



**Lumen
Botanics**
Clean skincare

Prepared by Lux Markets

THE LUX MARKET REPORT • Q2 2026

The resident market report, building by building.

April 1 – June 30, 2026 • Austin & New York • Prepared for Lumen Botanics

\$52,400 in resident sales across 14 curated
markets

14

MARKETS

2

CITIES

738

RESIDENTS REACHED

Sample report — Lumen Botanics is a fictional brand and all figures are illustrative.

A standout quarter, built building by building.

Lumen Botanics activated 14 Lux markets across Austin and New York in Q2 2026, reaching 738 residents in the buildings where they live. Sales, leads, and repeat purchases all stepped up versus Q1 — and the resident data shows exactly where to lean in next.

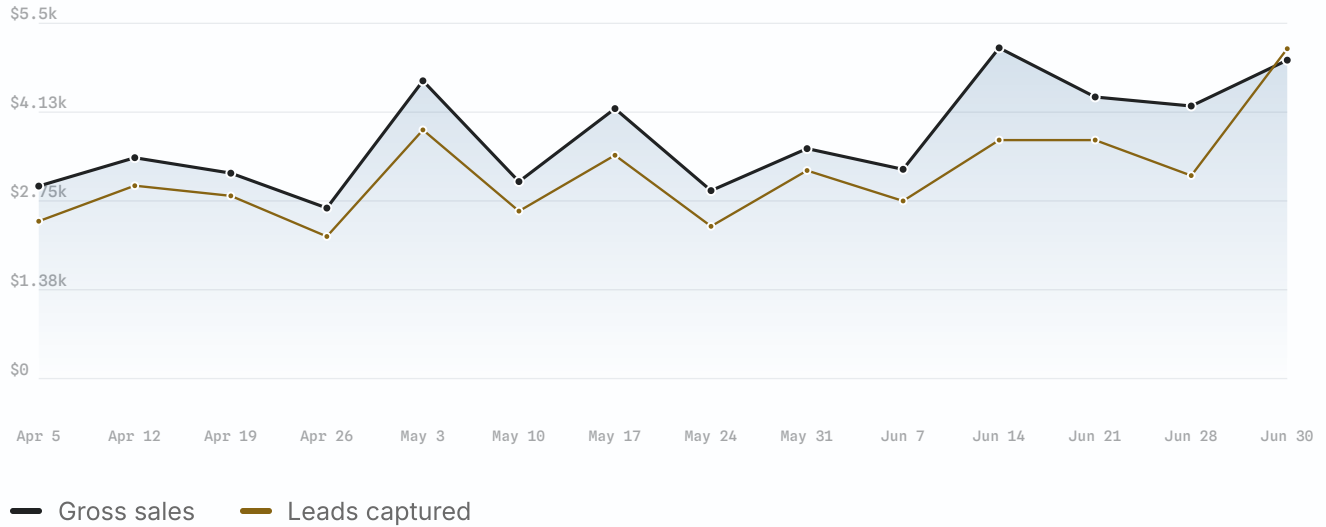
MARKETS ACTIVATED 14 ↑ +4 7 in Austin · 7 in New York	RESIDENTS REACHED 738 ↑ +36% 100% in-building shoppers
UNITS SOLD 1,412 ↑ +52% ~101 units per market	GROSS SALES \$52,400 ↑ +51% across all 14 markets
LEADS CAPTURED 564 ↑ +67% opted-in resident contacts	AVG SALES / MARKET \$3,743 ↑ +8% even as markets scaled
COST / QUALIFIED LEAD \$4.20 ↓ -29% more efficient capture	REPEAT-RESIDENT RATE 24% ↑ +7 pts bought again within the quarter

vs Q1 2026

02 SEASON PERFORMANCE

Every market, across the quarter.

Gross sales and leads captured at each Lux market, April through June. New York towers and rebooked Austin buildings drove the late-quarter peaks.



PEAK MARKET

Hudson Yards 35

\$5,120 · Jun 14

REBOOK LIFT

+42%

The Catherine, 2nd visit

BEST CITY

New York

57% of gross sales

Where the quarter was won.

The eight markets that moved the numbers most. Conversion is buyers as a share of residents present; the top performer is flagged.

