

# NORDSTROM

Sample Retailer.com Audit | Diptyque

December 2023

# Table of Contents

Objective: propose new tactics to increase sales via retailer.com audit

Desktop	p. 3
Brand Landing Page Banner	p. 4
Product Placement Exposure	p. 5
Search Engine Optimization & Product Details	p. 6
Mobile	p. 7
Retailer.com Paid Media Campaign	p. 8
Product Reviews	p. 9
Product Ingredient Concern	p. 10
Product Gender Classification	p. 11
Protect Brand Image & Reputation	p. 12
Competitive Research Part One	p. 13
Competitive Research Part Two	p. 14

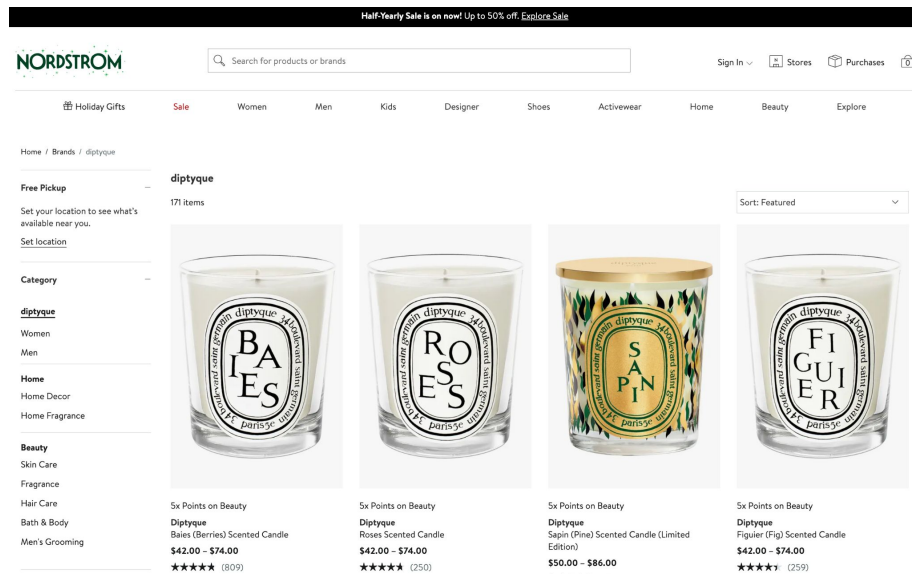


**NORDSTROM**

Desktop

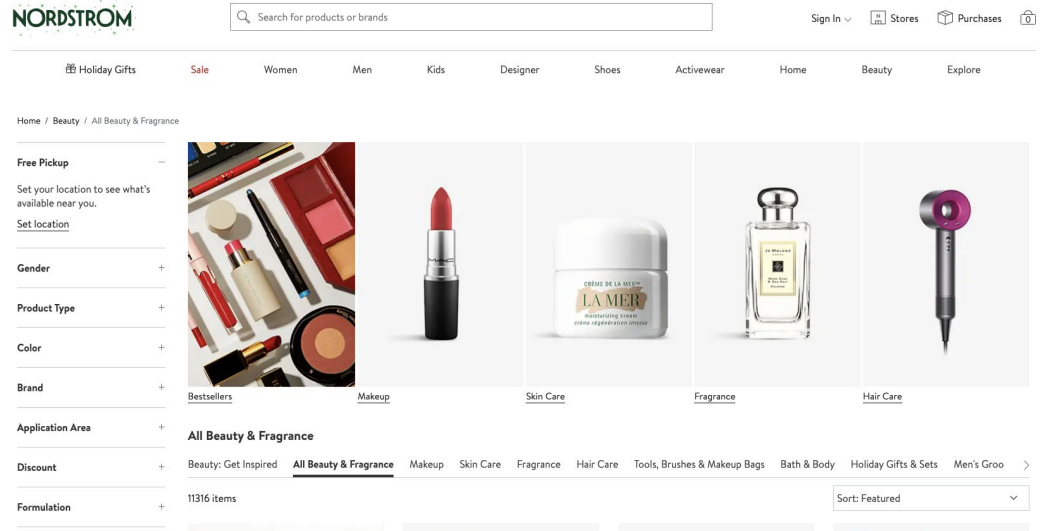
## Brand Landing Page Banner

- What: utilize space provided by retailer to showcase brand identity & brand elements
- How: collaborate with creative team to create a brand logo banner or a product banner
- Why: the brand landing page offers an enormous opportunity to create unique and persuasive digital assets
- Notes: Bloomingdale's & Blue Mercury feature brand banners for Diptyque, however, Nordstrom does not

