 in share with the least sponsored products (15)

Product	Brand
Radiant Hair Color Kit	MADISON REED
Design Spray 9	KENRA PROFESSIONAL
Big Sexy Hair Root Pump Plus Humidity Resistant Volumizing Spray Mousse	SEXY HAIR
Perfect Medium Spray 13	KENRA PROFESSIONAL
Travel Size Big Sexy Hair Spray & Play Volumizing Hairspray	SEXY HAIR
Thermal Styling Spray 19	KENRA PROFESSIONAL
Anti-Humidity Spray 5	KENRA PROFESSIONAL
No. 4 Bond Maintenance Strengthening and Reparative Hair Shampoo	OLAPLEX
Shampoo, Fragrance Free	SEEN

The Top 9 sponsored products represented 18% of total sponsorship share.

- Kenra Professional**
 - Kenra is quickly growing in the hair category with 4/9 top products and the highest overall sponsorship. Their aggressive strategy has positioned them as the #2 best selling hair brand on Ulta.com.
- Olaplex**
 - Olaplex has started to incorporate advertising into their overall Ulta strategy and have been able to stop the decrease in their overall share of sales.

Product	Brand
No.7 Bonding Hair Oil	OLAPLEX
Gloss+	DPHUE
Rosemary Mint Scalp & Hair Strengthening Oil	MIELLE
Radiant Hair Color Kit	MADISON REED
Perfecting Leave-In	LOLAVIE
No. 6 Bond Smoother Frizz Control Styling Hair Cream	OLAPLEX
Glossing Detangler	LOLAVIE
Strength Recovery Repairing Leave-In Conditioner Spray with Heat Protection	BIOLAGE
Multi-Peptide Serum for Hair Density	THE ORDINARY

The Top 9 products represented 4% of total Sales share.

- **Olaplex still on top**

- Despite headwinds the brand has faced over the last few years they still hold 2 of the top 9 best selling products in their category.

- Biolage and Olaplex are the only major brands who are investing in paid media on Ulta and are represented in the top 9 products.

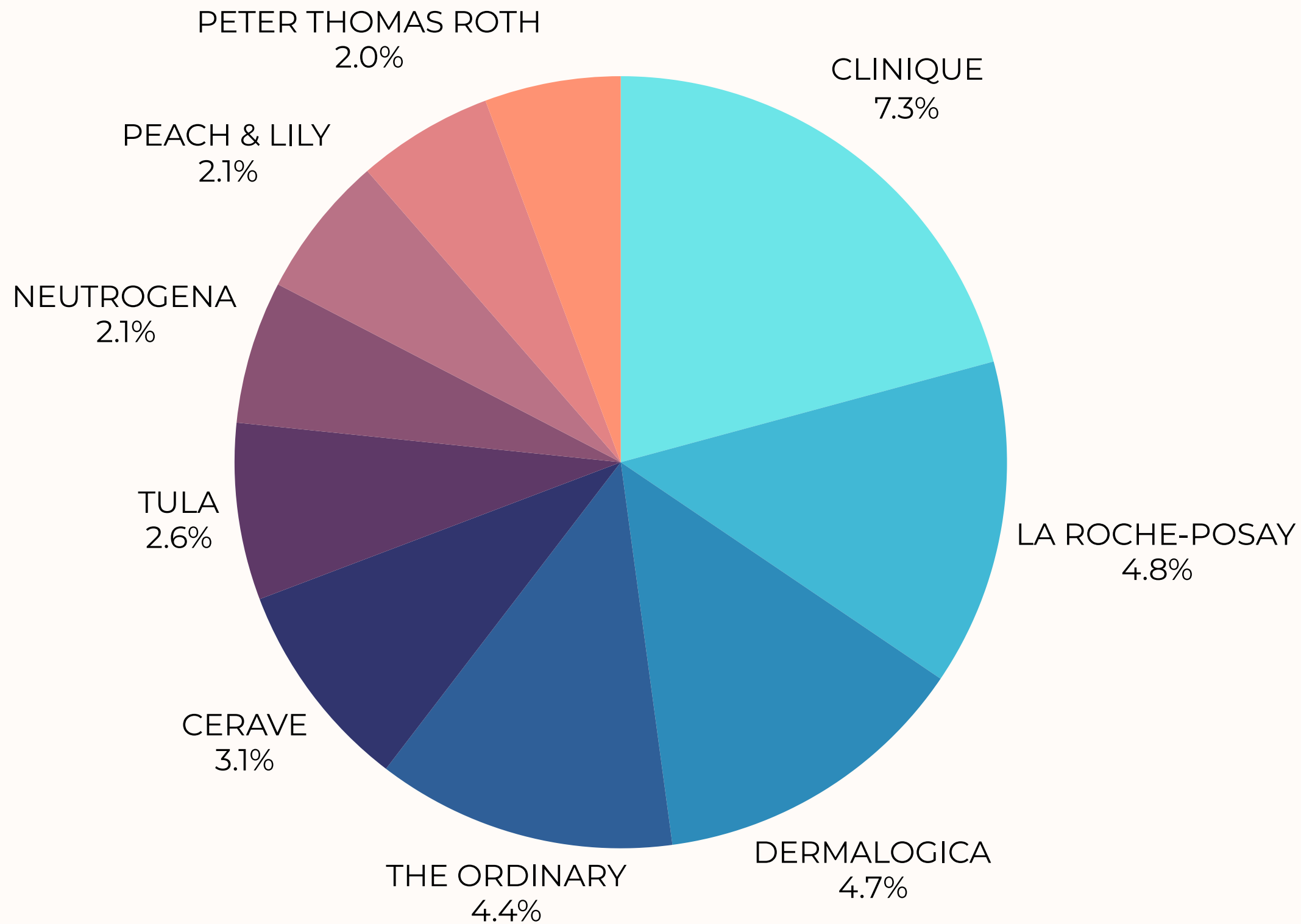
Skincare

Top brands, items and performance
in the Skincare category for 2024



Skincare Category Share of Sales

Top Brands In Skincare



- Top brands in the category accounted for 35% of total sales. These same brands represent 34% of Advertising share.
- All brands represented in the top 10 Share of Sales are advertising.

