

CASE STUDY

Audience Analysis for *pro-aging* skincare brand Taylor Leanne



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TESTIMONIAL



*“My overall
experience with
Anna was
EXCELLENT”*

DONNA WINTERS,
FOUNDER OF
TAYLOR LEANNE

TAYLOR LEANNE™
BEAUTY & HEALTH

We believe women of every age want to
look and feel healthy, vibrant, and youthful.

Feel an uplift in mood
and energy as your
skin's transformation
resonates with your
soul, reminding you
of the timeless beauty
you possess.



CLIENT

TAYLOR LEANNE

CHALLENGE

- The client aimed to identify the ideal customer profile to build a digital marketing strategy for pro-aging skincare products based on this profile.
- Understand customer motivations, decision making process, what makes them try out a new product

SOLUTIONS

Combined qualitative and quantitative research data to build a detailed customer avatar.

- Conducted an overview and analysis of top competitive brands, including leaders and newcomers in the niche.. Created a comprehensive competitors analysis report.
- Developed a database of customers using competitive products and lookalike audiences; analyzed each profile, including demographics, goals, challenges, needs, wants, and brand preferences.
- Collected and analyzed over 200 reviews of competitive products, categorizing them into positive and negative reviews to identify common characteristics.
- Interpreted the data and crafted an easy-to-read presentation with actionable insights.



OUTCOMES



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Successfully delivered a comprehensive Customer Avatar that detailed the buyer profile for the pro-aging skincare brand Taylor Leanne, including in-depth insights into their demographics, psychographics, purchasing behaviors, and brand preferences. This avatar also encompassed a thorough analysis of the buyer's lifestyle, values, and pain points, providing a holistic view of the target customer. The insights gained from this Customer Avatar were instrumental in shaping the brand's marketing strategies, product development, and customer engagement initiatives, ultimately driving increased customer satisfaction and brand loyalty.

Samples of Slides from Customer Avatar

SKINCARE ROUTINE

I recently borrowed my sister's jar in preparation for her son's wedding and immediately ordered my own

My esthetician recommended this to me

Customer Avatar - Skincare Brand

Angela Stanton
Accomplished woman in her 50s

What does your avatar like, dislikes about Category King

What can push me away Dislike

Quality and ingredients
"The texture of the eye and face creams are alike...I feel like they're literally the same product only in different packaging."

"The glow from this comes from the mica. Which I'm not impressed by. I'd prefer a natural glow from ample hydration rather than a faux glow from the mica."

How the product has been tested
"The product has no "parabens, petroleum, phthalates, SLS, SLES, PEGs, TEA, DEA, silicones, or artificial dyes or fragrances", the fact that this product isn't tested on animals doesn't give me much comfort: is this product being tested on humans instead, or is this product not being tested at all?"

Scent
"Frankly, I cannot tell you if this lotion does a good job as a lotion because the SMELL is a dealbreaker."

Angela Stanton - Accomplished women in her 50s

Angela Stanton
Age: 50+
Gender: Female
Income: \$100K+
Occupation: Realtor/Entrepreneur
Education: Bachelor's Degree
Homeowner
Married

My favorite reward is helping families buy homes, invest for their future, sell family homes, and create their own sacred space. I lead an active lifestyle and work closely with people. This involves continuous meetings with clients, so I want to look my best every time. I need a face cream for mature skin.

Goals

- Age gracefully
- Age is just a number and I want to continue looking and feeling my best and embrace this new phase of my life

Challenges

- I lead a busy lifestyle, juggling my work, social engagements, personal interests, and my family, so it's challenging to prioritize self-care.
- I have high expectations for quality and effectiveness.

Skincare I'm looking for

- Anti-aging products targeted towards me should emphasize their luxury, effectiveness, and ease of use.
- Highlighting scientifically proven ingredients and results-driven formulations will resonate with my desire for visible improvements in skin's appearance.
- A appreciate personalized recommendations and VIP experiences. It makes me feel valued loyal to the brand.

quality exclusivity
VIP experience results

Other Professions:
Retired CEO and work as a consultant, corporate executive, entrepreneur, doctor or healthcare professional

Identity

Angela is a luxury skincare enthusiast who's all about ingredients and expert recommendations. She carefully selects products that are backed by science and approved by dermatologists.

Angela's skincare routine is her self-care sanctuary, meticulously crafted with doctor-approved formulas. She keeps up with beauty influencers and celebrity brands for inspiration, but when it comes to choosing what goes on her skin, she relies on trustworthy reviews and expert endorsements.

For Angela, skincare isn't just about luxury—it's about **trust, science**, and feeling confident in her own skin.

"I want a product that gives me the same results as a diamond facial at the salon"

- What products have they bought online before?
- Who did they buy those products from?
- Have we 'Funnel Hacked' those other funnels/products/their influencers? What does the sales process/website look like?
- What content are they, our avatar, consuming online? Podcasts/YouTube/ FB Lives?
- Whose content are they consuming? (Specific Names)
- What identity do they have?
- What other sales messages/marketing has made them buy before?
- Who is the "Category King" in your niche? Who dominates/sells the most information doing what you want to do?
- What does you avatar like or dislike about the "Category King"?
- How is what we're offering are different to our avatar from what others are offering?
- Where do they spend their time online?
- What weaknesses does our avatar have that we can solve?
- What are their major pain points both personally and professionally?

