

MERCAUX

member of the **MACH**
ALLIANCE

IN-STORE OMNICHANNEL PLATFORM FOR BEAUTY STORES

A purpose-built platform for the specific needs of the
in-store beauty appointment and purchase



Why is a purpose-built solution needed?

IN-STORE TRIALS AND APPOINTMENTS

An easy way to book and
manage appointments

FIND THE PERFECT SHADE QUICKER

Interview customers to
filter from the endless aisle

CROSS-SELL OTHER BEAUTY ITEMS

Easily recommend
complementary products

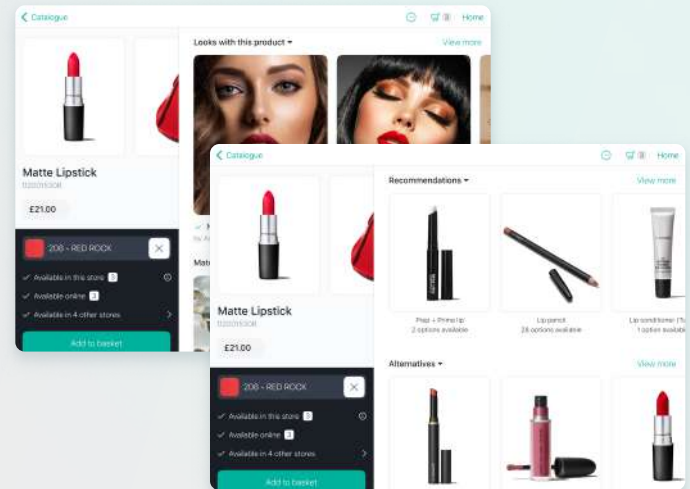
SELL TO CUSTOMERS REMOTELY

Continue the conversation
after the customer has left

A Single App for Store Associates

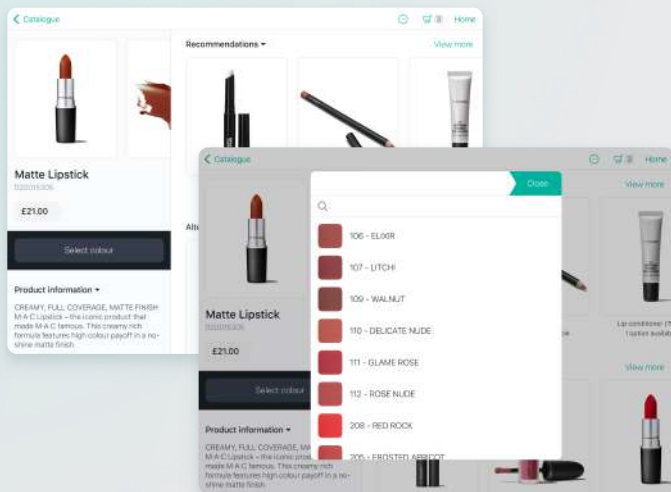
Inspirational Selling Content

Showcase your complete product range with compelling descriptions about the quality of your products, the luxurious ingredients, sustainability credentials, and celebrity and influencer endorsements.



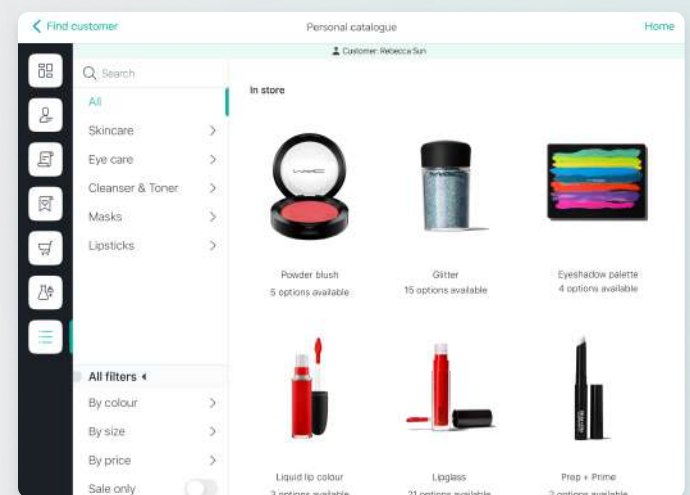
Make Complex Products Simple

Our assisted selling solution is tailor-made for beauty stores and concessions, enabling you to apply numerous colour or shade parameters to each item.