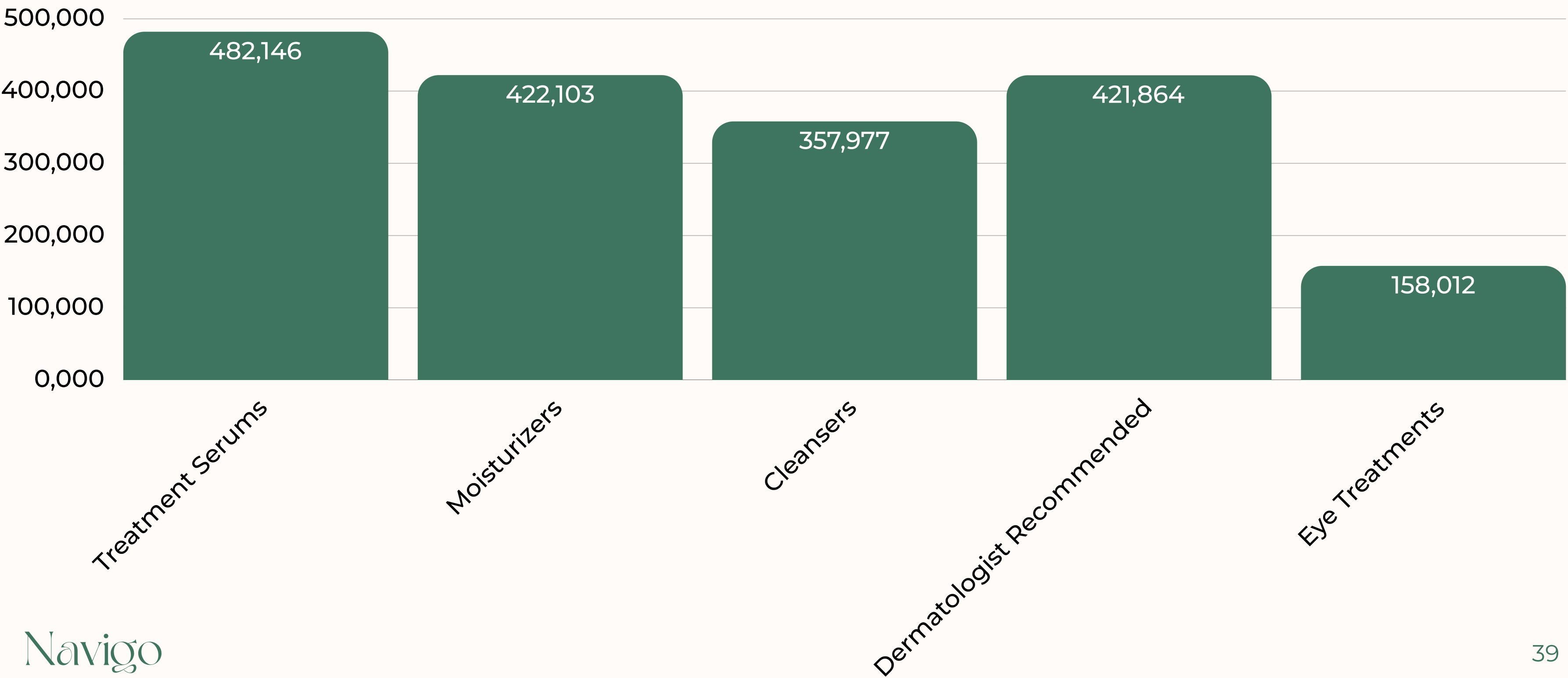
Skincare Category Average Price

Average price point in the Skincare category is \$35.07

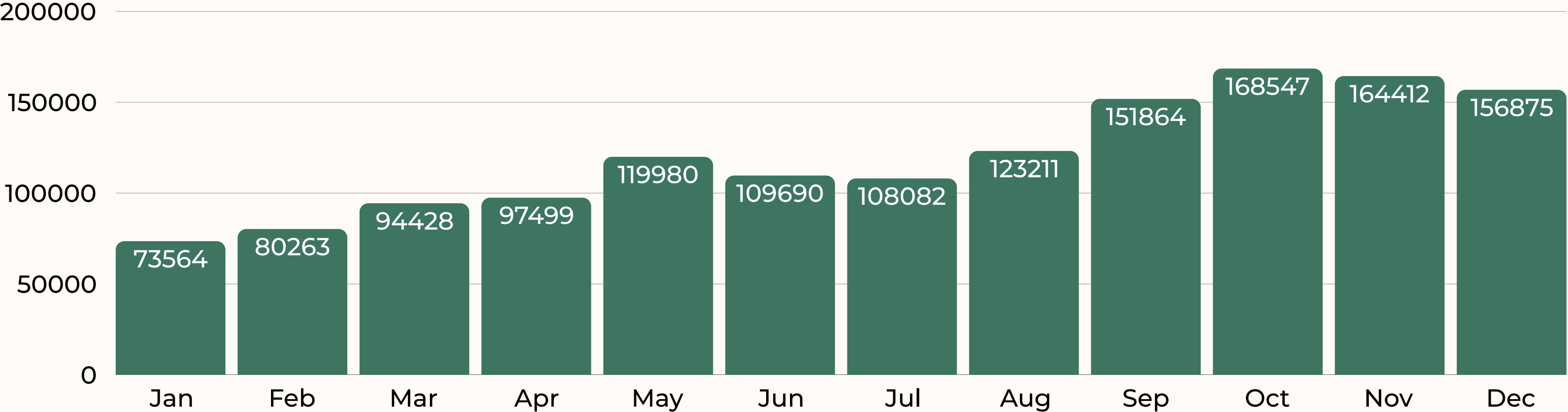


Skincare Category Advertising Activity

Treatment Serums see the most paid activity

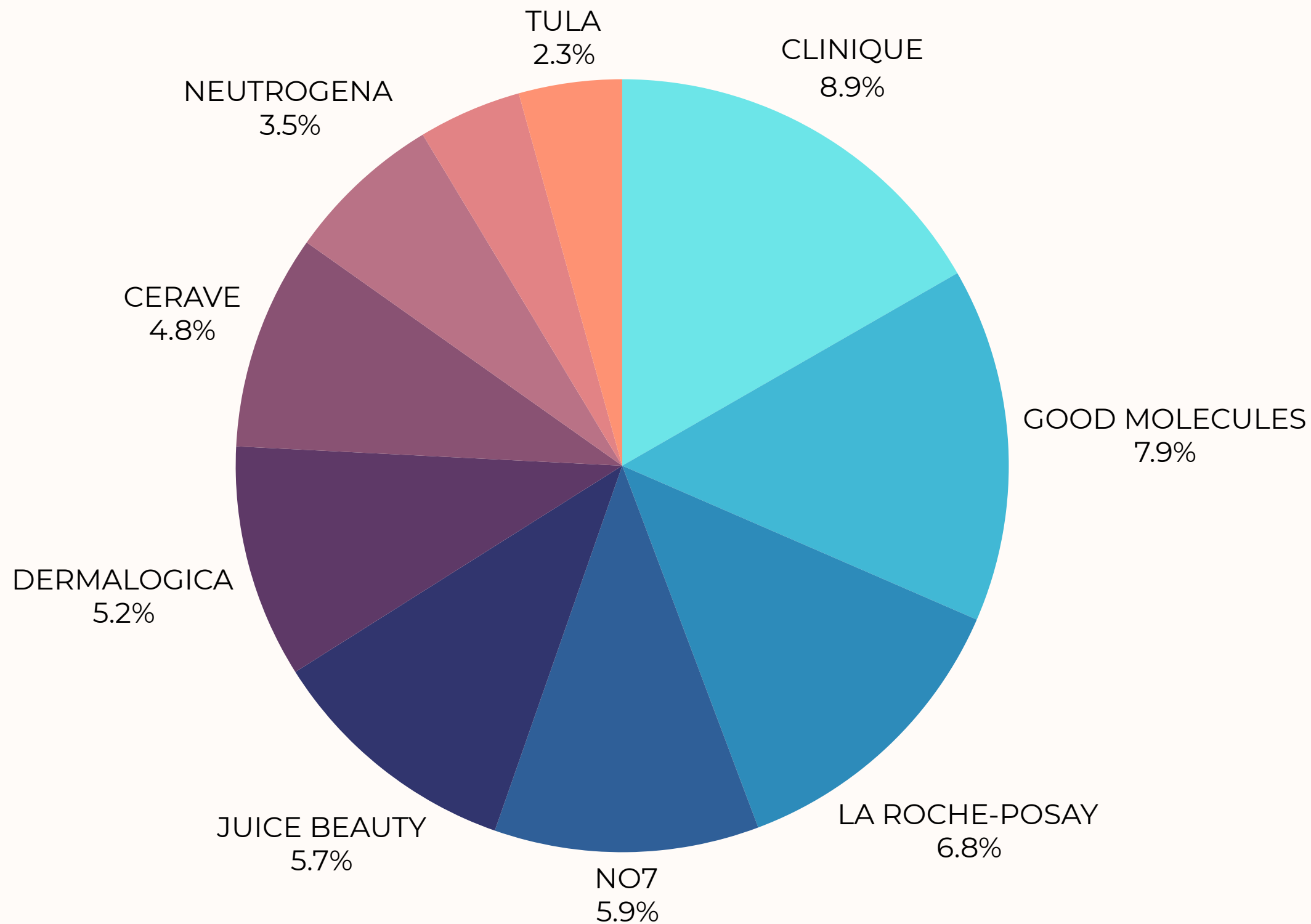


Advertising Activity Over Time



- Sponsorship activity (Paid Ads) increased over 97% from Q1 to Q4 as more brands leaned into platform advertising.

Skincare Advertising Activity



- **The Top Brands represented 53% of all sponsored product activity** - see breakdown to the left.
- Dermalogica had the most sponsored products (63) and was #6 in total activity share.
- Juice Beauty was #5 in share with the least sponsored products (20)

Product	Brand
Hyaluronic Acid Serum	GOOD MOLECULES
Joystick Exfoliating Deep Pore Clay Cleansing Stick	PÜR
Anthelios Mineral Tinted Ultra Light Face Sunscreen Fluid SPF 50	LA ROCHE-POSAY
STEM CELLULAR Anti-Wrinkle Moisturizer	JUICE BEAUTY
Discoloration Correcting Serum	GOOD MOLECULES
Super Peptide Serum	GOOD MOLECULES
Fat Oil Lip Drip Vegan Lip Oil	NYX PROFESSIONAL MAKEUP
Daily Brightening Serum	GOOD MOLECULES
AM Lotion Face Moisturizer with SPF 30 for Balanced to Oily Skin	CERAVE

