

Gen Ai for Skincare brands on WhatsApp

Used by Top Brands

KÉRASTASE L'ORÉAL
PARIS

MAYBELLINE
NEW YORK

NIVEA

K kenvue



What you can DO and ACHIEVE with Gen AI

**Product information
AI Bot**

**Capture customer skin
type, concerns and
preferences**

**Product & routine
recommendation
based on
user skin type**

**Drive instant sales
with
Quick commerce links**

**Build first party data by
re-directing users to
whatsapp**

**Keep user engaged with
weekly quizzes &
contests**

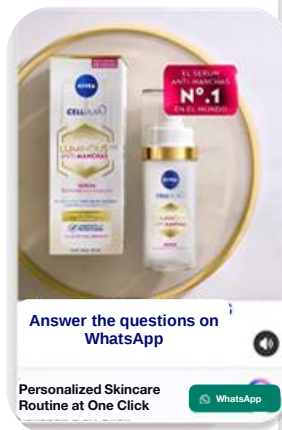
**Targeted product offers
& coupon codes on
WhatsApp**

**Feedback collection
with QR codes**



Global cosmetic brand acquires new customers using a Skincare Routine Advisor and click to chat ads

- Nivea promoted Skincare Routine Advisor with **Click to WhatsApp Ads**, featuring a short video prompting customers to start their consultation on WhatsApp.
- Customers conversed with **Skincare Routine Advisor** by clicking on the ad and answer a series of questions designed to help them find personalized products.
- At the end of the consultation, customers could **add the items to their cart and make a purchase** from WhatsApp itself.
- It also captured **Conversational Intelligence data** of these customers creating exhaustive customer profiles for personalized re-engagement campaigns throughout customer lifetime.

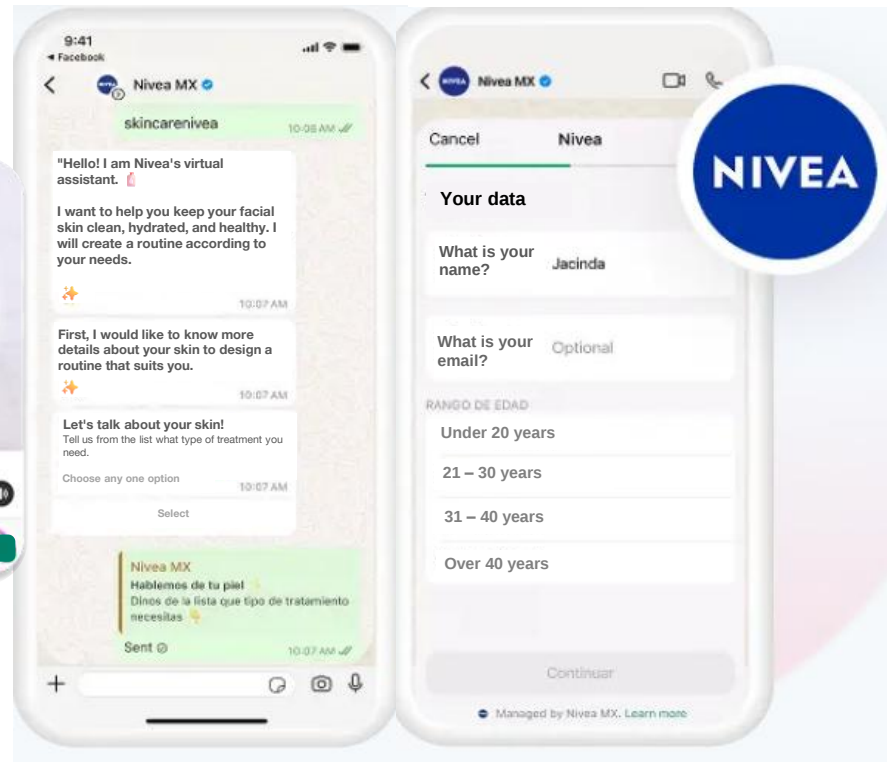


Meta Ad with
Whatsapp CTA

8.4 Points
Lift in Brand
Recall

86%
Message
completion
rate

34k+
Qualified users
acquired



Whatsapp Skincare
advisor

Customer first party data
& preference collection

Skincare Routine advisor on WhatsApp

L'ORÉAL

Leading skincare brand launches skin recommendation journey for customers looking to shop during Prime Day

8400+

Conversations initiated with CTWA Ads (5 days only)

75%

Conversion rate to Deep Conversations

31%

User checkouts from the bot (carts)

- L'Oréal aimed to elevate the Prime Day shopping experience for its Brazilian customers by creating an advanced conversational flow powered by Gen AI.
- Leveraging WhatsApp carousels, L'Oréal showcased a series of product recommendations based on customer's needs and preferences, with the option to mix and match products from different brands for a complete skincare plan
- The main objective was to develop an AI-driven commerce experience that would provide personalized product recommendations, improve the overall customer experience and create a dedicated channel for promoting L'Oréal products during Prime Day.

Ai Product Finder and WhatsApp commerce





Maybelline's seasonal campaign for February 14th, with the objective of creating personalized images for users to share on their social media.

7K+

Impressions
generated from
CTWA Ads

1.6k+

Personalized
media generated
for the users

75k+

Interactions
between users and
the bot

- Main objective: Launch a multichannel social media campaign to engage users in a conversational experience where they can generate personalized images to share with their loved ones on February 14th
- Incentive clients to buy: Users chose from 6 image templates to personalize with the name of their loved ones, receiving them in real time on WhatsApp
- Chatbot: 2.4k+ conversations in total, with over 25k messages sent by the users to the bot, where over 65% of users completed the chatbot journey from beginning to end

Image personalization for Organic engagement



L'ORÉAL

L'Oréal launches an AI-driven WhatsApp chatbot to boost customer engagement and product awareness for Mela B3, providing an interactive and educational experience.

9K+

Deep conversations with the AI

70%

Conversion rate to Deep Conversations

17%

User checkouts from the bot (carts)

82%

Customer satisfaction with the AI (CSAT)

- **Main objective:** Boost the launch campaign results by offering an AI-driven product awareness experience that ensure customers receive accurate and personalized answers, shortening the decision making process.
- **Chatbot:** The chatbot was designed to assist users with their doubts about the product and the skincare routine with the MelaB3. It provides detailed information about the product, explains melasma and skin blemishes, and offers guidance on proper use and general skincare tips.

For specific or complex medical inquiries, the AI recommends consulting a professional dermatologist. Additionally, it sends a direct link to purchase the product on Amazon.