OUTCOMES

2



Delivered 2 Reports
Customer Avatar Profile
Competitive Insights

16



Analysis of the audience of 16
competitors

200+



Reviews analyzed

52



page detailed report

Needs

Goals

Challenges

Sales Channels

Likes and
Dislikes of
competitive
products

Influencers

Demographics



COMPETITOR RESEARCH

Identified 16 direct and indirect competitors.
Conducted a deep analysis of the four main competitors:

- UX Design + recommendations
- Display ads, Ad Campaigns, and Ad Spend
- Users
- Pricing Strategy
- Business Model
- USP
- Conclusion: key differences and key similarities of competitive products; recommendations.

Customer Avatar - Skincare brand

Additional Data on Competitors and Product Reviews

Angela Stanton
Accomplished women in her 50s

Angela Stanton - Accomplished women in her 50s

Age: 50+
Gender: Female
Income: \$50K+
Occupation: Business Development
Education: Bachelor's Degree
Relationship: Married

My favorite reward is helping families buy homes, read for their future, and family time, and create their own career paths. I love my car, I travel and work closely with people. This includes continuous meetings with clients, and I want to look my best every time. I want a face cream for mature skin.

Goals

- Age gracefully
- Age to look a number next to me to continue looking and feeling my best and embrace the new phase of my life

Challenges

- I lead a busy lifestyle, juggling my work, social engagements, personal interests, and my family, so it's challenging to prioritize skincare.
- I have high expectations for quality and effectiveness.

Skincare I'm looking for

- Anti-aging products targeted towards me should emphasize their safety, effectiveness, and ease of use.
- Highlighting scientifically proven ingredients and results about formulations will resonate with my desire for value improvements in each experience.
- An appropriate personalized recommendation and user experience, to reduce the time spent and time to buy the brand.

Other Preferences
Retinol CTO and water in a cream, ceramide, hyaluronic acid, or natural ingredients.

Customer Review Map Negative Reviews

"Scent was awful so I only used it once."

"I was sooooo excited to find a mini size of this bc I love it but **the regular bottle is so expensive**. I used once a day and I'm not even being sarcastic when I say **it lasted me a week!** **All the weight is the packaging**. This should be called a sample not travel size."

"Goop Glow has squalane and glycerin which is going to give your skin a good dose of hydration. When I apply a bit more **it does feel a tad tacky**, but if I use this minimally just enough for my skin to absorb it all quickly I don't even feel it on the skin really. It's nice and lightweight."

The glow from this comes from the mica. Which I'm not impressed by. **I'd prefer a natural glow from ample hydration rather than a faux glow from the mica.**

Buroe

- Women owned company
- Pricing range \$40 - \$110
- Anti-aging skincare

Unique brand - berry, pumpkin, tea

Beet Glow Boosting Serum
Gently exfoliates, reduces redness, evens skin's tone.
★★★★☆ (2)
\$72.00

Pear Serum Oil
Glow boosting serum of natural oils that "glows" your skin.
★★★★☆ (4)
\$65.00

Pro-Berry Pore Refining Toner
Gentle toner that balances excess oil, like impurities, and evens skin's tone.
★★★★☆ (4)
\$58.00

Chamomile Tea Face Cleanser
Brightening cleanser that targets blackheads and whiteheads.
★★★★☆ (2)
\$40.00

Celery AHA - LHA Resurfacing Serum
Gentle clarifying serum with AHA - LHA for skin smoothness.
★★★★☆ (4)
\$68.00

Pumpkin Pro-Retinal Cream
Powerfully potent Retinol reduction that targets wrinkles. Age of aging.
★★★★☆ (2)
\$110.00

Customer Review Map Positive Reviews

"What I love best is the superfine particles that give you the same **results as a diamond facial at the salon**. My sister recently borrowed my jar in preparation for her son's wedding and immediately ordered her own."

