



POWERREVIEWS
2017 DIGITAL
COMMERCE
— SUMMIT —



Get Answers to Purchase Blocking Questions

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Introductions

Ulta & PowerReviews



Jeff Klonowski

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Matt S

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*VP, Product
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Agenda



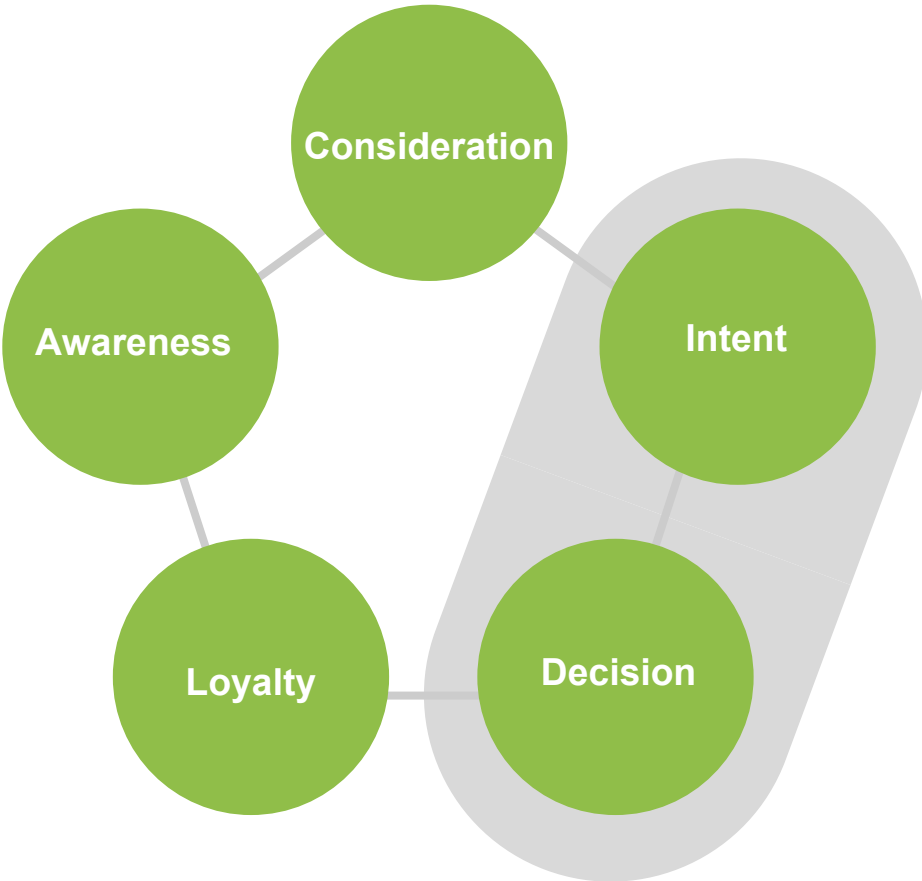
- 1 The Purchase Journey
- 2 Q&A & Ulta's Content Strategy
- 3 Q&A Best Practices
- 4 How ULTA Uses Q&A Best Practices
- 5 Future of Q&A

A photograph of two young women sitting at a round wooden table in a cafe. The woman on the left is wearing a denim vest and orange shorts, and is whispering to the woman on the right. The woman on the right is wearing a light pink t-shirt and denim shorts, and is smiling. They are both holding drinks with straws. The background is a red brick wall with a burlap sack hanging on the right. The text 'Q&A' is overlaid in the center, with a question mark icon to the left.