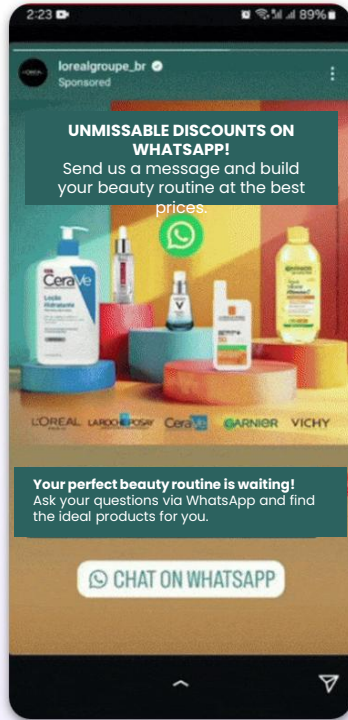
To ensure effectiveness, the chatbot collects user feedback on its performance, including positive or negative ratings and comments for any negative feedback.

Product Information Bot for new Product launch

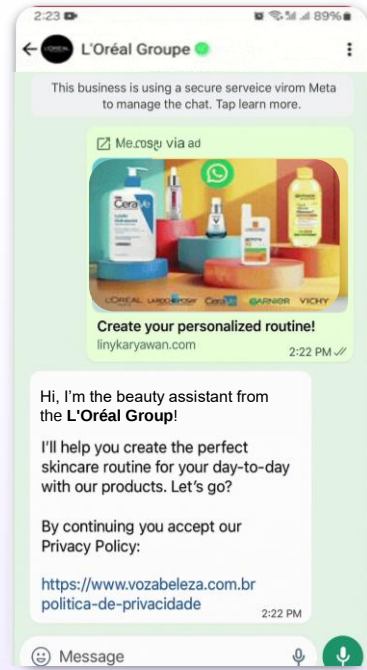


Skincare advisor Journey

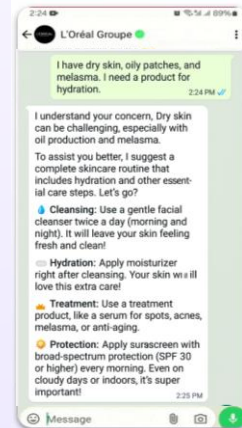
Ad Clicks to
Whatsapp



Phone no
capture & Opt-in



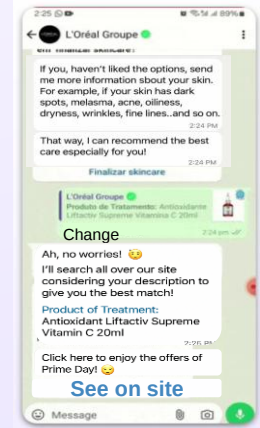
Customer
Preference
Capture



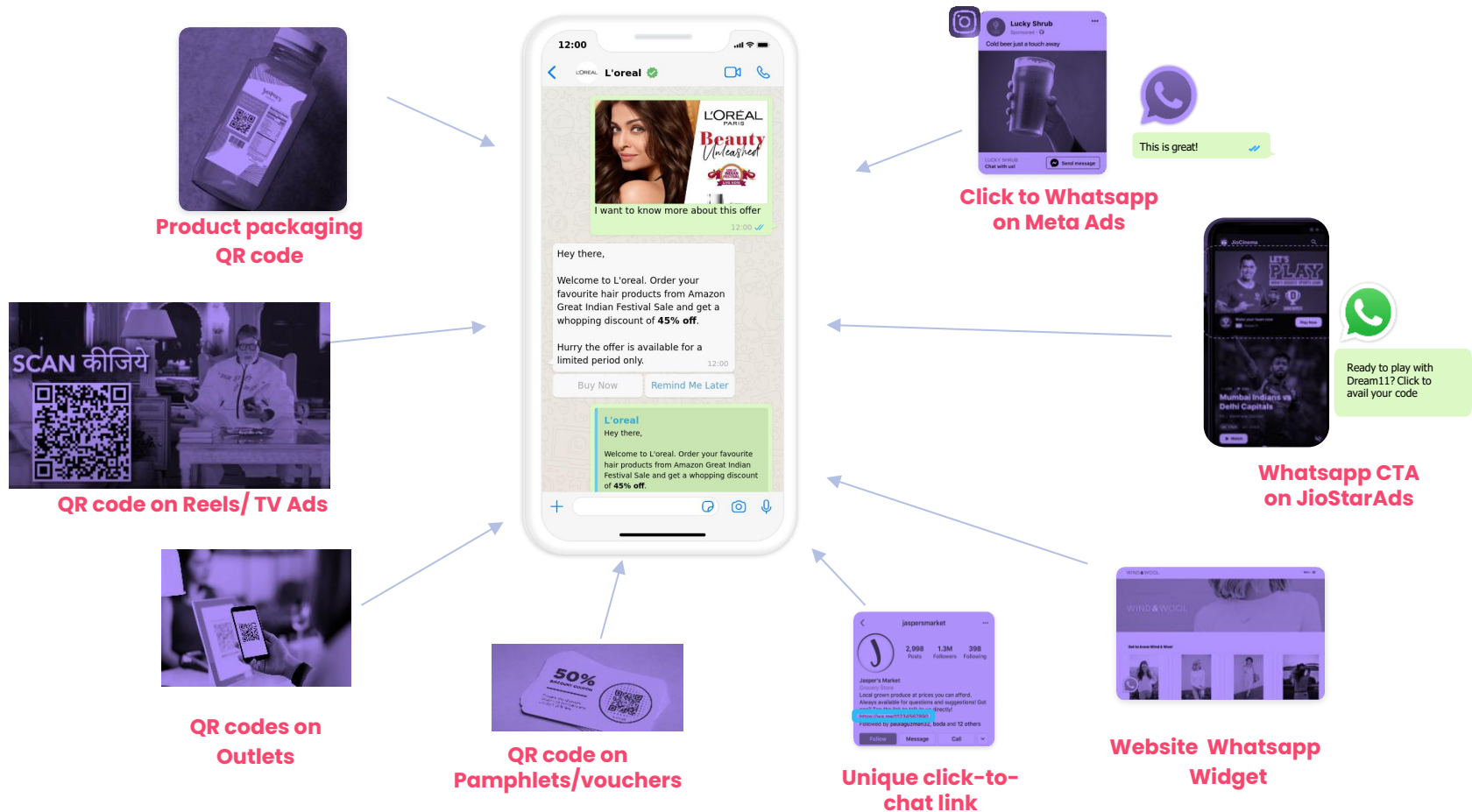
Product
Recommendation



Purchase
(Website link)



Entry points to drive whatsapp conversations



AI Skincare Advisor

Key capabilities

- Understand customer's needs to assist them in finding the right service & product from catalog
- Enable quick service comparisons for driving purchase decisions
- Break language barriers and speak to customers in their preferred language with multilingual capabilities