The Top 9 sponsored products represented 18% of total sponsorship share.

- **Good Molecules**
 - Good Molecules is leaning into Ulta advertising on platform and is driving significantly more traffic to their pages than other competitors who are much larger.
- **Cerave**
 - Cerave is the only other large skincare brand that is represented in the top sponsorship spots. The top 4 best selling brands are not represented.

Product	Brand
Glow Starts Here Bestselling Skin Essentials Kit	TULA
Precleanse Cleansing Oil	DERMALOGICA
Travel Size Glycolic Acid 7% Exfoliating Toner	THE ORDINARY
Cicaplast Balm B5 Soothing Therapeutic Multi Purpose Cream	LA ROCHE- POSAY
Skincare Oil for Scars and Stretch Marks	BIO-OIL
Moisture Surge 100H Auto-Replenishing Hydrator Gel Moisturizer with Hyaluronic Acid	CLINIQUE
Daily Microfoliant Exfoliator	DERMALOGICA
Glycolic Acid 7% Exfoliating Toner	THE ORDINARY
COMPLEXION RESCUE Tinted Moisturizer Mineral SPF 30	BAREMINERALS

The Top 9 products represented 3.4% of total Sales share.

- **Tula**
 - Tula takes the top spot with the highest share of sales in their category.
- The remaining products are represented as top brands in total share of sales as well as individual products.