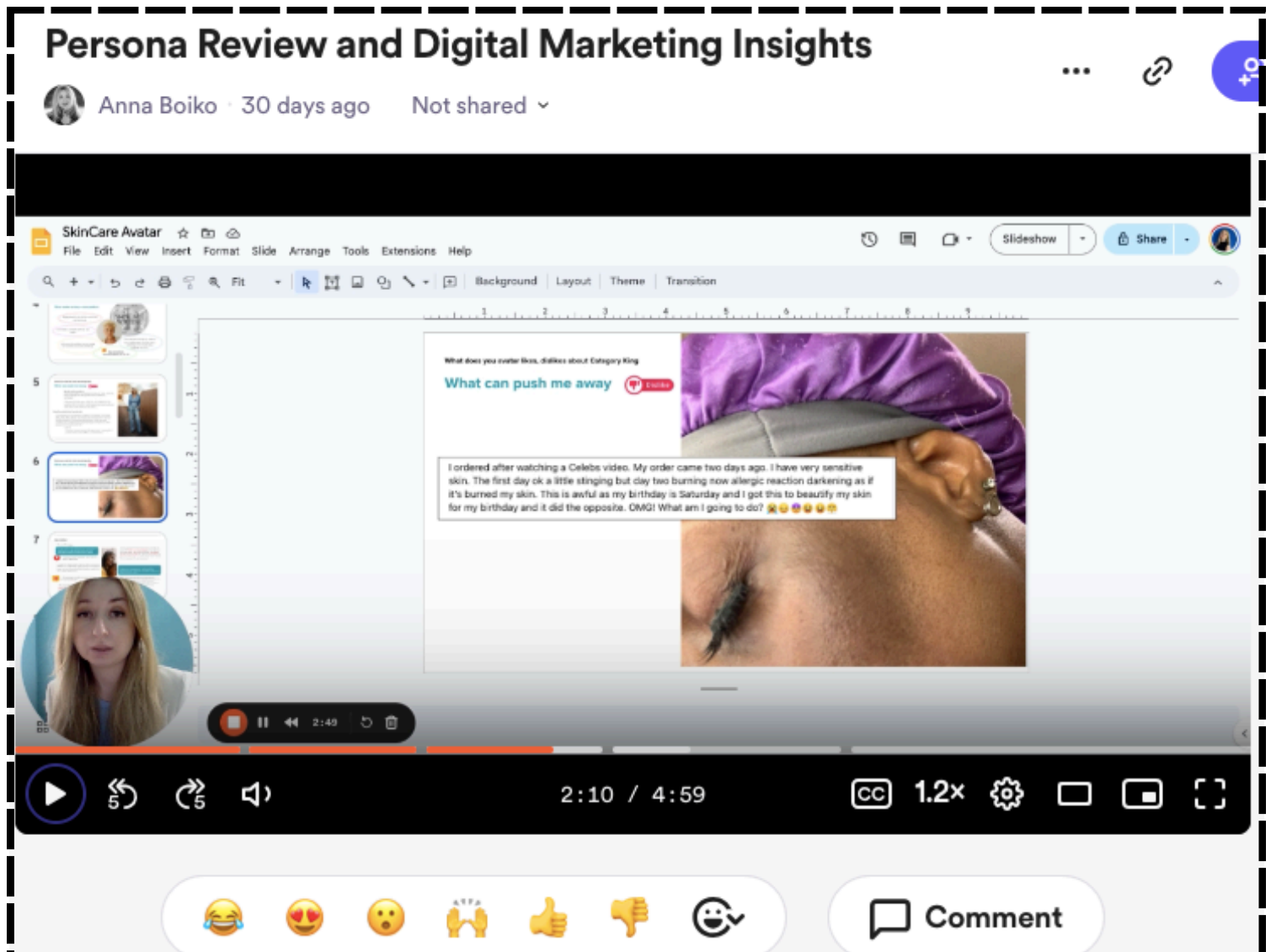
"I bought this product as I wanted to change my daily moisturizing cream I have been using for years, since **this product can be used both by men and women** I thought I give it a try. The **scent is delicate and subtle**, the **texture is nice and absorbs well in the skin**. My skin stays moisturized for **hours plus is anti-aging** which is another benefit, I am very happy with my purchase."

"I use Filorga Time Filler for my face and Time Filler for my eyes. Since I started using these products my skin looks better - **no more puffiness in the mornings.**"

VIDEO EXPLANATION



Loom videos explaining how to use avatar, 5 min each.



Persona Review and Digital Marketing Insights

Anna Boiko · 30 days ago · Not shared

SkinCare Avatar

File Edit View Insert Format Slide Arrange Tools Extensions Help

Background Layout Theme Transition

What does your customer like, dislike about Category King

What can push me away

I ordered after watching a Celebs video. My order came two days ago. I have very sensitive skin. The first day ok a little stinging but day two burning now allergic reaction darkening as if it's burned my skin. This is awful as my birthday is Saturday and I got this to beautify my skin for my birthday and it did the opposite. OMG! What am I going to do?

2:10 / 4:59

Comment

Sample of Loom recording explaining in detail how to use customer avatar

RESEARCH METHODOLOGY

Audience analysis is 100% based on
real data

1



ANALYSIS OF THE CUSTOMERS OF COMPETITORS

Defined competitors and analysed buyers of competitive brands. Put together a database of their profiles.

2



CUSTOMER REVIEW MAP

Collected 200+ reviews of competitive products and analyzed the reviews.

3



LOOKALIKE AUDIENCE

Built a database of lookalike audience based on competitive audience, analyzed each profile separately and identified common features.





Thank you!

Inspired by Taylor Leanne's success story?
Get in touch with us to start your journey toward
outstanding results.



Stay in touch!

ANNA BOIKO

anna@intromarketresearch.group
19073104518

www.intromarketresearch.group