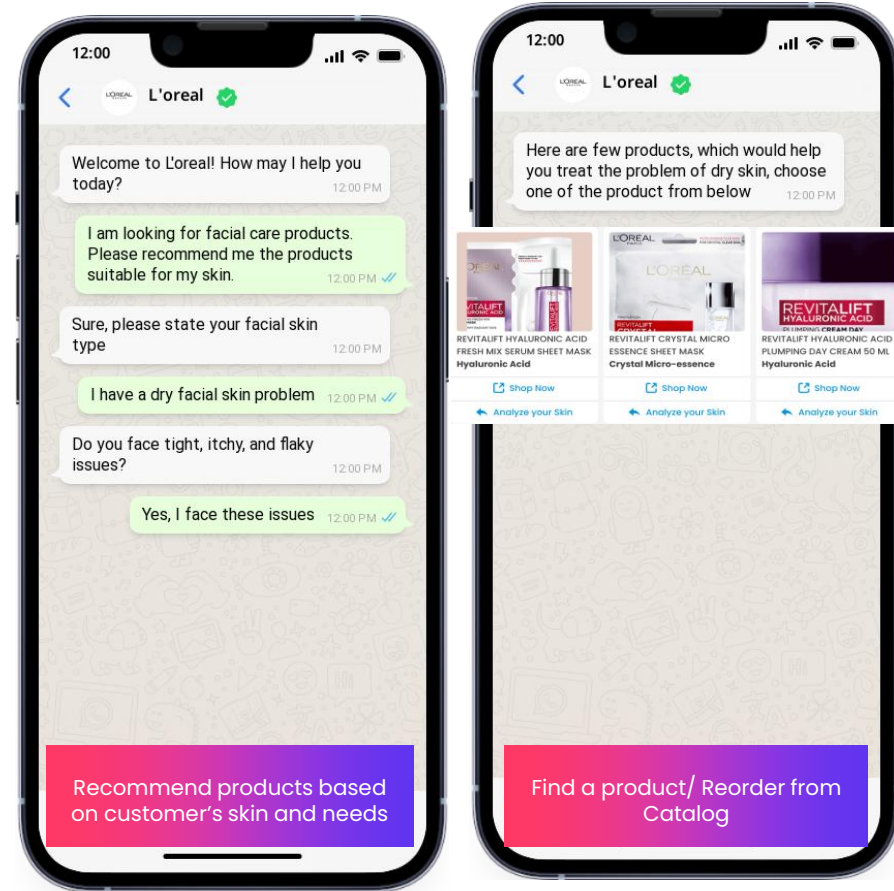
Add on - Payment Integrations

Outcomes

Higher AOV

**Enhanced
Conversion rates**

**Improved
customer
retention &
satisfaction**



Personalized Whatsapp campaigns

Key capabilities

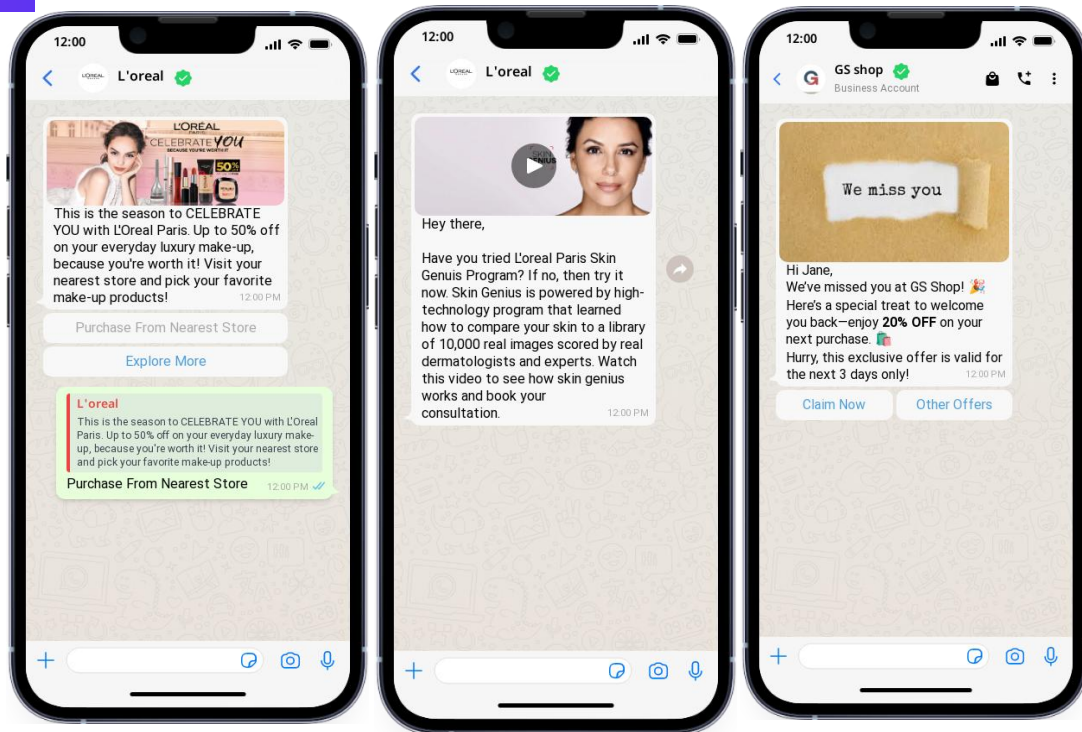
- Push promotions & deal discovery
- Automate segment-based campaigns
- Gamified campaigns to build recall

