

Ulta, Salon, Cosmetics & Fragrance Inc in Beauty and Personal Care (USA)

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Date: May 2017

Pages: 5

Price: US\$ 150.00 (Single User License)

ID: UA789CF4D07EN

Abstracts

In 2016, ULTA experienced strong double-digit sales growth, largely driven by rising online sales as well as the opening of 107 new stores. ULTA is focusing on social media and consumer engagement, as well as developing its private label line and collaborative brand exclusives. The retailer's ULTAmate Rewards loyalty programme has long been a key selling point and continued customer engagement solidifies this relationship. ULTA also cements its relationship with customers with its in-store salon...

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