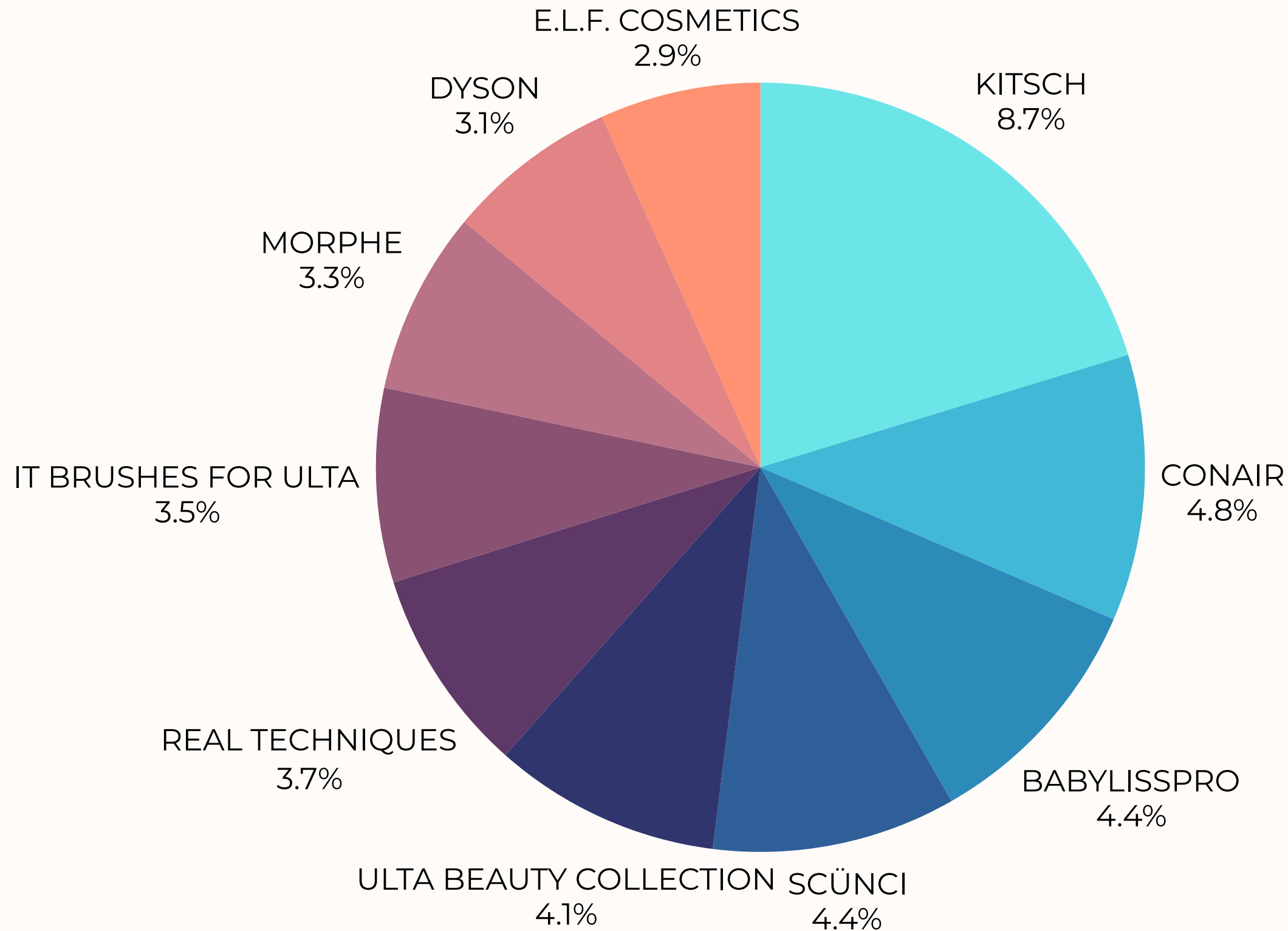
Tools & Brushes

Top brands, items and performance in the Tools & Brushes category for 2024



Tools & Brushes Category Share of Sales

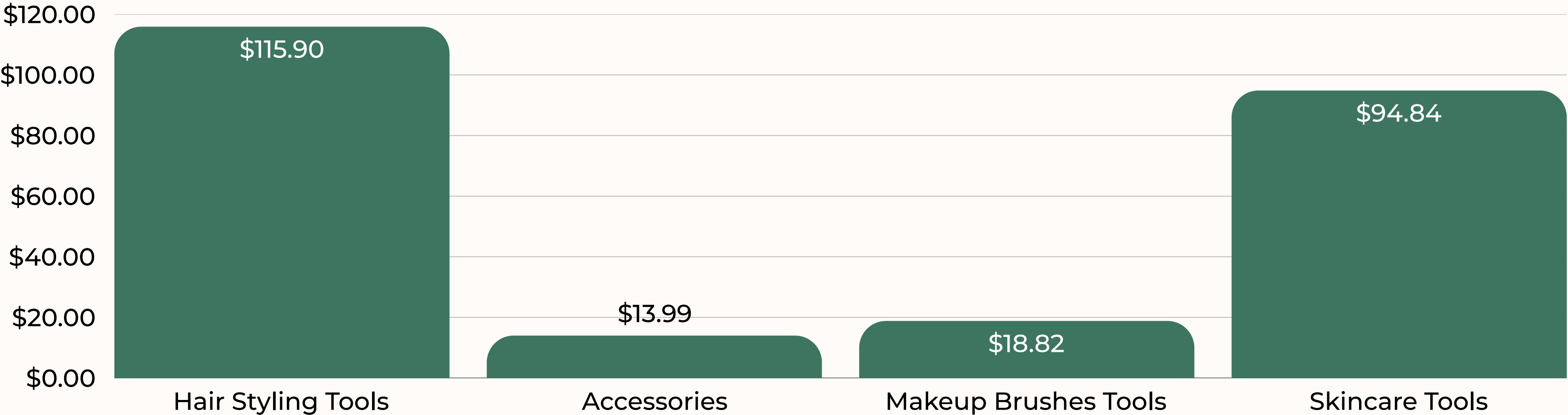
Top Brands In Tools & Brushes



- Top brands in the category accounted for 43% of total sales. These same brands represent 34% of Advertising share.