Outcomes

**Improved Click
Through Rates**

**Better
Conversion
Rates**

**Higher
customer
retention & NPS**



**Send seasonal offers to
user**

**Video based
Promotions**

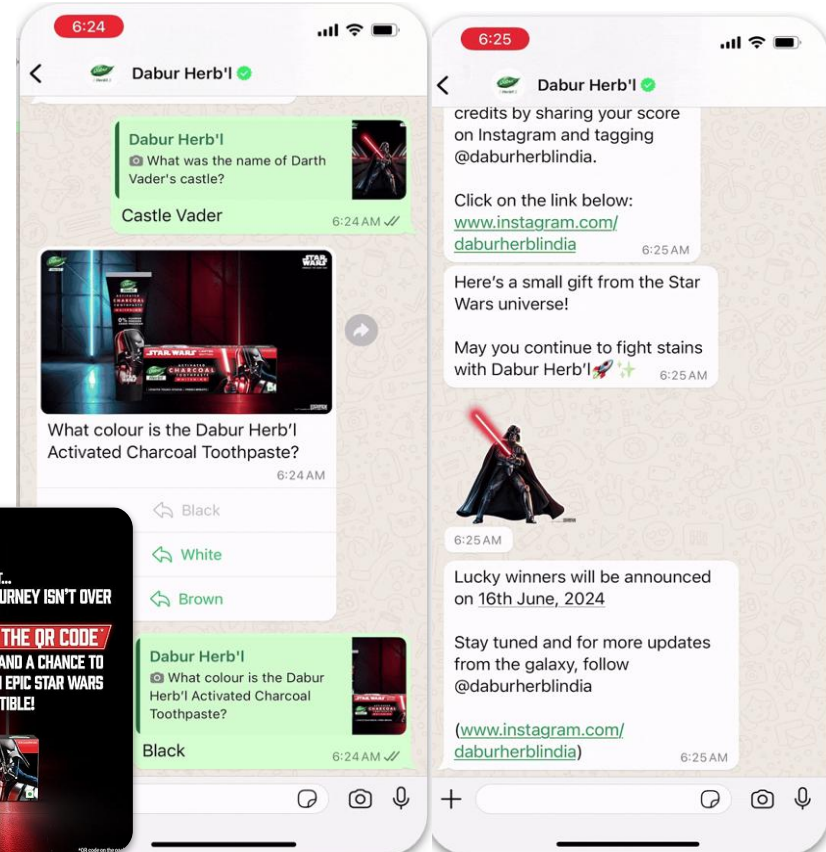
**Automate segment
based campaigns**

Gamification for Customer engagement



Gamification to drive organic brand recall and grow social media following with **QR code on packaging**

- Dabur aims to **capture first-party data** and establish a **direct relationship with consumers** in its core markets, leveraging its position as a trusted herbal and wellness brand.
- **Personalized Engagement Through WhatsApp :**
 - Suggest herbal products like hair oils, skincare, or immunity boosters tailored to user needs.
 - Share **wellness tips** rooted in Ayurveda and traditional remedies.
- **Data-Driven Lead Capture:**
Collect consented first-party data, such as user preferences and product interests, for targeted marketing and tailored consumer experiences.
- For future campaigns, integrated ad metrics and chatbot analytics will measure not only clicks, engagement levels, conversion rates, and popular content



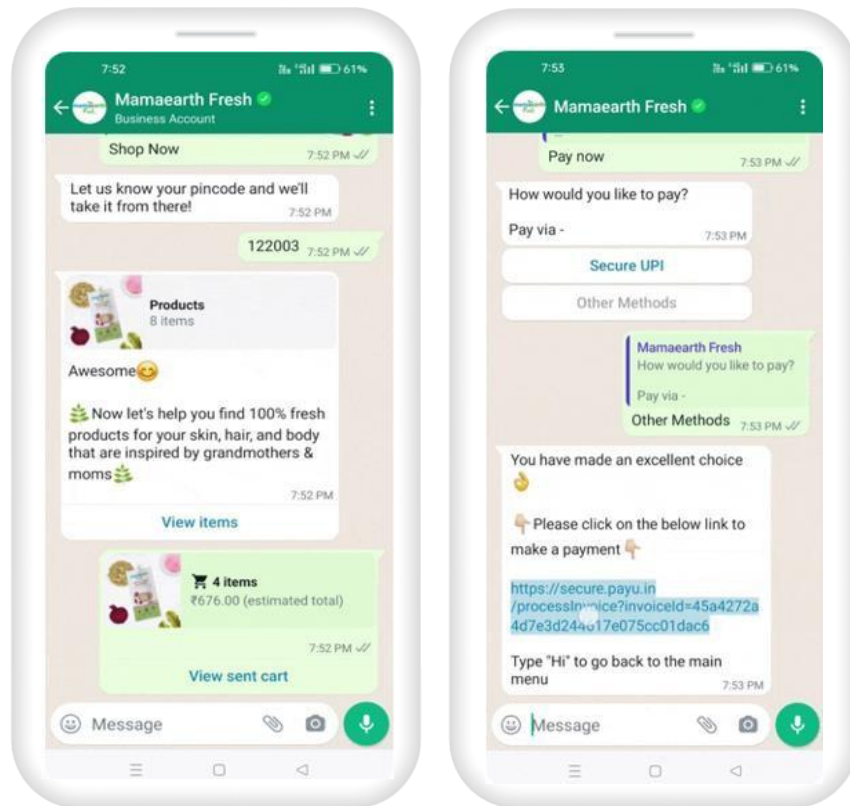
WhatsApp Catalogue & Payments



Beauty and baby care consumer brand leverages WhatsApp commerce to drive conversions

Customer Journey

- Engages with the bot to explore products
- Views item detail page and adds to the cart
- Proceeds to check out and completes the payment via preferred payment gateway



Loyalty assistance

Key capabilities

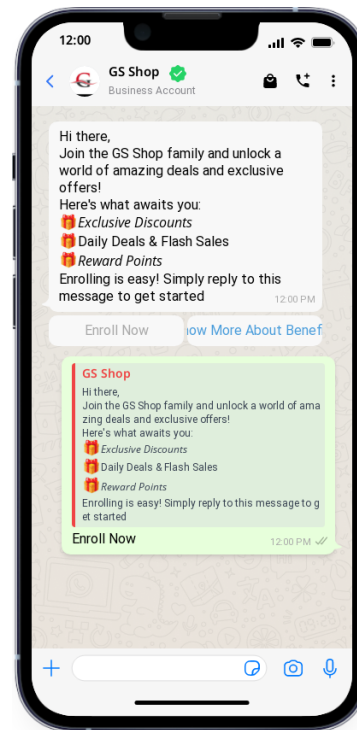
- Automates loyalty program enrollment
- Personalized rewards & offers for customers
- Drive repeat visits with timely recommendations, easy appointment booking
- Tracks & updates loyalty points and benefits in real-time
- Boosts retention with exclusive member benefits

