

Peer Reviews, Samples and Social Engagement are the Most Effective Tools to Reach Women

New Report from Total Beauty Media Group Provides Learning on Influencing Online Purchasing Decisions

Santa Monica, Calif., January 3, 2012 – A new report from Total Beauty Media Group, the leading digital publisher of holistic beauty and health content, reveals that women are increasing the time they spend researching products; that they trust peer-based product reviews highest; and that they want deeper brand experiences when selecting new products to try out.

The new report, entitled, *Get Added To The Shopping Cart: How Brands Can Better Engage Women Researching Products Online*, provides insights on female shoppers, demonstrating how they engage with brands online.

“The beauty and health product category releases more than 3,000 products each year. 80 percent are being sold in mass channel retail locations where there is little guidance, which is a great learning for many marketers who want to fine tune how they market to women,” says Emrah Kovacoglu, Founder and CEO of Total Beauty Media Group. “We conducted this research to provide brands with a deeper perspective on the mindset of the female shopper as she’s crafting her shopping list, since that’s a critical point at which her purchase intent can be influenced.”

The report outlines additional insights including:

- Context continues to be king: Women spend 50 percent more time researching products online when it is surrounded by related category content, such as editorial reviews or consumer ratings.
- Brand awareness drives intent: When looking for new personal products, 66 percent of women were brand specific when they begin their research.
- Samples matter: More than a third of women could be enticed by a trial; 32 percent of women indicated that a sample served as a top influential touch point that drove their purchase.
- “Top” products matter: 50 percent of products researched contained “best” rated or reviewed attributes.

Based on the analysis, the report provides brand marketers a specific list of actions to craft business-building online programs that intercept women researching products online.

Get Added To The Shopping Cart: How Brands Can Better Engage Women Researching Products Online is first in a series of Total Beauty Media Group intelligence reports providing marketers with a better understanding of the digital landscape and how women make brand choices online. The full report is available for download at AddToTheCart.com.

About Total Beauty Media Group

Founded in 2007, Total Beauty Media Group operates TotalBeauty.com, home of the largest database of independent, unbiased beauty product reviews for women. TotalBeauty.com features hundreds of thousands of user-generated reviews, spanning more than 45,000 products, including most known prestige, mass-market, salon and spa products. In addition, the site publishes daily editorial coverage of beauty news and trends, including TotalBeauty.com TV – its immense library of beauty how-to videos.

Total Beauty Media Group's portfolio of digital beauty, health and lifestyle media properties includes: TotalBeauty.com, BeautyRiot.com, LimeLife.com and ModernMan.com. Total Beauty Media Group is backed by USVP and Wallington Investments and based in Santa Monica, Calif. For more information about Total Beauty Media Group, visit TotalBeautyMedia.com.

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