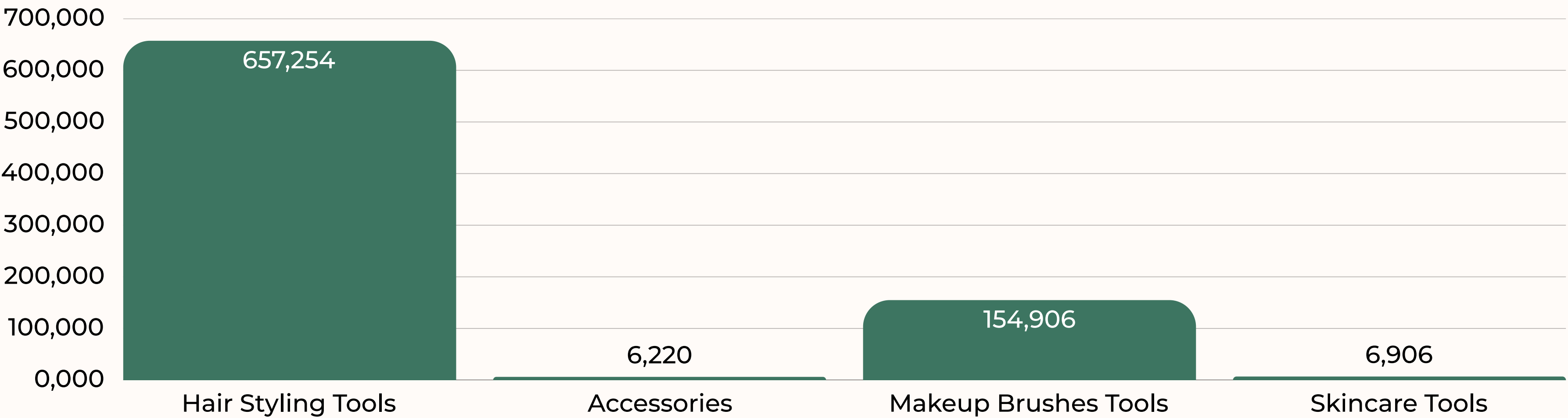
Tools & BrushesCategory Average Price

Average price point in the Tools & Brushes category is \$60.89

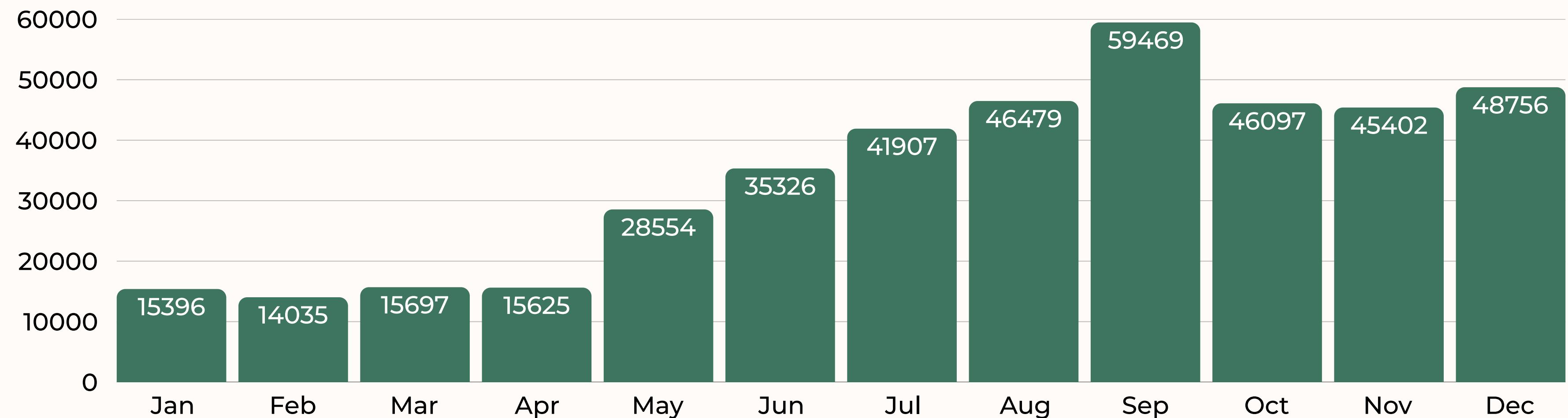


Tools & Brushes Category Advertising Activity

Hair Styling Tools see the most paid activity

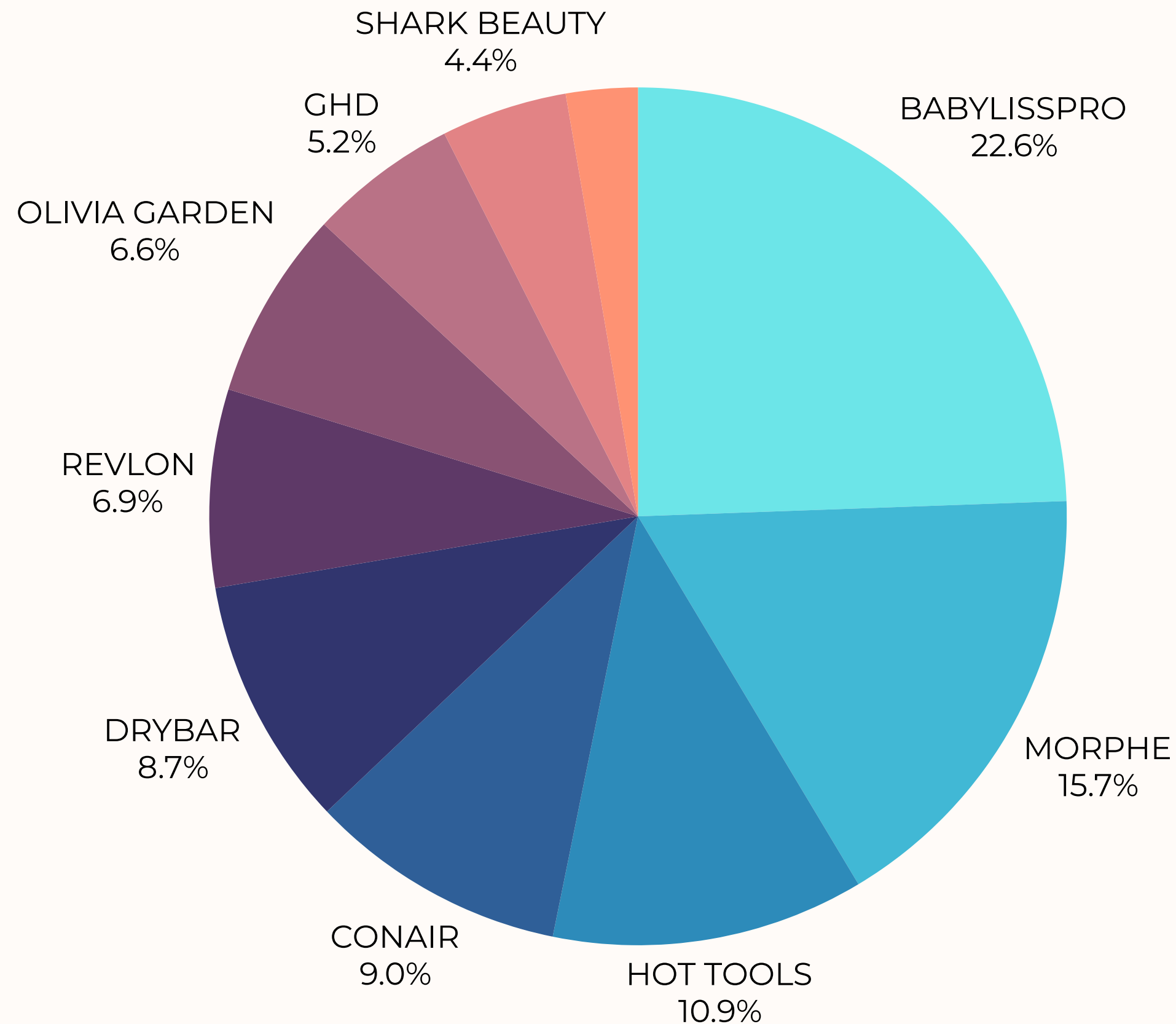


Advertising Activity Over Time



- Sponsorship activity (Paid Ads) increased over 211% from Q1 to Q4 as more brands leaned into platform advertising.

Tools & Brushes Advertising Activity



- **The Top Brands represented 92% of all sponsored product activity** - see breakdown to the left.
- Morphe had the most sponsored products (42) and was #2 in total activity share.
- Hot Tools was #3 in share with the least sponsored products (3)

Product	Brand
Pro Artist 24K Gold Collection Extended Barrel Curling Iron	HOT TOOLS
Nano Titanium XL Spring Curling Iron	BABYLISSPRO
One-Step Volumizer Original 1.0 Hair Dryer and Hot Air Brush	REVLON
Nano Titanium Spring Curling Iron	BABYLISSPRO
Ceramic + Ion High Performance Professional 1" Flat Iron	OLIVIA GARDEN
Pro Artist 24K Gold Extended Barrel Tapered Curling Wand	HOT TOOLS
Pro Artist Protect & Style CurlStraight Styler	HOT TOOLS
Professional High-Speed Dual Ionic Dryer	BABYLISSPRO
Nano Titanium Ultra-Thin Straightening Iron	BABYLISSPRO

The Top 9 sponsored products represented 29% of total sponsorship share.