Outcomes

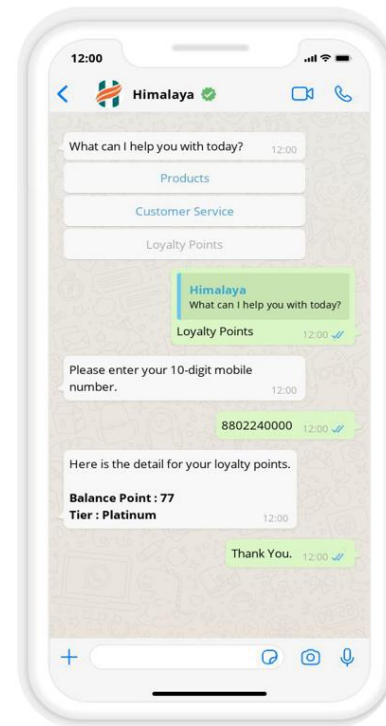
Improved Repeat Visits

Better Customer Retention Rate

Improved CLTV



Automated enrollment



Update loyalty points & benefits

Feedback Collection

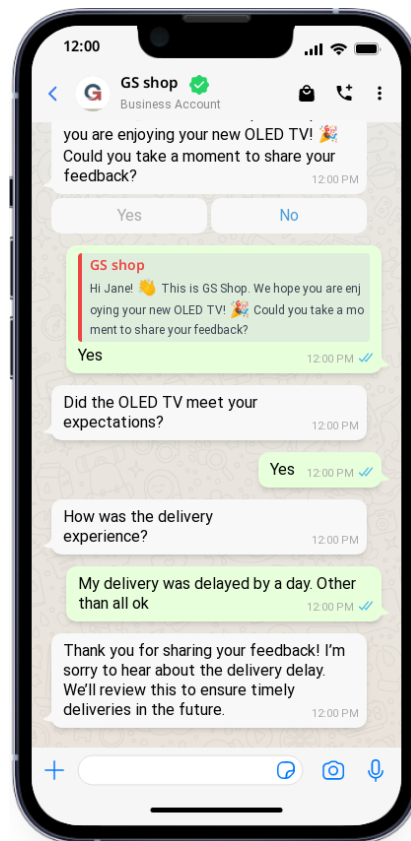
Key capabilities

- Send nudges to customers for service feedback & reviews
- Get the desired level of detail in feedback
- Collect feedback on support and delivery interactions

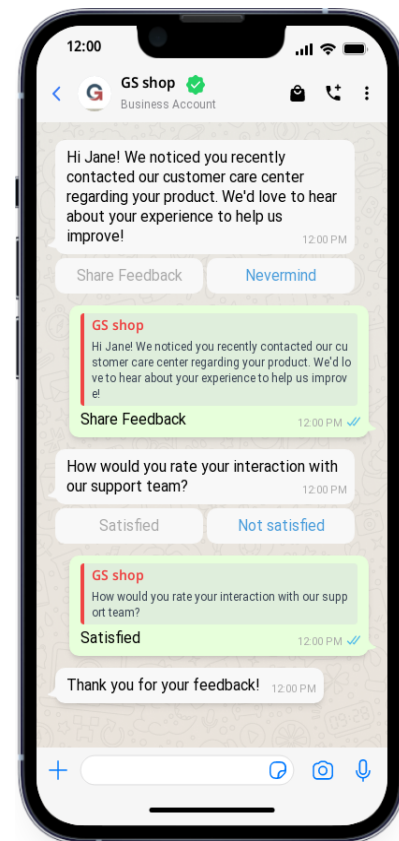
Outcomes

**Better review
quality and
completion**

**Improved CSAT,
NPS**



Product Feedback



Support Interaction Feedback

Order Management AI Agent

Key capabilities

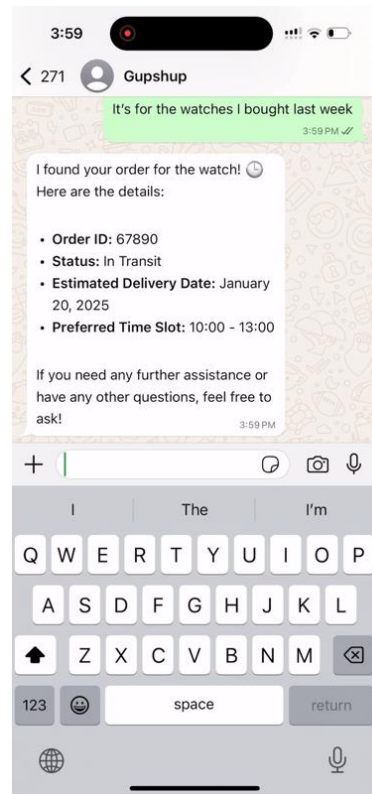
- Answer questions about order status/ tracking
- Help with delivery rescheduling
- Returns, exchanges and refund requests
- Post purchase product/ policy queries

Outcomes

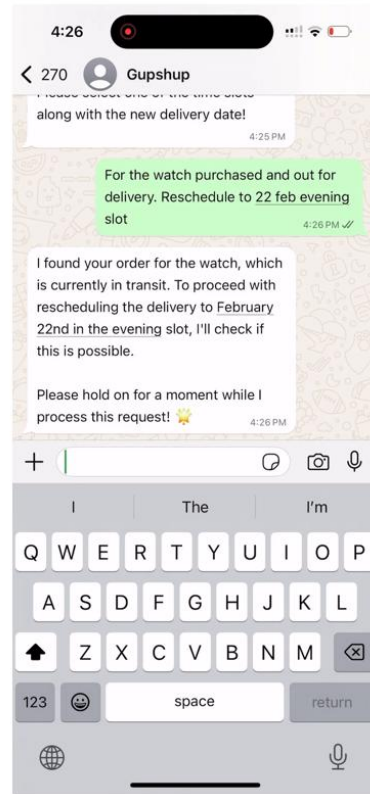
Higher Self-Serve

**Better Return
Avoidance Rate**

**Improved
Customer
Satisfaction**



Order Tracking



Rescheduling

New Customer Acquisition

Key capabilities

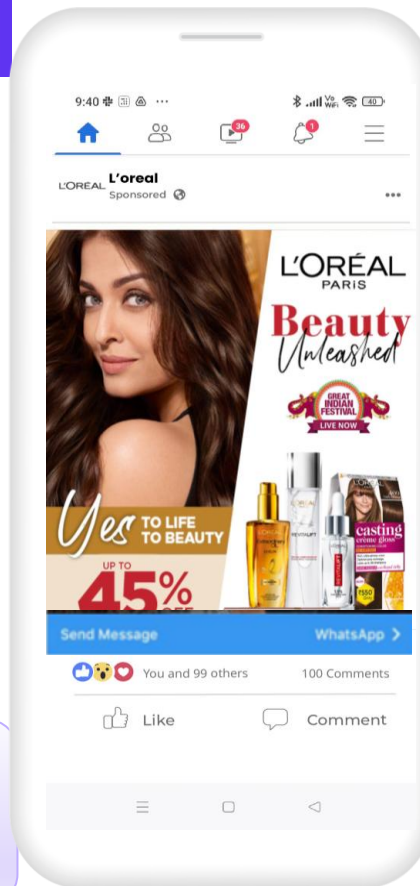
- Build first party database from print, TV ads and digital sources like Meta ads by re-directing to whatsapp
- Automatically capture phone number
- Instantly answer product and purchase queries like service & treatment details, steps, price, and more
- Understand customer needs and suggest relevant services and products
- Automate personalized nurture drips on WhatsApp

