

Marketing That Moved Us

| Sephora Hitches a Ride with Lyft



SEPHORA X lyft

WHO DID IT: Sephora took on Prime Day by teaming up with rideshare app Lyft.

WHAT IT IS: A classic example of zigging when everyone else is zagging. Rather than joining the online sales promotion frenzy during Amazon Prime Day in summer 2025, Sephora teamed up with rideshare operator Lyft to "drive" visits to its retail stores July 7–10. The Delivered to Beauty promotion granted beauty shoppers in Los Angeles, New York, San Francisco, Chicago, and Seattle a \$20 Lyft ride credit to drive to a Sephora store. Sephora even wrapped select vehicles in their branding. Once in the store, customers could show their Lyft app with a special code to receive a free skin scan, exclusive product sampling, and \$10 off any order over \$50.

RESULTS: Sephora sales from the promotion were not available at the time of this writing, but a Lyft.com blog post reported that Lyft rides to Sephora stores quadrupled during the four-day period. At the very least, the promotion incentivized customers to experience Sephora's personalized in-store services, which no doubt resulted in return visits. Sephora also benefited from plenty of publicity through co-branding with Lyft and earned media coverage from Forbes, Parade, and Business Wire.

HOW THEY DID IT AND WHY IT WORKED: The promotion was part of Sephora's "Get Beauty from People Who Get Beauty" campaign. The Lyft collab relied on what Sephora says people love most about their brand: shopping in store with the help of beauty experts. The LVMH-owned

beauty brand is committed to driving people to its stores, even using direct mail campaigns to send personalized brochures, event invitations, and promo offers for specific events. The promo also aligned with Lyft's goal to connect people with the places they love. "It's a natural collaboration: a rider steps out of their Lyft, transported by a driver who knows their way around

their communities, and enters Sephora's best-in-class shopping experience that offers expert guidance too," says Suzie Reider, Executive Vice President of Lyft Media and Business.



KEY TAKEAWAY: Overall, the Delivered to Beauty collab with Lyft highlights the continued appeal—some might say "comeback"—of brick-and-mortar experiences. The same Lyft.com blog post states, "As of 2025, there are 30% more rides to Sephora than there were in the pre-pandemic high of 2019. And roughly 60% of rides to Sephora are from first-time customers." The Delivered to Beauty promotion bolstered that trend. Zena Arnold, Chief Marketing Officer, Sephora US, says the company knows that, when shopping for prestige beauty, people today highly value in-person experiences. "They're looking for human connection and an expert-guided shopping journey, unique to their needs and goals," Arnold says. "This exciting partnership with Lyft—and our campaign at large—celebrates the magic of the Sephora shopping experience, unlike any other, and all that our shoppers have come to know, love, and expect from us."