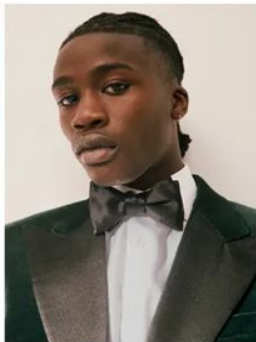


## Product Placement Exposure

- What: increase brand awareness
- How: continuously negotiate for product placement exposure in product gift guides, as well as retailer homepage, and category landing page
- Why: depending on the retailer it can be a low hanging fruit opportunity to bring awareness to Diptyque's best selling products and drive sales



Women



Men



Kids



Designer



Home



Beauty & Fragrance

## Search Engine Optimization & Product Details

- What: increase product search relevancy
- How: add the word “perfume” to all juice products pages (even to EDTs)
- Why: perfume is a top search term by online shopper when looking for a fragrance in a spray bottle. Even while looking for EDT sprays, shoppers will search perfume instead
- Notes: some people do not know the difference between perfumes, colognes, EDPs, EDTs, etc. Therefore, adding a fragrance definition for each juice type will 1) add the keyword “perfume” to cologne PDPs, and 2) educate all shoppers on the difference



Eau des Sens Eau de Toilette  
Diptyque

### Details & care

**What it is:** A fragrance inspired by the orange blossom that awakens the senses and creates confusion.

**Fragrance story:** Eau des Sens caresses the skin and makes your mouth water like an indulgent treat, awakening you with its freshness. It owes its originality to the very idea behind its creation: bringing together all the dimensions of the bitter orange tree, its branches, leaves and fruit.

**Style:** Floral.





**Notes:** Orange blossom, angelica root, patchouli, juniper berry.

- Made in France
- Item #7433943





### Gift options

Choose your gift options at Checkout. Some items may not be eligible for all gift options

#### Free Pickup

-  Printed gift message (free)
-  Nordstrom gift box (free)
-  Fabric gift bag (\$5)
-  Signature gift wrap (\$5)

#### Delivery

-  Email gift message (free)
-  Printed gift message (free)
-  Fabric gift bag (\$5)
-  DIY Nordstrom gift box (\$5)

Need help finding the perfect gift? We've got you covered.

[Shop Gifts](#)

### Diptyque

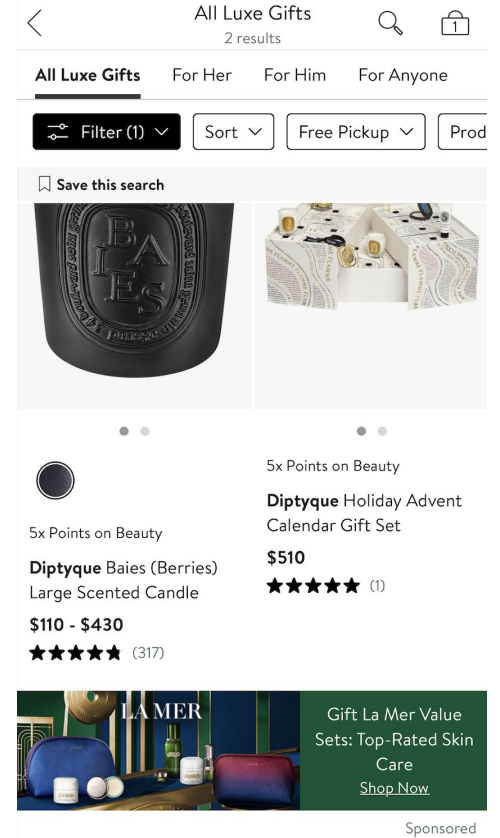
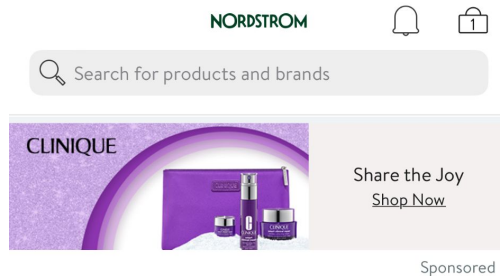
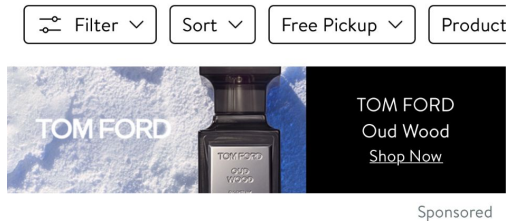
Luxury **perfumer** diptyque began in 1961 at 34 Boulevard Saint-Germain, Paris, where three artistic friends opened a storefront bazaar. The trio's creative spirit and elegant taste eventually converted the curated shop into a world-renowned **perfume** house. Revered for balanced, transformative scents, diptyque offers a full collection of intoxicating candles, home fragrances and body care.