Outcomes

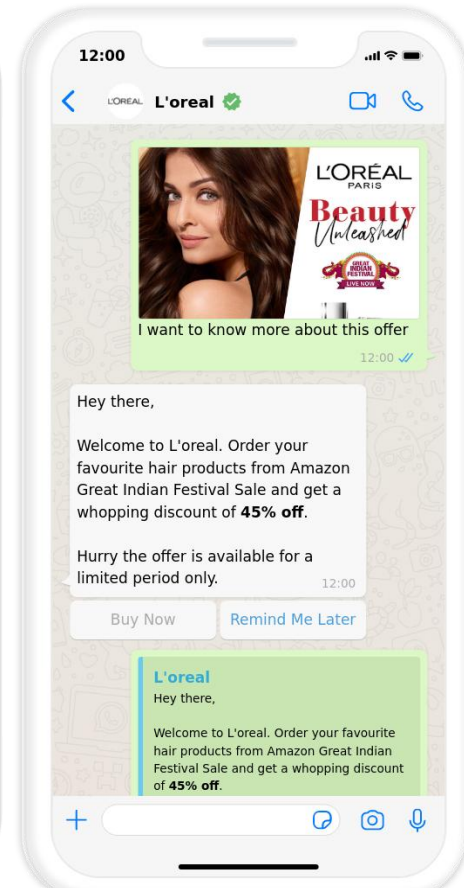
Reduced cost of acquisition

Improved Engagement

Richer Customer Profiles

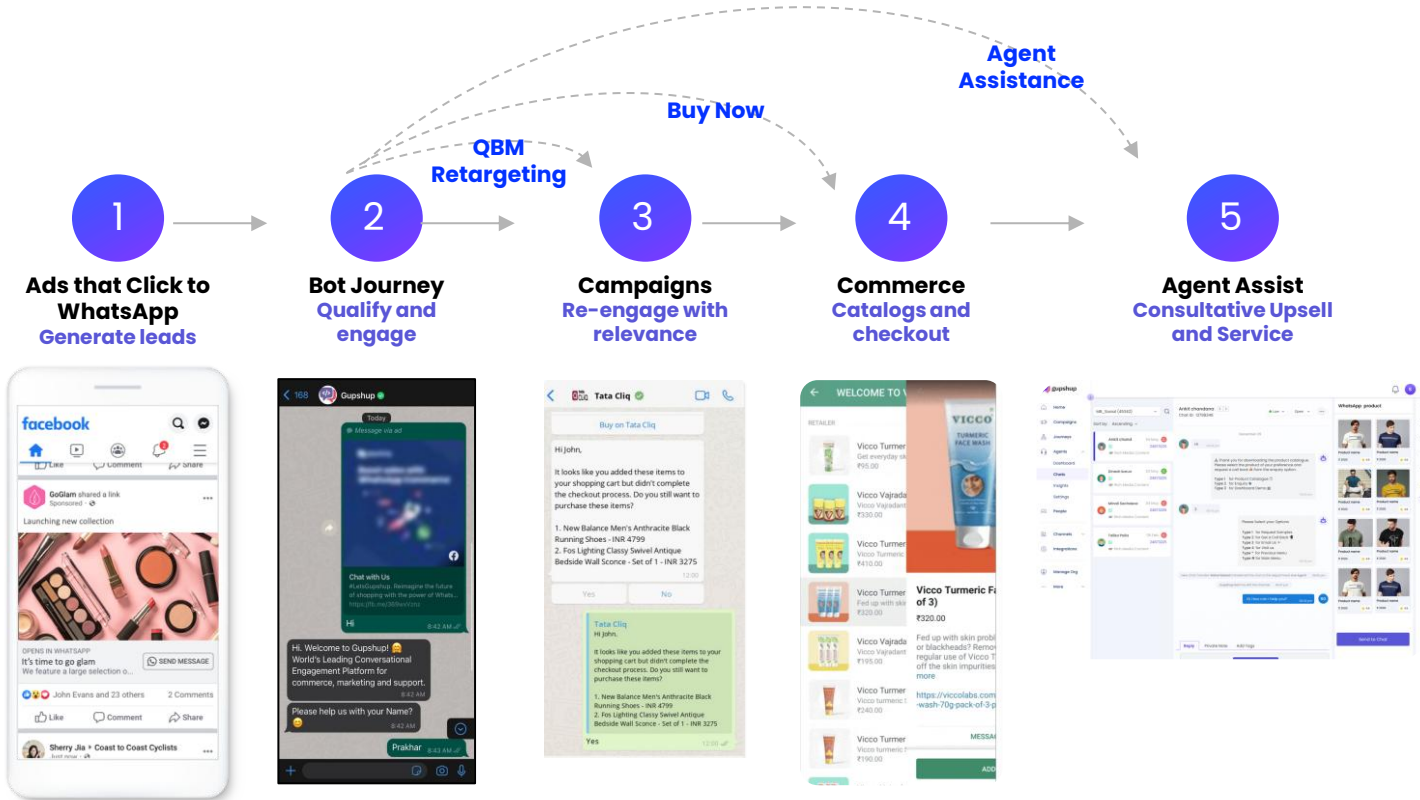


Meta Ad with WhatsApp CTA



Re-direct to WhatsApp

Maximize CLTV with Complete Acquisition to Growth Offering



ROI from conversations is best realized with end-to-end execution across the customer lifecycle and data-driven funnel optimizations

Conversation Cloud

By Industry

Pre-Built Conversational Experiences & Solutions



Retail



E-commerce



Banking
& FinTech



EdTech



Healthcare



Travel
& Hospitality



CPG



Food & Bev

Converse

Conversational Experiences



Conversation
Builder



Campaign
Manager



Catalog
&
Payments



Agent Assist

Advertise

Click-to-chat Advertising



Click-To-Chat
Ads Manager



ROI
Dashboard

Personalize

Conversational Intelligence



Audience
Segmentation



Behavioral
Targeting



Channel
Optimization

AI

Enterprise-Ready Conversational AI



ACE LLM



AI Agent
Framework



Enterprise
Guardrails

Communicate

Multi-channel Smart CPaaS

Omnichannel



High Scale



Auto failover



Multi-language



Template AI



Governance



Analytics



Trusted by brands in over 40 countries

Full Suite
Conversation Cloud
75% market share in India

45,000+
Customers

10B
Messages per month

Retail/eCommerce



CPG/FMCG



Beauty



Media & Entertainment



eCommerce services



Hospitality & Travel



QSR



Automotive





Kenvue, a global leader in personal care and wellness, used the WhatsApp platform to engage consumers and provide a personalized experience for Black Friday. The goal was to collect user data to offer exclusive discount coupons for selected products.