BUILDING	CITY	DATE	RESIDENTS	UNITS	GROSS	LEADS	CONV.	TOP SKU
★ Hudson Yards 35	New York	Jun 14	58	142	\$5,120	47	52%	Renewa Serum
American Copper	New York	Jun 30	56	138	\$4,930	65	50%	Barrier Cream
American Copper	New York	May 3	54	128	\$4,610	49	48%	Barrier Cream
The Bromley	New York	Jun 21	51	119	\$4,360	47	45%	Renewa Serum
The Catherine	Austin	Jun 28	56	116	\$4,220	40	43%	Lip Nec
VIA 57 West	New York	May 17	49	112	\$4,180	44	43%	Cleansii Oil
The Greenpoint	New York	May 31	47	96	\$3,560	41	39%	Barrier Cream
70 Rainey	Austin	Apr 12	50	92	\$3,420	38	36%	Cleansii Oil

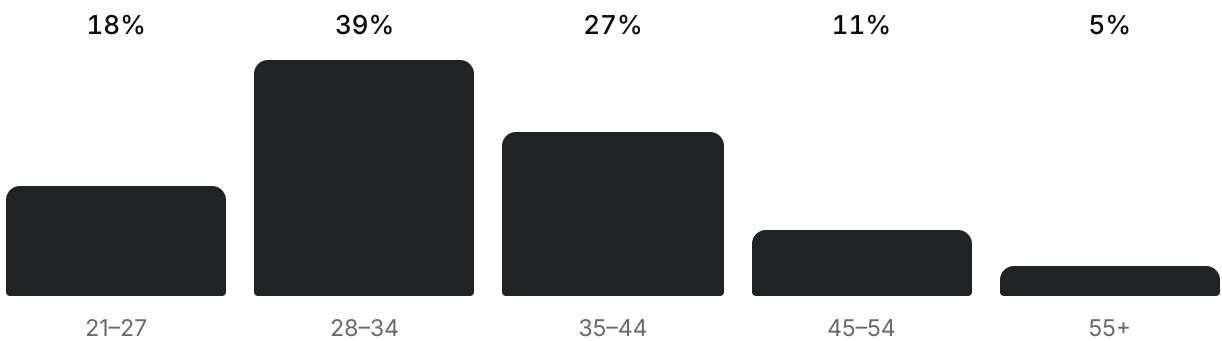
Eight of 14 markets shown. Full event list in the season chart above.

04 RESIDENT DEMOGRAPHICS

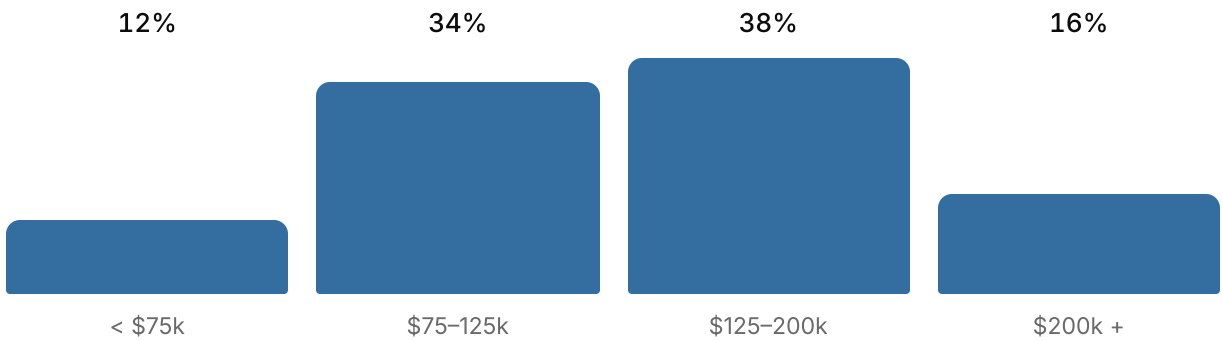
Who actually showed up.

Aggregate resident profile across all 14 buildings — the curated audience behind the sales. Skincare's core buyer skews 28–34 and higher-income, and the buildings delivered exactly that.