**NORDSTROM**

Mobile

## Retailer.com Paid Media Campaign

- What: create sponsored product banner featuring promotion or desired call-to-action
- How: work with the Nordstrom Media Network team and various brand stakeholders to plan and execute campaign
- Why: when done right, paid media campaigns can be effective in driving brand awareness and sales
- Notes: Diptyque was not featured in a sponsored product ad at the time of this audit





## Product Reviews

- What: increase product reviews for products that have less than 15 reviews
- How: work with retailers to craft incentives post purchase, or ideate email campaigns to increase engagement
- Why: depending on the retailer it can be a low hanging fruit opportunity to bring awareness to Diptyque's best selling products

Customer photos [Back to Top](#)

Add your photo  
& review

Share your photo to  
help other shoppers.



Baies (Berries) Fragrance  
Hourglass Diffuser

\$210

Add to Bag

Add to Wish List



Home



Shop



Stores



Wish List

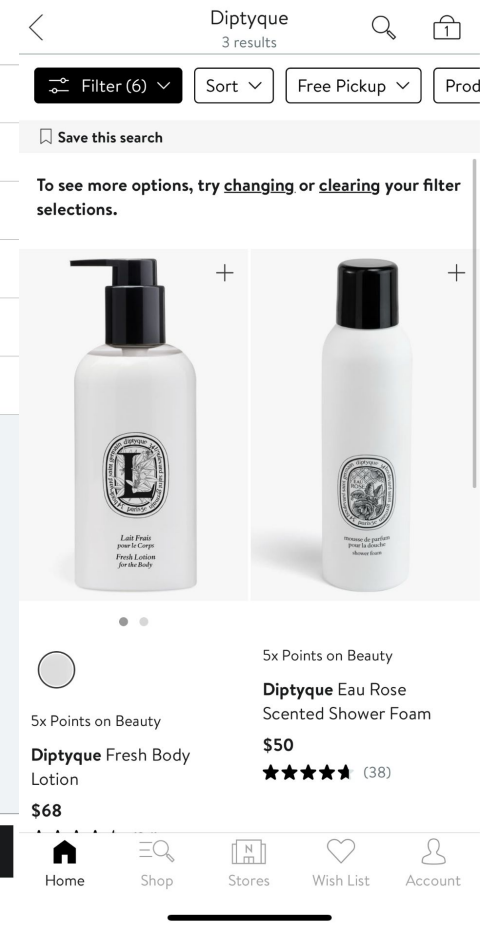
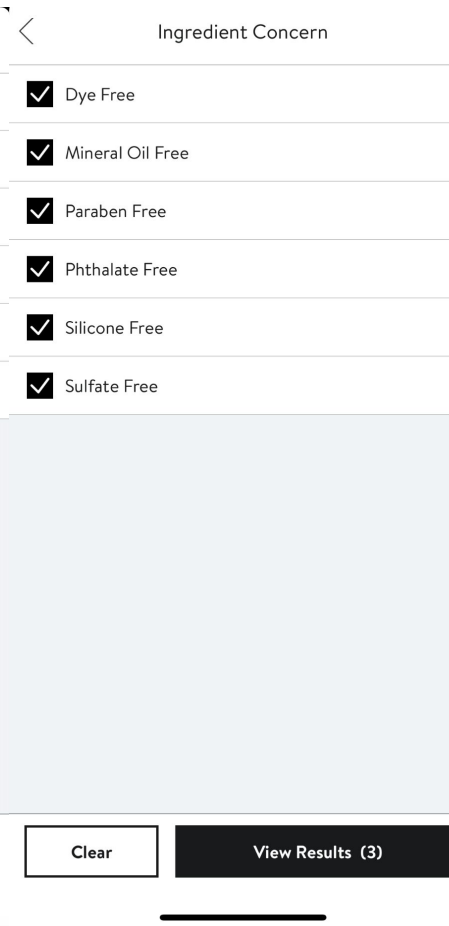
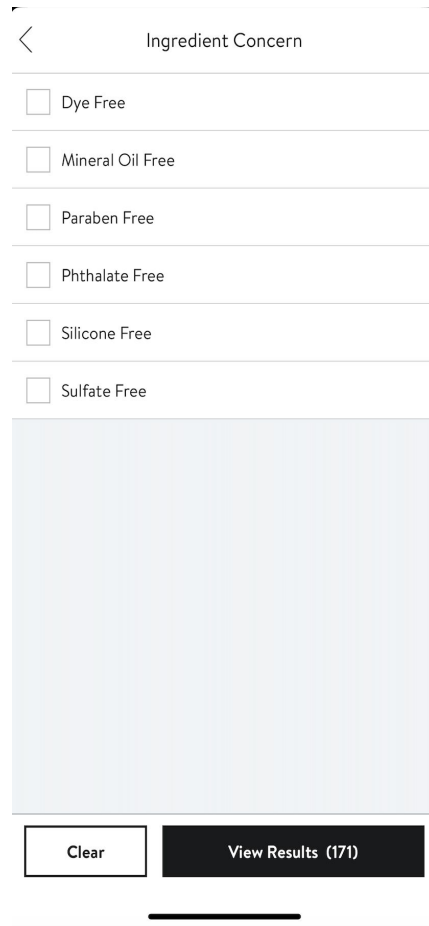


