



Sephora - Beauty App Case Study

Background

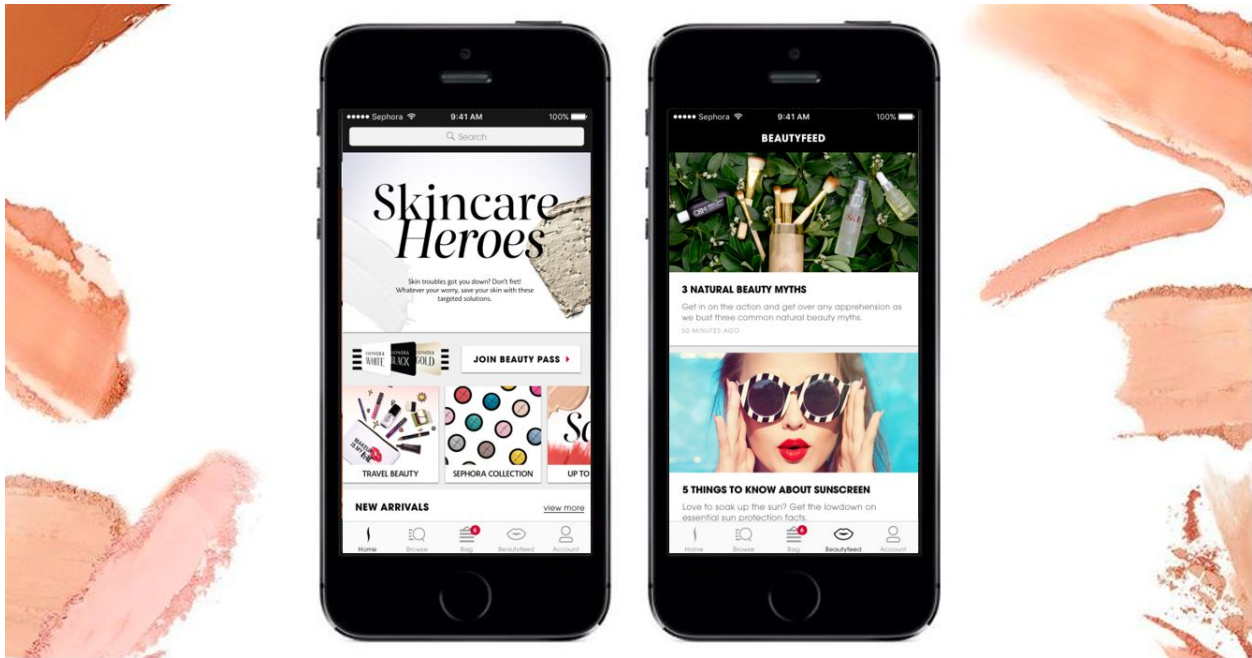
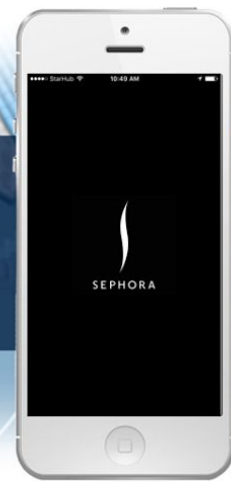
The use of smartphone apps to engage consumers, introduce products and enhance the shopping experience has gained traction with beauty brands. There has been significant growth in mobile beauty app usage over the past few years; mobile beauty apps also use new technologies to redefine the in-store shopping experience, allow more customization and the opportunity for brands to engage customers via gamification.

Mobile users often shop for beauty products on the go, and are often frustrated due to weak Wi-Fi and Cellular connections. Apps that do not meet expectations are quickly removed or replaced. A [study](#) shows that consumers will abandon apps with load times greater than six seconds. The direct correlation between speed and revenue is astounding: On smartphones, a one-second delay in loading a page can result in a 3.5 percent drop in conversions.

The App

The powerful beauty brand Sephora is a pioneer in adopting new mobile technologies that enhance both online and in-store shopping experience. The app provides a sleek mobile shopping experience and it makes in-store shopping easier and more fun, helping customers find the information they need when they are in Sephora stores.

Users can buy makeup, discover new beauty products, and get access to Beauty Pass Rewards with the Sephora beauty app. The Beautyfeed provides access to exciting articles and video content about the hottest beauty trends.



The Problem

Sephora has recently launched a new mobile shopping app for the Southeast Asian market, where latency is a common challenge and mobile app performance is often compromised. [PacketZoom's Mobile Observatory Index](#) reveals that countries like Indonesia and Malaysia experience a relatively high percentage (8.1% and 6.6% on average respectively) of session disruption, compared to the US (3.9%) and in Japan (2.8%).

A beauty shopping app like Sephora relies on image download speed and session continuity so users can quickly scroll through the different products and make a purchase. With millions of users annually on iOS and Android, an unreliable mobile network quality leads to slow image download time and frequent disconnects—both affect the user experience, and may lead to low retention and conversion rates that affect the company's revenue.

