Snap Teams Up With Beauty Tech Solutions Provider Perfect Corp.

Beauty tech solutions provider Perfect Corp., creator of YouCam, is teaming up with Snap Inc. to integrate augmented reality beauty try-on experiences into the Snapchat platform.

The collaboration will enable brands that have already created digital and AR experiences with technology from Perfect to convert those experiences into Snapchat lenses that will be accessible via their brand profiles.

Snapchatters will be able to discover, experiments with and shop for beauty products from brands that work with Perfect, and those brands get access to the application's valuable Generation Z audience.

Snap said campaigns that include shoppable AR lenses see 2.4 times higher action intent left than the average campaign, adding that over 180 million Snapchatters engage with AR every day, and its community has built more than 1.5 million AR lenses.

Snap head of product marketing for AR Carolina Arguelles Navas said in a statement, "Our partnership with Perfect Corp. makes it incredibly easy and intuitive for over 200 beauty brands to create a virtual storefront on Snapchat. Together, we're helping brands reach the next generation of beauty consumers with technology that reinvents the beauty buying experience."

Perfect founder and CEO Alice Chang added, "We are delighted to partner with Snap Inc. to expand the impact and

accessibility of beauty tech investments for our brand partners. As consumers continue to gravitate toward virtual beauty experiences for safe beauty shopping, this unique partnership with Snapchat allows beauty brands to leverage AR and artificial intelligence to engage with Snapchatters. The virtual try-on experience is readily available for beauty brands and instantly scalable for greater impact and benefit to the complete beauty universe.”

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