Account



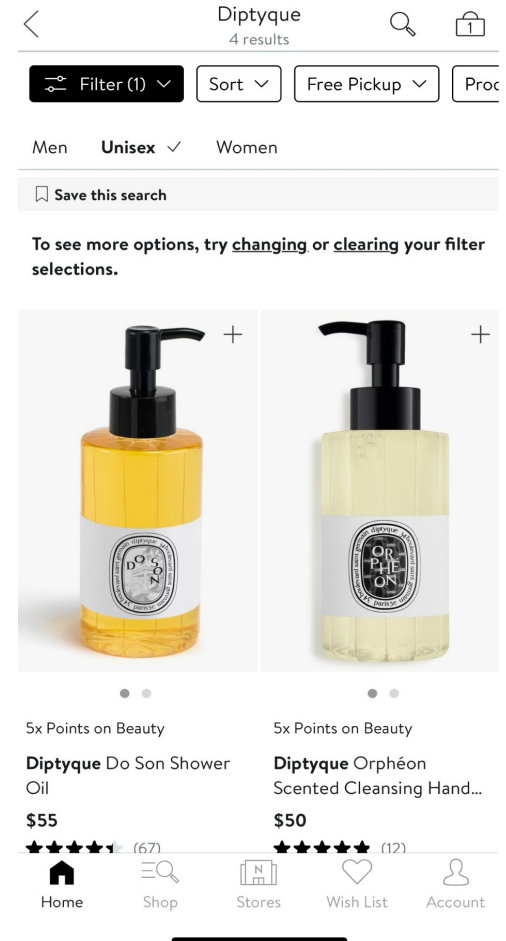
## Product Ingredient Concern

- What: ensure that all products are displayed with accurate ingredient information
- How: audit product ingredients, and then send edits to Nordstrom's product page team
- Why: online shoppers rely on filters to find exactly what they want
- Notes: currently there are only 3 Diptyque products that meet all 6 ingredient concerns



## Product Gender Classification

- What: ensure that all products are displayed where shoppers can find them
- How: audit product gender category, and then send edits to Nordstrom's product page team
- Why: online shoppers rely on filters to find exactly what they want. Product gender classification could be a how hanging fruit opportunity to gain more product exposure and streamline the shopping process
- Notes: currently there are only 4 products labeled as unisex on Nordstrom.com. This may be an opportunity to re-categorize products so that they are easier to find for customers who are looking specifically for unisex products



## Protect Brand Image & Reputation

- What: ensure that Diptyque is seen as a luxury brand
- How: refrain from using gift set values
- Why: gift set value marketing could tarnish perceived brand value and attract too many of the wrong customers
- Notes: Nordstrom encourages value set marketing to drive sales conversion. However, Nordstrom only requires value-set marketing for the Nordstrom Anniversary time period

