



Case study by
StudentBeans

LOOKFANTASTIC

Lookfantastic was one of the first online beauty stores in the UK when it was founded in 1996. Fast forward two decades: they had built a global consumer base, joined The Hut Group, and were reaping the benefits of year-on-year growth. By 2018, they were ready to take on the student market. Lookfantastic had all the key ingredients to align with Gen Z: a strong portfolio of ethical beauty brands, a seamless website experience, and a desire to empower men and women alike.

By giving students the chance to buy luxury items for an increased discount, Lookfantastic inspired a whole new demographic to try products at the high end of their price range

At Student Beans, we know that Gen Z loves beauty - they are responsible for transforming the sector as we know it, having pioneered a more inclusive, ethical and experimental approach to makeup and skincare. For students considering luxury items, exclusive discounts can sometimes be the difference between a purchase and an abandoned basket. Lookfantastic recognised the value of engaging this next generation - and they started working with Student Beans to do just that.

Challenge

- As a luxury beauty marketplace already well-established among Millennials, Lookfantastic wanted to make a splash in a whole new demographic - Gen Z.

Solution

- Student Beans boosted Lookfantastic's year-round discount by 5% over the Easter Bank Holiday weekend, giving students 20% off in total.
- We made certain the offer was at the front of students' minds with push notifications and other strategic media.

Result

- Students jumped on the limited time offer - there was a 105% increase in codes on day one of the sale.
- Revenue on that first day shot up by 200% as students treated themselves to higher order values.

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Solution

Student Beans kicked off Lookfantastic's student discount in style by implementing a boosted offer of 20%, before settling into a standard year-round discount of 15%. Our dedicated account management team consulted with Lookfantastic to figure out the best time to engage with the 18-24 year old demographic. We know from 15 years of marketing to students that boosting offers at key points throughout the year is key to keeping students engaged.

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Together, Lookfantastic and Student Beans decided on the Easter bank holiday weekend. By boosting at this time, they could engage with students heading into exam season and looking for a pick-me-up. Account management worked with Lookfantastic to boost their standard offer to 20% for the Easter weekend - knowing that Gen Z respond well to limited time offers.

More than any generation before them, Gen Z has found ways to live their lives more efficiently using apps. This includes everything from dating and socialising to entertainment - and we know that app-based shopping is the preferred method for a lot of our student users. In order to make sure news of the discount was reaching our student user base when and where it mattered, our team advised Lookfantastic to use push notifications - a great way to grab the attention of digitally-native Gen Z.

The approach was three-fold: a strong boost on Lookfantastic's existing discount, a well-timed offer and a strategic use of push notifications created exciting results for the Easter Bank Holiday and beyond. Young consumers will purchase refills of the right beauty product again and again - the strategic Easter offer convinced them to click "buy", and Lookfantastic's year-round 15% discount with Student Beans is the perfect incentive to keep them coming back.

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Result

Results started to show for Lookfantastic from the very first day of the Easter weekend, when codes issued to students increased by 105%. By the end of the sale, the number of codes released had increased by 96% compared to the previous weekend.

The real excitement came from the increase in revenue from students - the boosted discount and limited time offer created a sense of urgency, and Lookfantastic's revenue from students skyrocketed by 200% on the first day of the sale. The push notifications were instrumental in driving up revenue for this sale period - compared to the previous weekend, when there was no media running, revenue spiked upwards by 61%.

When young people discover beauty products that work for them, they have the potential to become lifelong customers of a brand. By giving students the chance to buy luxury items for an increased discount, Lookfantastic inspired a whole new demographic to try products at the high end of their price range. And their 15% year-round offer incentivised them to keep coming back. With Student Beans, Lookfantastic was able to tap into the student demographic, and secure repeat purchases for years to come.



more codes issued on the first day of Easter Weekend sale compared to previous day.



overnight revenue growth as a result of Easter Weekend boost.

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