The Solution - PacketZoom Mobile expresslane

Sephora completed PacketZoom's SDK integration in less than an hour. PacketZoom's SDK offers a drag and drop integration, and it is lightweight with a minimal memory footprint. No changes to infrastructure configuration and no additional hardware or software are required.

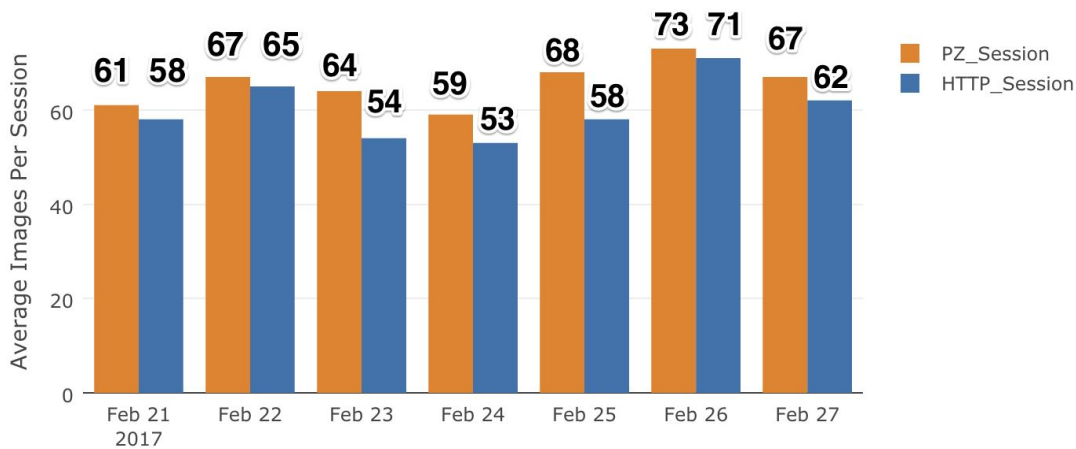


The existing CDN infrastructure was kept and Sephora was granted full operational monitoring and control via the dashboard which allows the team to conduct A/B tests and see performance with and without PacketZoom.

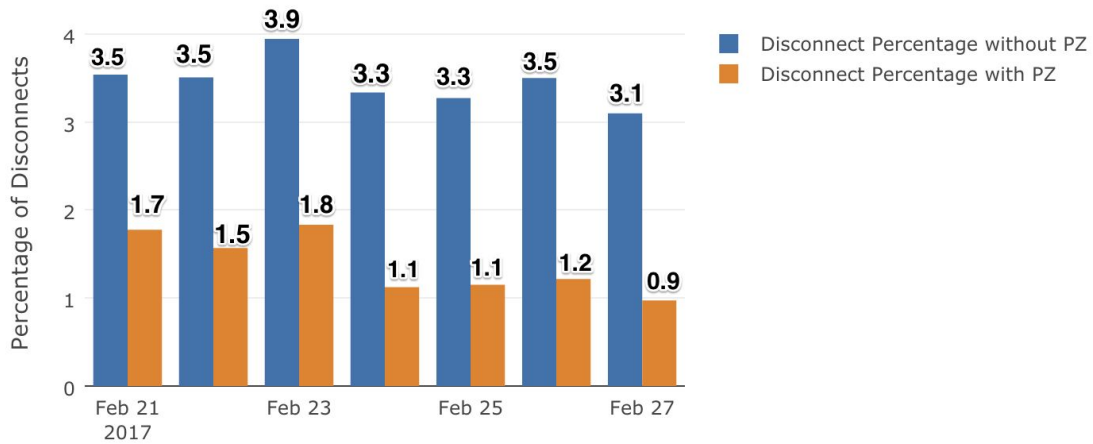
The Results: 10% Increase in Image Views, 70 % Connection Rescue

Results were immediate: Sephora ran 2 times faster across 3G, LTE and WiFi networks, and 63% of network-driven disconnected sessions were rescued.

Sephora saw an immediate ROI and significant boost in user engagement, including a 10-percent increase in image views. The Sephora team reported an additional benefit: Since PacketZoom is a CDN enhancer and not a replacement, PacketZoom automatically offloads mobile content caching from the CDN. For Sephora, **this means 65 GB saving per day and a reduction in CDN bills.**



10% increase in Avg images loaded per session with PacketZoom



Over 65% Disconnects reduced with PacketZoom

PacketZoom Mobile Expresslane redefines mobile performance via in-app networking technology, customized for each user. By removing roadblocks in the mobile last mile, PacketZoom is able to significantly accelerate the performance by 2 to 3 times, rescue up to 80 percent of the sessions from TCP connection drop, and reduce CDN costs. For more information visit www.packetzoom.com.