<

EAU ROSE  
rose damascena  
rose centifolia  
litchi accord  
olfactory accident:  
ambroxan

rose  
eau de parfum  
pour la douche  
shower foam

5x Points on Beauty

**Diptyque**  
Eau Rose 3-Piece Gift Set  
(Nordstrom Exclusive)  
\$198 Value  
★★★★★ (14)

Size: One Size

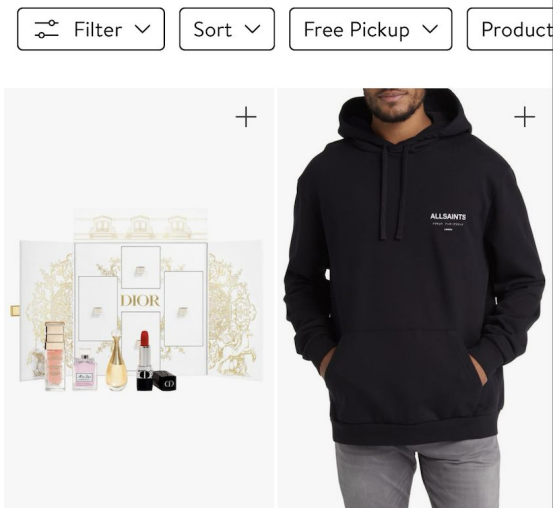
Free Pickup at **Choose Store**

Home Shop Stores Wish List Account

## Competitive Research Part One

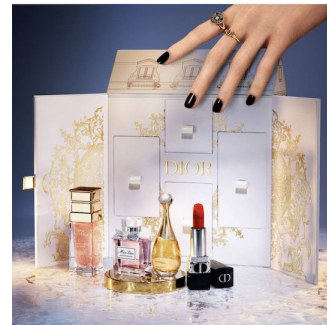
- What: opportunity to sample best selling products at scale
- How: create a micro advent calendar (discovery set)
- Why: a lower price advent calendar will attract a more diverse consumer base that is looking for a niche beauty product that is limited edition

Filter ▾ Sort ▾ Free Pickup ▾ Product



**DIOR** Le Mini 30 Montaigne Discovery Set  
Gift with Purchase  
★★★★★ (46)  
\$120

**AllSaints** Underground Logo Hoodie Sweatshirt  
Limited-Time Sale  
\$219  
★★★★★ (23)



**DIOR**  
Le Mini 30 Montaigne Discovery Set  
★★★★★ (46) ▾ \$120  
Size: One Size

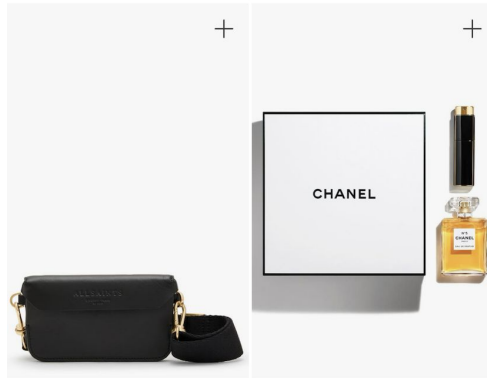
Free Pickup at **Choose Store**  
Select a store to see pickup availability

Home Shop Stores Wish List Account

## Competitive Research Part Two

- What:
  - 1) create a fragrance atomizer gift set
  - 2) create a full size best-seller gift set

- Why:
  - 1) atomizers give the end-user more options on how to carry and use their personal fragrance
  - 2) a gift-set with more than one fragrance from different fragrance families may lower ambiguity regarding product satisfaction and overall pre-purchase anxiety therefore increasing sales



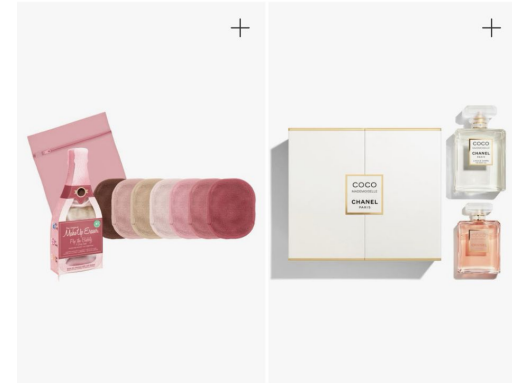
 **Limited-Time Sale**  
**AllSaints** Zoe Leather Crossbody Bag  
**\$95.20**  
\$119  
★★★★☆ (16)


Sponsored  
5x Points on Beauty  
**CHANEL** N°5 Eau de Parfum Set  
**\$210**  
★★★★★ (13)



     
**New Markdown**  
**Nordstrom** Moonlight Eco Crop Pajamas  
**\$49.99 - \$69**  
\$69  
★★★★★ (147)

Sponsored  
**Gift with Purchase**  
**TOM FORD** Ombré Leather Eau de Parfum S...  
**\$225**  
★★★★★ (31)



  
5x Points on Beauty  
**Makeup Eraser** Pop The Bubbly 7-Day Set  
**\$25**  
★★★★★ (5)

Sponsored  
5x Points on Beauty  
**CHANEL** COCO MADEMOISELLE Coffret...  
**\$220**  
★★★★★ (6)