- **Consistent Advertising**
 - We see Hot Tools and Babylisspro continue to dominate the category online with strong representation in both paid share and organic share.

Product	Brand
FlexStyle Air Styling & Drying System	SHARK BEAUTY
Airwrap Multi-Styler - Complete Long	DYSON
Airstrait Straightener	DYSON
Eco-Friendly Creaseless Hair Clips	KITSCH
FlexStyle Air Styling & Drying System with Diffuser	SHARK BEAUTY
LithiumFX+ Ergonomic Clipper and Trimmer Duo Pack	BABYLISSPRO
Jade Roller + Gua Sha Stone Facial Duo	ECOTOOLS
Everyday Essentials Makeup Brush & Sponge Set	REAL TECHNIQUES
Micro Derma Roller	KITSCH

The Top 9 products represented 4.6% of total Sales share.

- Interestingly Shark Beauty and Dyson capture 4 of the top 5 slots for share of sales with their best sellers. However Conair is not represented in the top products despite being one of the best selling brands, indicating an even spread of sales across their catalogue.

Key Takeaways

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

- **Advertising = Market Share:** Brands investing in Ulta's paid media see better sales performance.
- **Focused Ad Spend Works:** Brands like Kopari and Kenra benefited by concentrating budget on key products rather than spreading thin.
- **Missed Opportunities Exist:** ELF, Armani, and other top brands are not fully utilizing Ulta advertising.
- **Rising Competition in 2025:** Expect increased ad competition, especially in fragrance and skincare.
- **Navigo Marketing's Strength:** Data-driven strategies and creative content optimization continue to give partner brands a competitive edge.

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 "G" logo (a stylized 'A' shape composed of four colored segments: blue, red, yellow, and green) above the text "Google Ads" in a sans-serif font.

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.



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



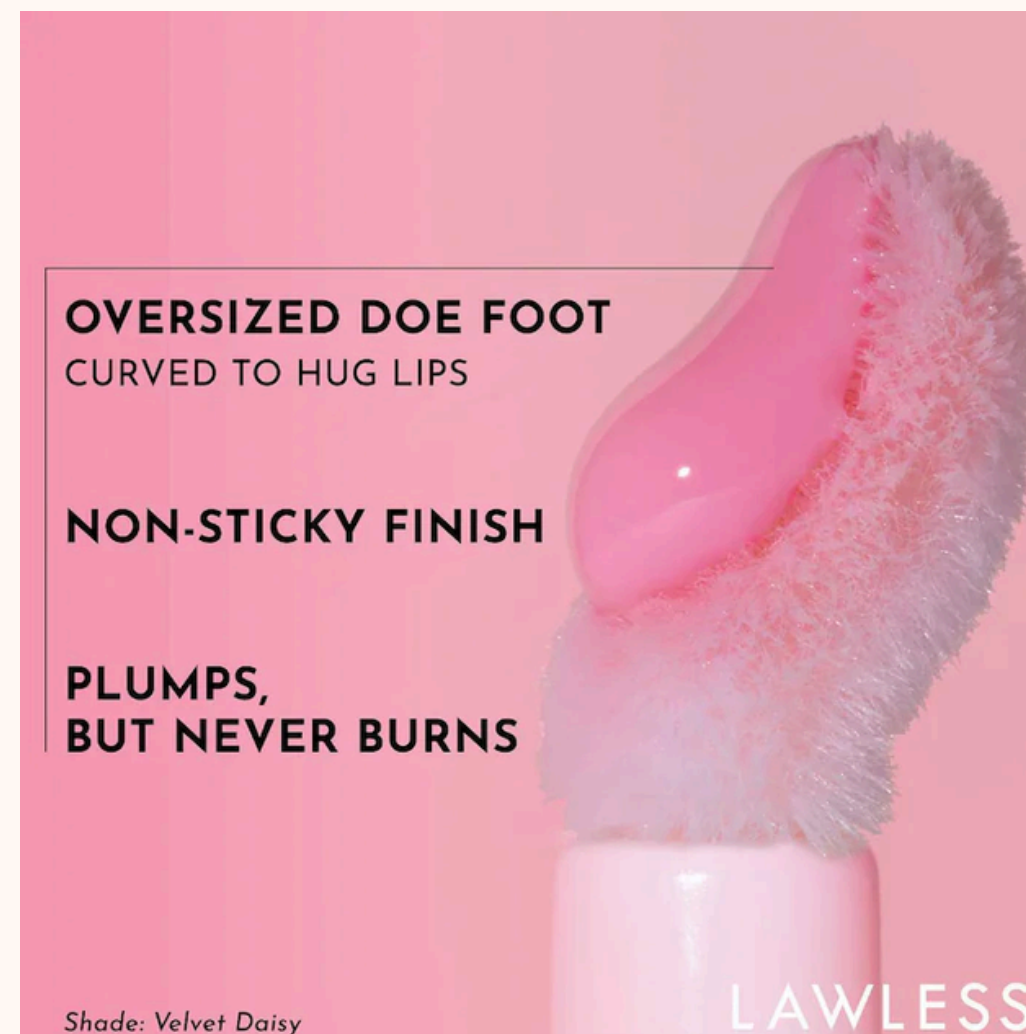
fur
THOUGHTFULLY FORMULATED
NATURALLY POWERED
Clean beauty crafted with clean ingredients,
to care for your most sensitive areas

fur
MICROIN ELIMINATOR
SERUM™
HYALURONIC & VITAMIN C
1.7 FL. OZ. (50 mL)

fur
SILK SCRUB™
EXFOLIANT & EXFOLIANT
1.7 FL. OZ. (50 mL)