Bespoke Shopping Experiences

Harness the power of past omnichannel interactions to automatically generate personalised recommendations tailor made to your customers' individual preferences.



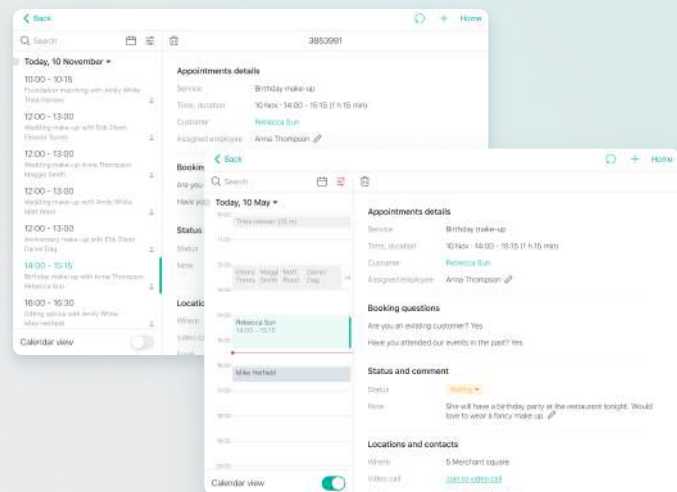


Conduct Customer Interviews

Guide customers towards their ideal item by utilising a pre-defined set of targeted questions, and watch as the platform filters through your vast array of products, presenting only the most relevant.

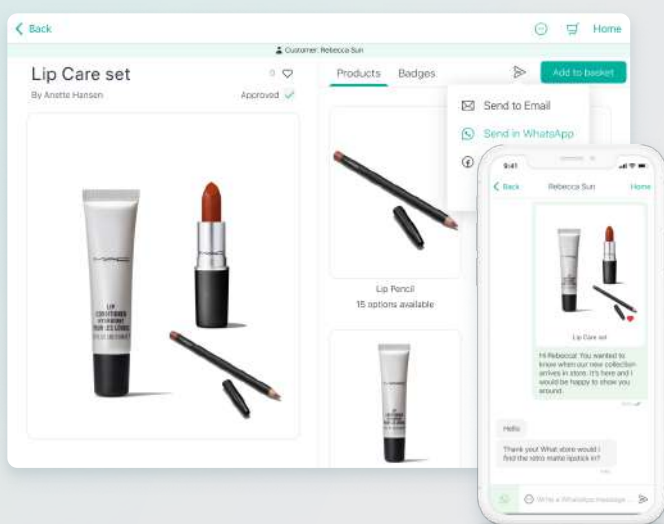
Convenient Appointments

Offer appointments to your stores, granting customers a convenient way to book beauty trials or personalised shopping experiences. Manage the entire booking process, and record valuable insights to their CRM/CDP profile.



Sell Remotely from Store

Continue the conversation from store or initiate brand new conversations via email, SMS, or WhatsApp, leveraging insights from a customer's 360° omnichannel profile, such as upcoming birthdays.



Mercaux Store Associate Customer Survey 2023

89%

Helps sell
more products

90%

Creates a better
in-store experience

95%

Helps find product
info & availability

96%

Makes my
job easier

Easy to Integrate. Easy to Deploy. Easy to Use

- **Staff Enablement** — provide store employees with tools that make finding the perfect product easy, and managing a busy appointment schedule effortless.
- **A Single Platform** — Consolidate your in-store solutions into one platform so your employees do not need to juggle multiple Apps.
- **Commercial Benefits** — higher conversion and basket size by giving staff access to the endless aisle product information they need to inspire more customers to purchase.
- **Speed of Deployment** — for entry-level solutions we can be live in your stores in as little as 2-4 weeks.

Selected Ecosystem Partners:



To arrange a demo, [email info@mercaux.com](mailto:info@mercaux.com),
or [click here](#) to book a meeting.

Or visit mercaux.com