+45k

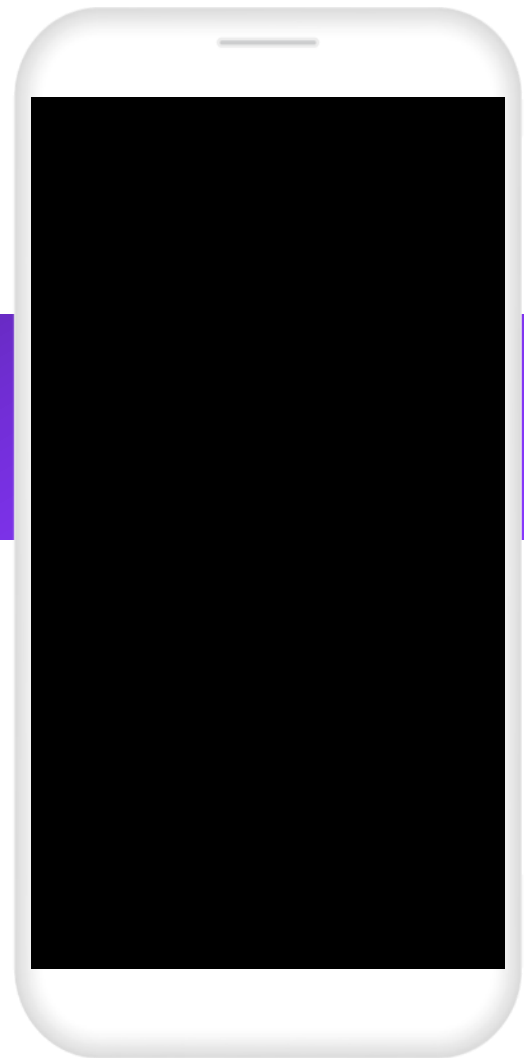
Users engaged: Total
numbers of participants
in the campaign

+67%

Conversion Rate

- **WhatsApp Flows:** Users completed a simple flow and, at the end, received a 10% discount coupon for selected products
- **Personalized Campaigns :** During Black Friday week, personalized Campaigns were created using the collected data, focused on reach customers with offers that matched their interests and behavior.
- **Measurable results:** Real time tracking of the marketing actions' impact.

Personalized Offers on WhatsApp



KÉRASTASE

A leading D2C hair care brand from L'Oréal utilizes voice-based and text-based Generative AI on WhatsApp to elevate its support experience.

8.1%

D2C weight of business share of sales during Black Friday season

4.6%

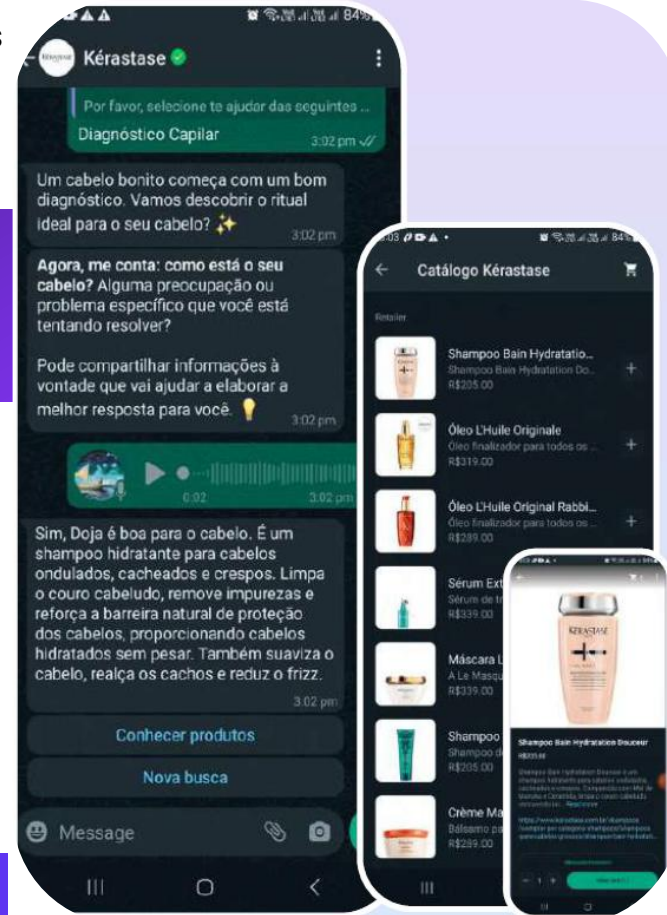
AI Conversion Rate

0.1%

of chats with human agents

- **Main objective:** Incentivize clients to buy through a chatbot experience that combines voice and text inputs and generative AI, offering seamless shopping interactions.
- **Chatbot:** Trained on Kerastase's product catalog, the AI models excel in managing voice-based interactions for recommendations, comparisons, product discovery, and purchase support.
- **Results:** Reduction in the number of chats with human agents from 5.1% to 0.1% due to automation based on LLM using AI.

Voice Ai – Hair Product Advisor





AI experience that allows users coming from Claroshop ecommerce & CTWA campaigns to solve doubts about a product before buying it

44k+

Leads generated
through CTWA ads

16.6%

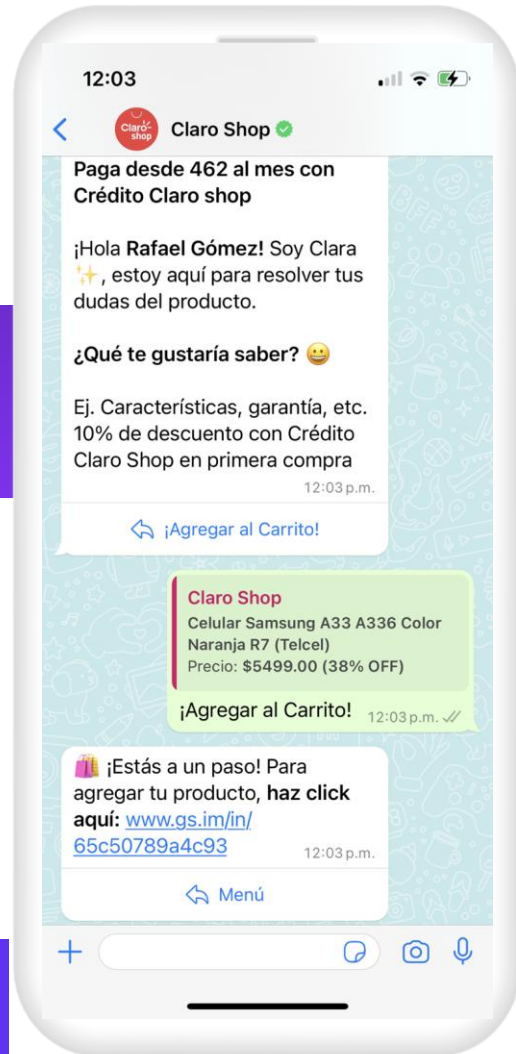
User checkouts
from the bot

145k+

User queries sent
to the bot

- **Main objective:** Enable a comprehensive AI experience, where users can openly interact with a bot that allows them to solve their product queries, and motivates them to add that product to their cart, to be redirected to the cart checkout in claroshop's ecommerce.
- **Buy rate:** 4% buy rate of users that use the chatbot to query product info
- **CTX Campaigns:** 470k+ clics to WA, with a 9% (44,927) lead conversion, with 71% (32,067) of leads entering a deep conversation with the bot