fur
DARK SPOT VANISH PATCH™
TARGETING & BRIGHTENING
12 MICROIN

SHOP FUR



OVERSIZED DOE FOOT
CURVED TO HUG LIPS

NON-STICKY FINISH

**PLUMPS,
BUT NEVER BURNS**

Shade: Velvet Daisy

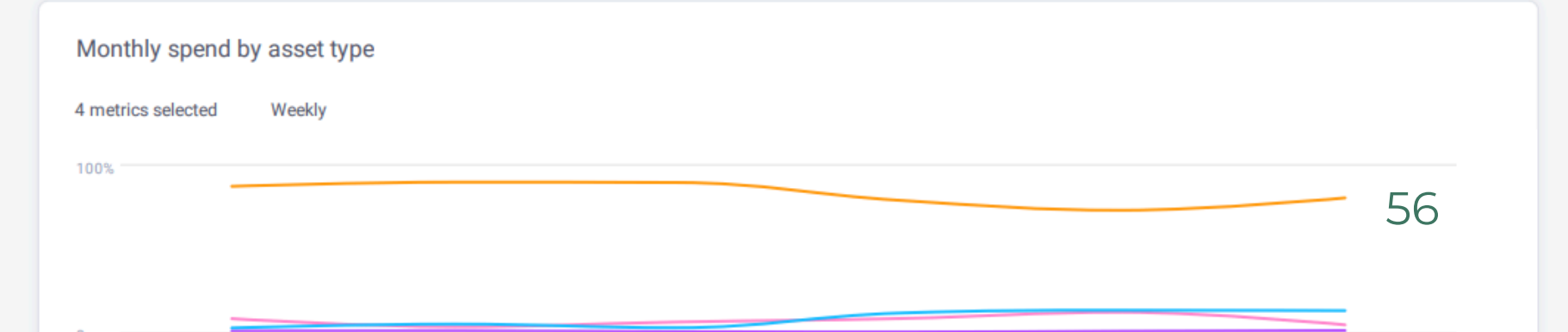
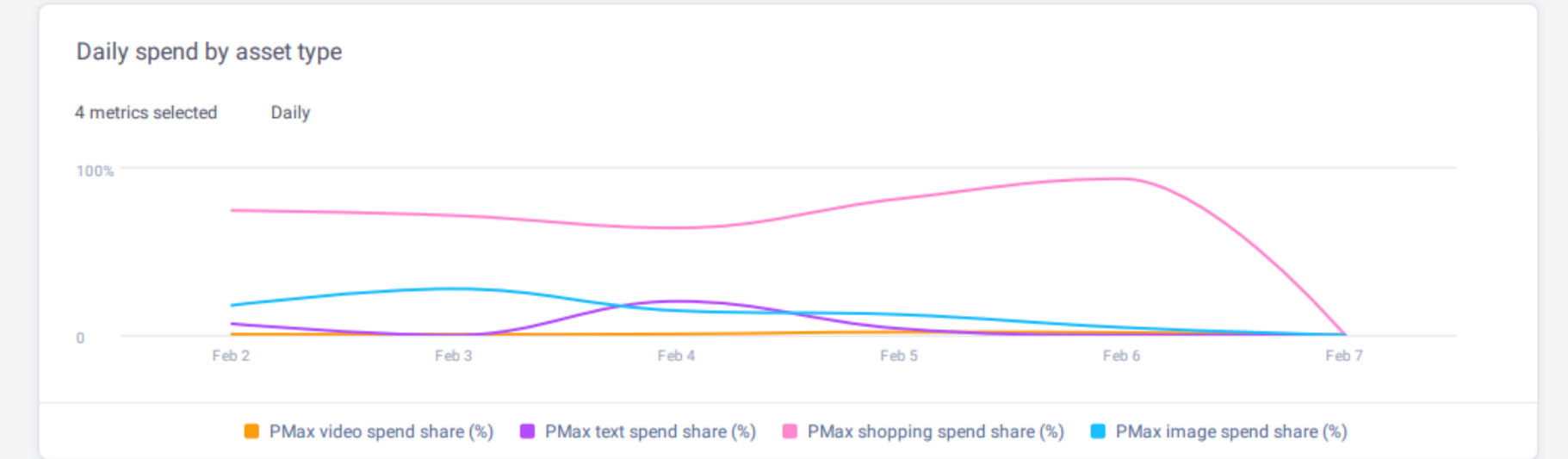
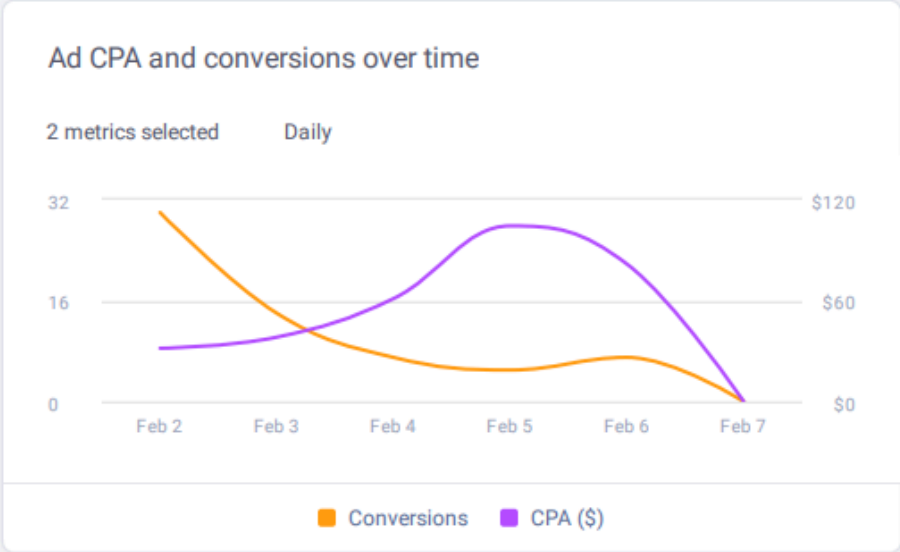
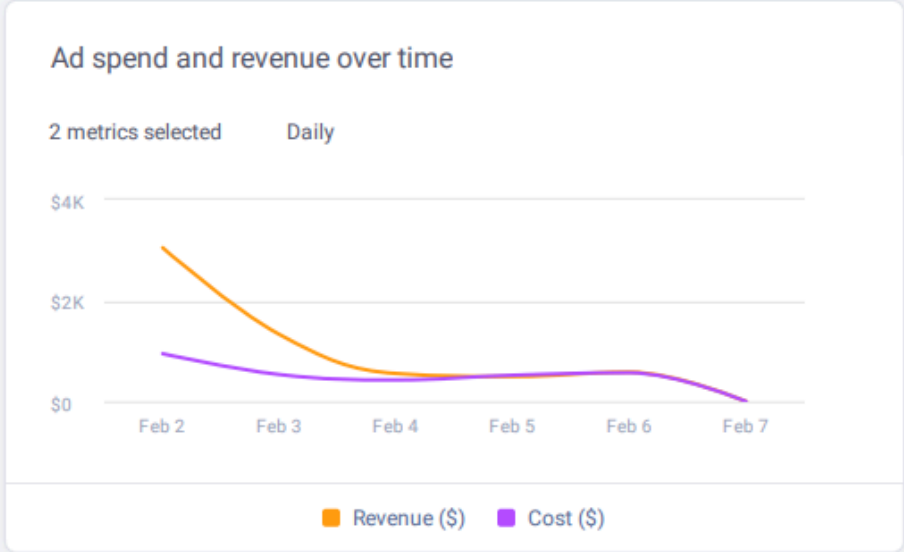
LAWLESS

