

# LOOKFANTASTIC

Turns beauty trends into cart conversions



## The goal

[LOOKFANTASTIC](#) is Europe's top online premium beauty retailer, carrying more than 22,000 products from over 660 luxury and professional brands. The peak season around Black Friday and Cyber Monday is one of its busiest and most competitive periods.

Like many retailers, the brand has traditionally relied on lower-funnel search to capture demand. But the team wanted to connect with high-intent beauty shoppers earlier in their journey. In an intensely competitive beauty retail market, brands compete aggressively for share of voice. As highly informed shoppers research, compare, and switch with ease, capturing attention early is critical.

The retailer wanted to show that upper-funnel investment could influence branded search, qualified traffic, conversions, and revenue in addition to awareness. And they wanted to test if sequencing and connecting [Audience ads](#) to Search with [impression-based remarketing](#) could drive incremental results.

## The solution

Here's how the strategy came together...

- **Build attention at scale and reinforce the message using [Audience ads](#):** The team could reach beauty shoppers while competitors focused heavily on search. Image-led Native formats kept their brand top of mind.
- **Turn views into action through [impression-based remarketing](#):** The strategy reconnected users who had seen ads and re-engaged them through Search when they were ready to buy.
- **Activate high-intent signals using [Microsoft in-market audiences](#):** First-party data and customer match layering helped balance prospecting and re-engagement with in-market audiences.

## The results

2.7x

Conversion lift from in-market audiences

76%

Video view-through rate

56%

Revenue generated from remarketing