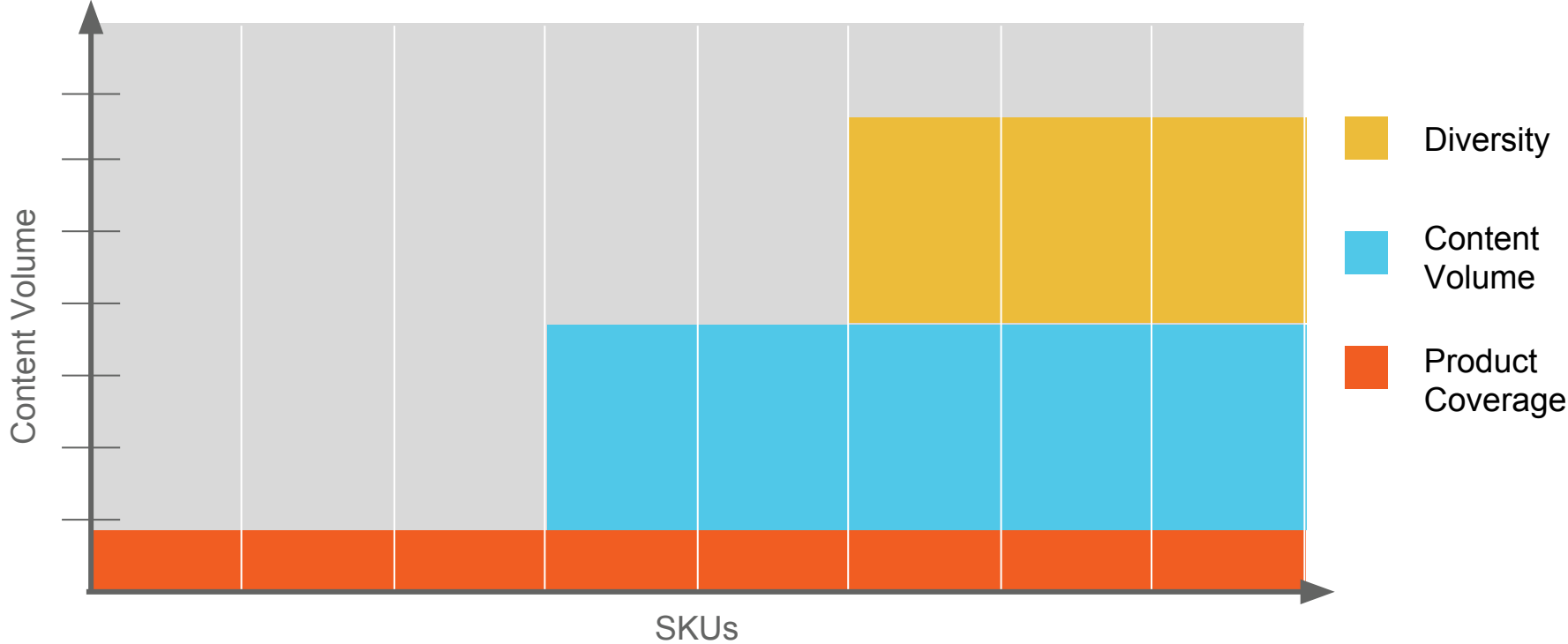
Q&A

Answers convert shoppers to buyers

Where Q&A Fits in the Purchase Journey

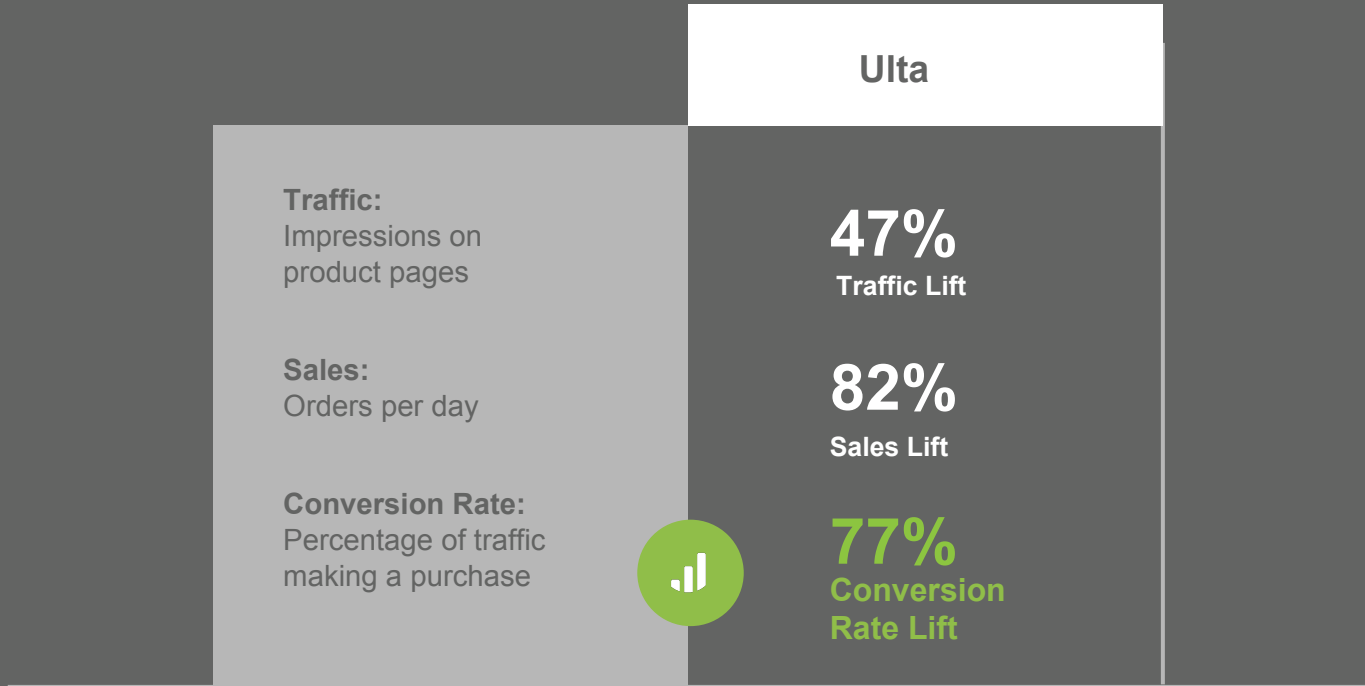


Coverage, Volume, and Diversity



Adding Q&A to a product lifts traffic, sales, conversion

When the number of answers increases from 0 to > 0 answers



Ulta and Q&A

with Jeff Klonowski

The “Fear” of Q&A

If it works so well, why doesn't everyone do it?



Not getting the
answer fast
enough



Burden of
answering
questions



Getting the
answer “wrong”

Q&A Best Practices

Answers Convert Shopper to Buyers



ULTA BEAUTY

SHOP BY BRAND

- GIFTS FOR MOM
- MAKEUP
- NAILS
- SKIN CARE
- HAIR
- TOOLS & BRUSHES
- FRAGRANCE
- BATH & BODY
- MEN
- ULTA COLLECTION
- GIFTS
- NEW ARRIVALS
- SALE & COUPONS
- CURRENT AD
- BEAUTY SERVICES
- BOOK APPOINTMENT
- BEAUTY GUIDES
- SOCIAL GALLERY

ULTA BEAUTY *Mix*

Do you have questions about this product?

Get answers from in-house experts. [ASK A QUESTION](#)

26 Questions | 26 Answers

Displaying questions 1-10 [Previous](#) | [Next](#)

Q: I am currently using shade 1 in your Gimme Brow. I have silver grey hair and fair to medium skin tone. What shade would you suggest in this Goof proof product?
Asked on 3/27/2017 by Sue from Aptos, CA

1 answer

BRAND EXPERT

A: Hi gorgeous, if you have have allover gray you would be shade #1 in our Goof Proof. If you are rocking salt and pepper it would be shade #6. xxoxo B

http://images.ulta.com/si/image/ulta/benefit_brow/shade_shadefinder?sci=2

Answered on 3/27/2017 by Brand Expert from Benefit Cosmetics

Q: If I am the shade Taupe in Anastasia Brow Definer/Wiz...What color would be my color match for the Benefit Goof Proof Brow Pencil??
Asked on 1/14/2017 by Rayna from West Virginia

1 answer

Q: I was wondering how to sharpen this pencil, mine is dull on the top corner.
Asked on 1/16/2017 by Xtina from CA

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Leverage
SME's



Leverage
Brands



Ask a Product
Owner

Ulta and Q&A

with Sasha Smith

The Future of Q&A at PowerReviews

What's next



Brand
Engage



Enhanced answers
(images, video, etc..)



Q&A
Syndication

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Q & A

Answers convert shoppers to buyers

Questions?

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