



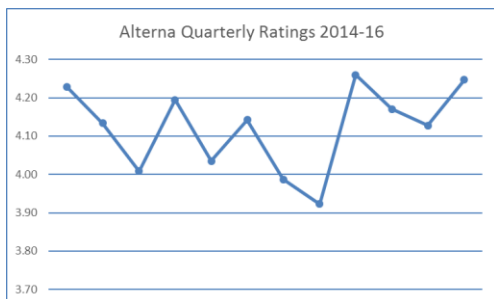
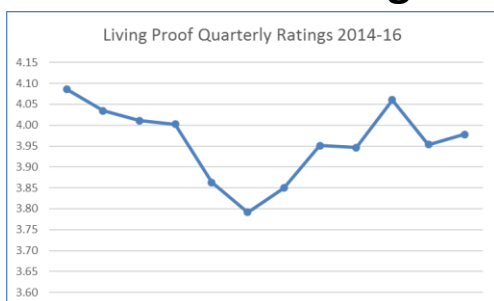
Case Study: Sephora Reviews

RightBid recently collected reviews from Sephora.com for two high-end hair brands: Living Proof and Alterna. Below are some of our findings:

SEPHORA



Historical Ratings



Word Counts

WORD	FREQUENCY		RATINGS		FREQUENCY_CHANGE		RATINGS_CHANGE	
	alterna	lp	alterna	lp	alterna	lp	alterna	lp
TOTAL	2,284	4,021	4.11	3.93	0.4%	7.7%	0.16	0.12
dry	31.39	37.45	4.15	4.06	-4.5%	22.9%	0.12	0.28
love	27.5	26.01	4.47	4.25	13.9%	-1.3%	0.12	0.09
smell	23.77	24.32	4.03	3.96	-2.2%	31.9%	0.43	0.19
shine	18.96	13.88	4.45	4.31	-5.3%	-17.3%	0.07	0.00
clean	3.77	11.61	4.26	4.21	-43.8%	20.7%	0.15	0.31
size	8.76	9.3	4.47	4.06	17.0%	-20.0%	0.36	0.13
recommend	8.27	8.13	4.42	4.07	7.4%	-15.3%	0.15	-0.02
price	6.79	7.24	4.13	3.81	-4.2%	8.8%	0.06	-0.03
smooth	12.35	6.69	4.37	4.44	8.5%	-20.6%	0.02	0.02
color	8.67	5.17	4.43	4.26	-8.2%	4.3%	0.00	-0.43
expensive	2.93	2.91	3.91	3.85	-19.4%	-11.9%	-0.20	0.06

- Alterna has an overall rating of 4.19, whereas Living Proof has an overall rating of 4.03 which is significantly lower than for comparable brands on Sephora.
- While there were 78 Alterna products compared to 48 Living Proof products, there were just 7,162 Alterna reviews compared to 11,318 reviews for Living Proof.
- Living Proof's avg. rating has improved from 3.86 to 3.99 from 2015 to 2016. Alterna's avg. rating has improved from 4.03 to 4.20.
- Alterna's Bamboo Smooth Kendi Oil Dry Oil Mist, which accounts for one in nine Alterna reviews, has an average rating of 4.55.
- The word clean appears in 11.6% of all Living Proof reviews as opposed to just 3.8% of all Alterna reviews. Clean appeared 44% less frequently in 2016 than in 2015.
- Reviews mentioning the word price have an average rating of just 3.81 for Living Proof, much lower than the 3.93 rating over the 2015-16 period.
- Alterna reviews mentioning the word *smell* have improved by 43 basis points between 2015 and 2016.

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