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

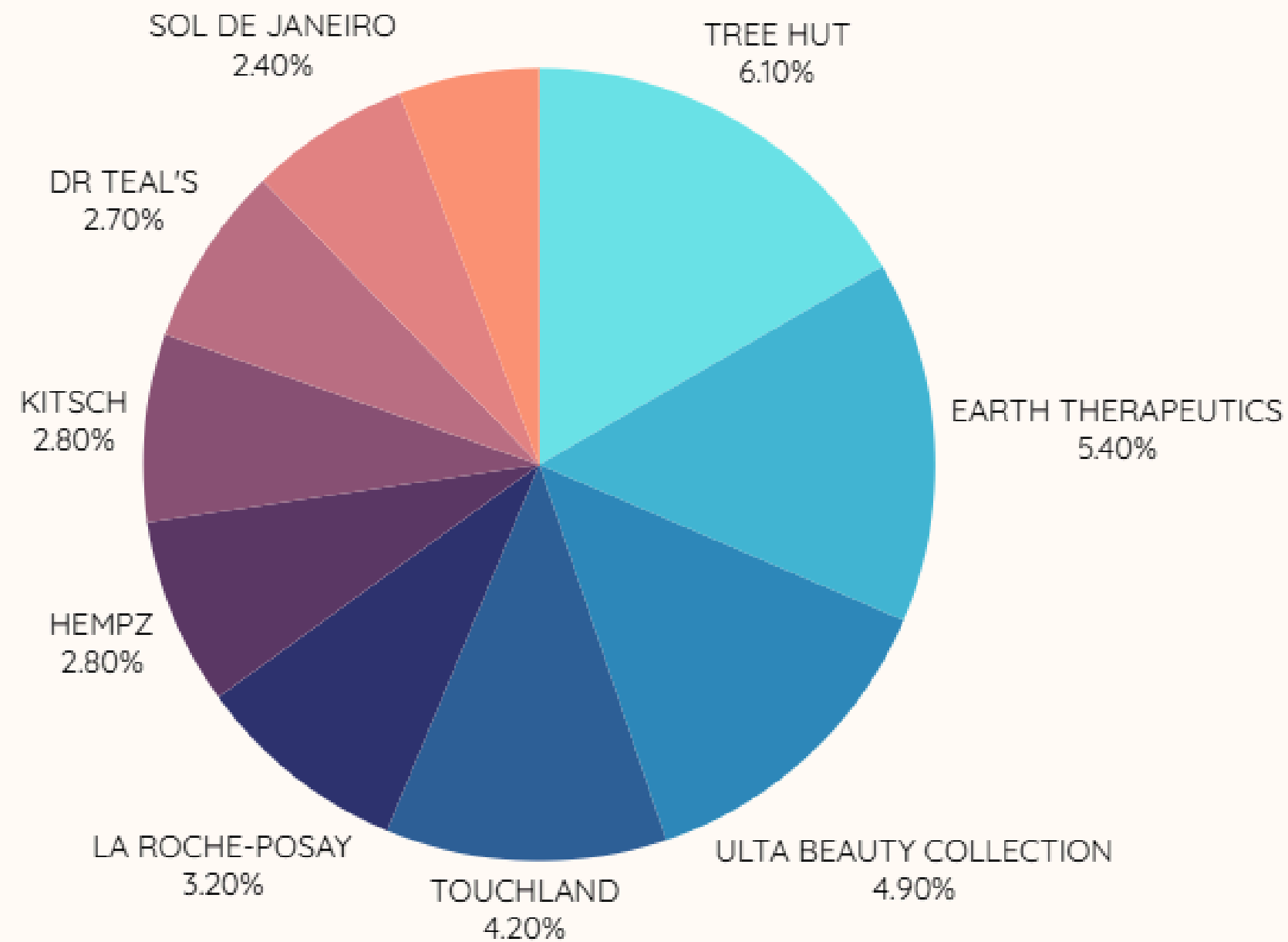
Connecting the Dots Between Paid Performance and Growth

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

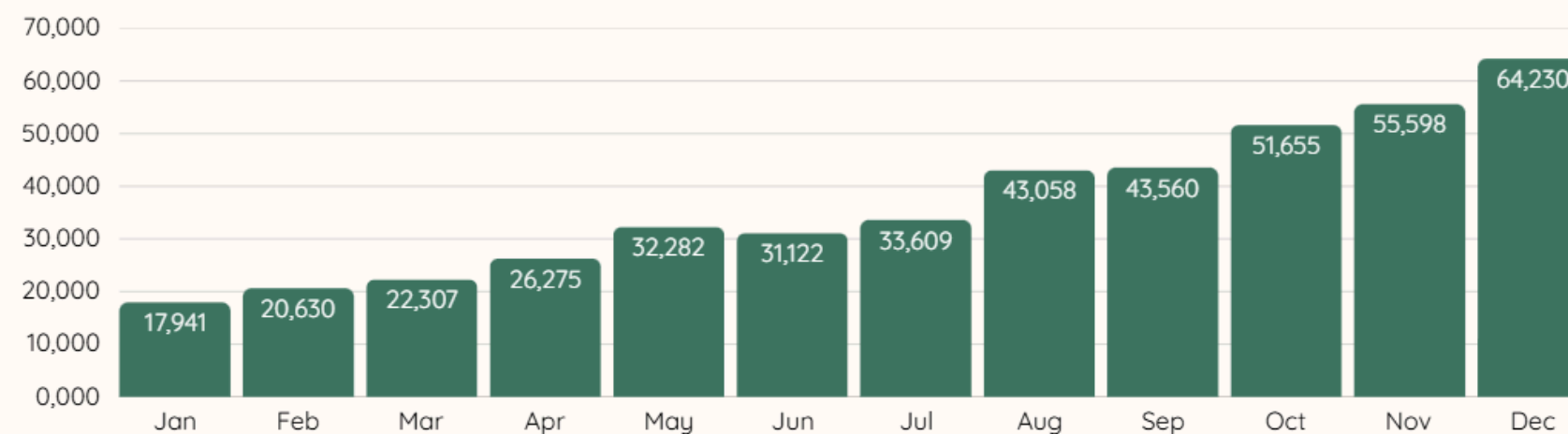
Executive summary



Body Care Category Share of Sales



Advertising Activity Over Time



Measuring impacts where the customer shops

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.

Navigo



**Reach out for a case study on how we
helped a top body care brand increase sales
700% in less than 100 days.**

**Want a closer look at your brand's performance?
Reach out for a personalized audit!**