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# Cargo Teams With FaceCake for Digital Try-ons

By Faye Brookman

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FaceCake Marketing Technologies Inc., creator of ShadeScout, has teamed with Cargo Cosmetics to allow the brand's shoppers to virtually try on products in real time using a webcam or any desktop or mobile browser without downloading an app.



An assortment of Cargo Cosmetics lipsticks.

Called Cake, the augmented reality experience is available for Cargo's essential Lip Colors and Cargo's buildable and blendable Eye Shadow Singles. "You can even see the plumping effects of the lip color," said Linda Smith, founder and chief executive officer of FaceCake, adding users can also test the buildable and blendable shadows.

Smith said Cake removes some of the friction in augmented reality. "To me, an essential part of shopping is online. While mobile is on the rise, more than 75 percent of people make their purchases online," Smith said. To make that seamless, Smith envisioned a way to try on products during the natural digital shopping experience on the product detail page. "You can actually see yourself on the page with the product applied in real time or if you want to bring

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in a photo, you can do it that way, as well.”

Users can also share their image with the product applied for input from others. “For augmented reality to become a reality as far as shopping goes, you need to have a solution like Cake that is baked into the online shopping experience,” Smith said.

Another benefit to Cargo is the information gleaned from learning about what users are interacting with while on the site — such as favorite colors, demographics and how much time is spent on the site. Smith said she found the minutes spent looking at shades is increasing especially since a user can eyeball the look from several angles — about five minutes with lipsticks alone. “Our goal is to have this become an expected part of online shopping and you will be able to see the swatches, the detail of what a lipstick case looks like and see an image,” Smith said, adding the technology is rolling out to apparel, jewelry and more beauty brands. “This isn’t a novelty. This is just how you shop now.”

Lip is the most popular in the Try-On offer, especially as consumers experiment with bold colors they might have been cautious to wear. Smith also sees big opportunity for foundation since many consumers are reticent to apply it in stores.

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