MMA India

101 AI IN MARKETING USE CASES

Brand: NYKAA

It's personal, How Nykaa helped people meet their unique beauty needs with AI-powered advertising

BRIEF DESCRIPTION

India's beauty and personal care market has grown to roughly $21 billion, and shoppers increasingly want products matched to their specific skin type and concerns, from acne to anti-ageing.

How AI Was Applied

Nykaa experimented with Google's Performance Max to help shoppers find the right products for them. Sudhansh Kumar, SVP of Growth and Digital Marketing at Nykaa, shares how the brand approached this in a short video case study.

IMPACT

50%

More Acquisitions at defined cost-per-action targets

15%

Improvement in return on ad spend

"It's really about creating meaningful connections, and this is just the beginning." - Sudhansh Kumar, SVP of Growth & Digital Marketing, Nykaa

About Nykaa | Nykaa is a leading beauty and personal care e-commerce retailer in India, on a mission to help people discover products that suit their unique beauty needs.