Resolving Customer Queries



L'ORÉAL

NYX Blushes, NYX Lipgloss

AI Chatbot for marketing campaigns, to drive customer engagement and sales through personalized product recommendations

- **Main objective:** An interactive social CTWA campaign where users can chat with a NYX bot that helps them discover their ideal blush and lipGlos. Through a brief questionnaire, the bot provides personalized product recommendations based on each user's preferences and needs.
- **User profiling and recommendation:** After answering three questions, users received a personalized Amazon link featuring the essential NYX products tailored to their makeup preferences. This seamless experience allows them to easily shop for items that match their style.
- It also includes application instructions, ensuring users have everything they need for a flawless look.

Makeup Routine Advisor



KÉRASTASE

L'Oréal brand Kérastase elevated Black Friday shopping experience for its Brazilian customers with an advanced AI conversational flow.

38,082

Leads

30,898 (81%)

Talked to IA

29,971 (78%)

Leads to Cart

Key Features and Innovations

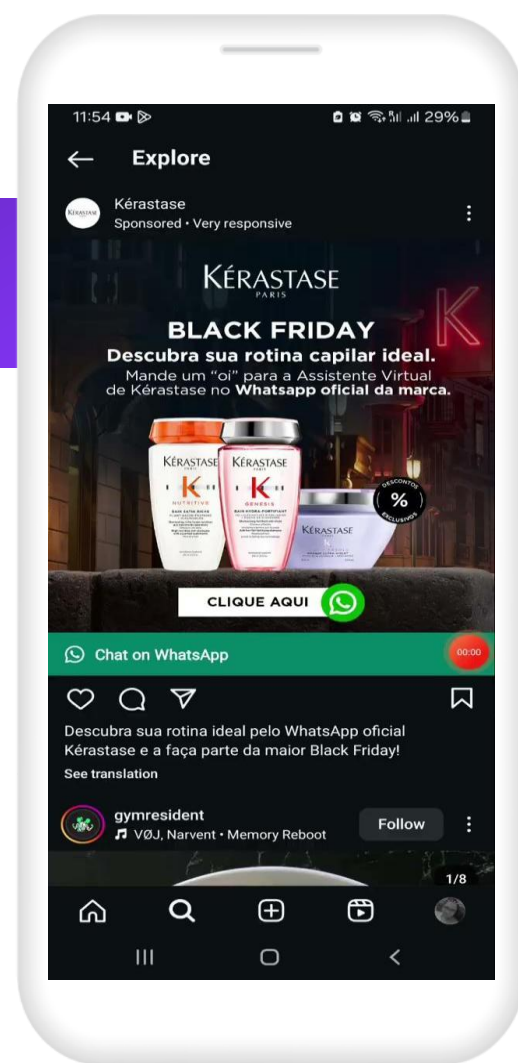
The chatbot leverages AI to understand customer concerns, such as hair type, specific issues (e.g., dryness, frizz, or scalp health), and desired outcomes. It offers tailored product suggestions, based on user inputs, displayed in visually appealing carousel formats to ensure customers receive the most suitable solutions for their hair needs easily and make informed decisions.

To ensure a hassle-free journey, the bot provides instant checkout links for two retail partners:

- **Mercado Livre:** A leading e-commerce platform in the region.
- **Época Cosméticos:** A trusted retailer specializing in beauty products.

The bot is designed to answer a wide range of questions related to hair care, including usage instructions, product benefits, and advice for maintaining healthy hair, however, when the AI encounters complex or unresolved queries, it seamlessly escalates the conversation to beauty advisors, ensuring users receive expert guidance in real time.

Black Friday Ai bot



L'Oréal brand La Roche Posay aimed to elevate the Black Friday shopping experience for its Brazilian customers by collaborating with Gupshup to create an advanced conversational flow powered by artificial intelligence. This experience also featured direct checkout links for three trusted partners.

27,014

Leads

77%

Talked to IA (Conversion rate to Deep Conversations)

34%

Leads to Cart (users were forwarded to the partner's cart)

Key Features of the Bot:

The bot uses customer input (e.g., skin concerns, preferences) to provide tailored advice about the product, highlighting the benefits of Mela B3 for each user's needs.

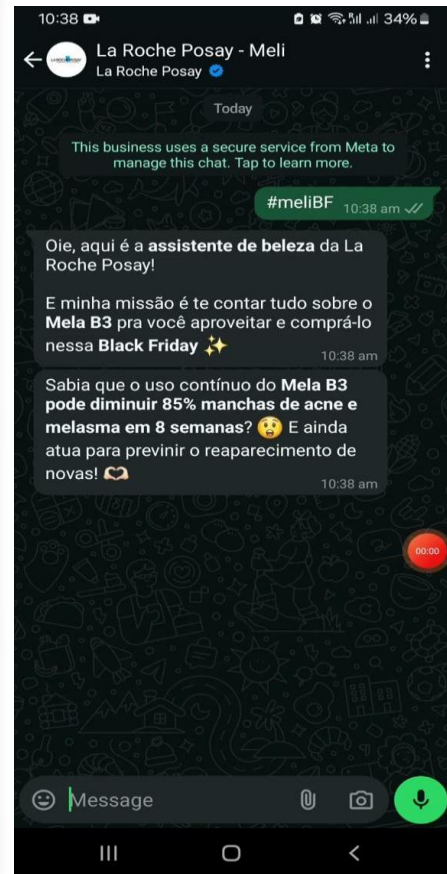
To boost sales during the Black Friday period, the bot included direct checkout links for three trusted partners:

- **Droga Raia** (pharmacy partner)
- **Época Cosméticos** (beauty retailer)
- **Mercado Livre** (e-commerce platform).

The AI was trained to answer common questions about the product, such as usage instructions, key ingredients, benefits, and availability across partner stores.

The bot leveraged conversational AI to engage customers effectively, guiding them through the decision-making process and providing additional Black Friday promotions where applicable.

Black Friday Product Advice Bot



Thank You

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