AGE OF RESIDENTS



HOUSEHOLD INCOME

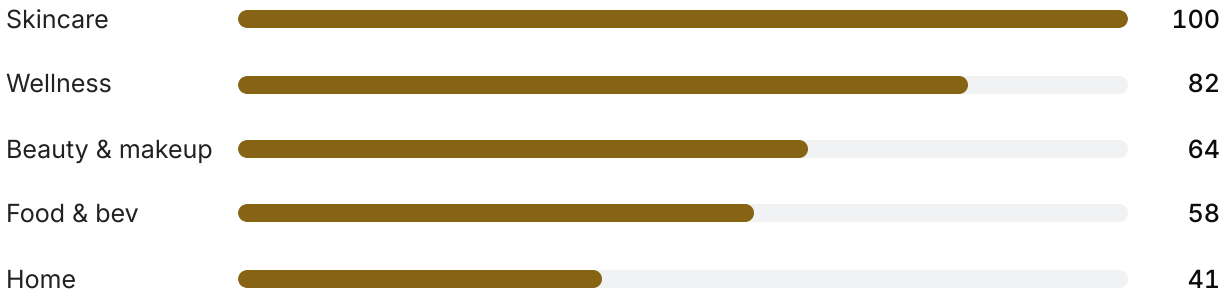


HOUSEHOLD COMPOSITION



Single	44%
Couple	33%
Roommates	14%
Family	9%

CATEGORY AFFINITY



Indexed to skincare = 100

BUILDING SPOTLIGHT

Hudson Yards 35 · New York

62% 71% 2.1× avg

AGED 28-34 EARN \$125K + CONVERSION

The quarter's top building was also its most on-profile — a near-perfect match for Lumen's core buyer.

05 SIGNATURE INSIGHT

Demographics × sales.

The whole point of the Lux data layer: which resident segment bought which product, and how hard. Revenue intensity, indexed 0–100 against the hottest cell.



01

Residents aged 28–34 in high-income buildings drove 42% of revenue and converted at 2.1× the brand average.

02

The Renewal Serum over-indexed with \$125k+ households — one in three high-income buyers added it to a bundle.

03

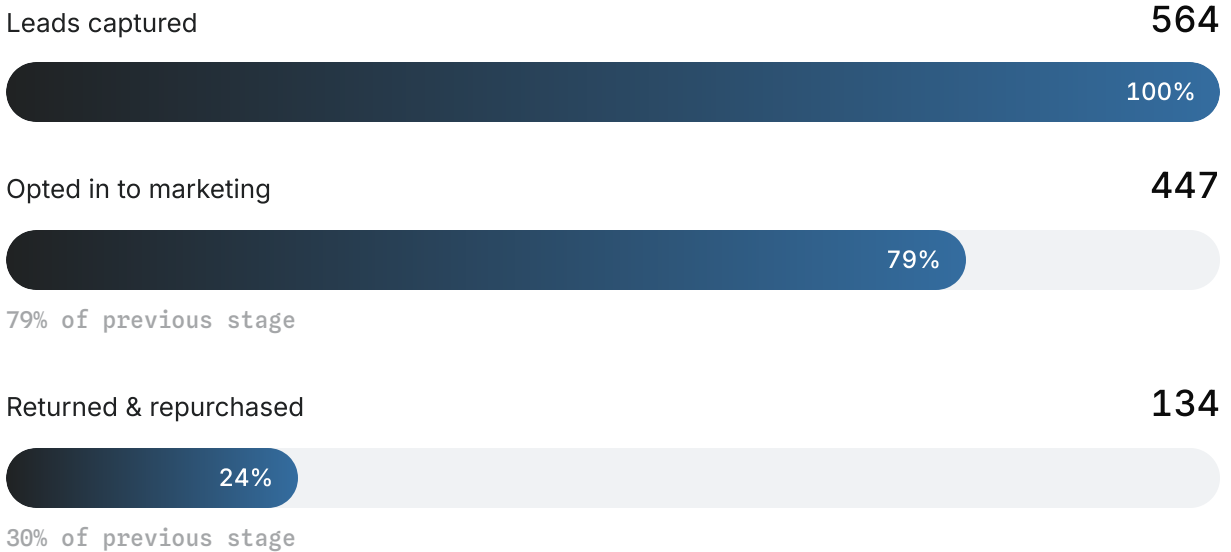
New York buildings delivered 57% of gross sales from half the markets — concentrate spend there next quarter.

06 AUDIENCE & LEAD CAPTURE

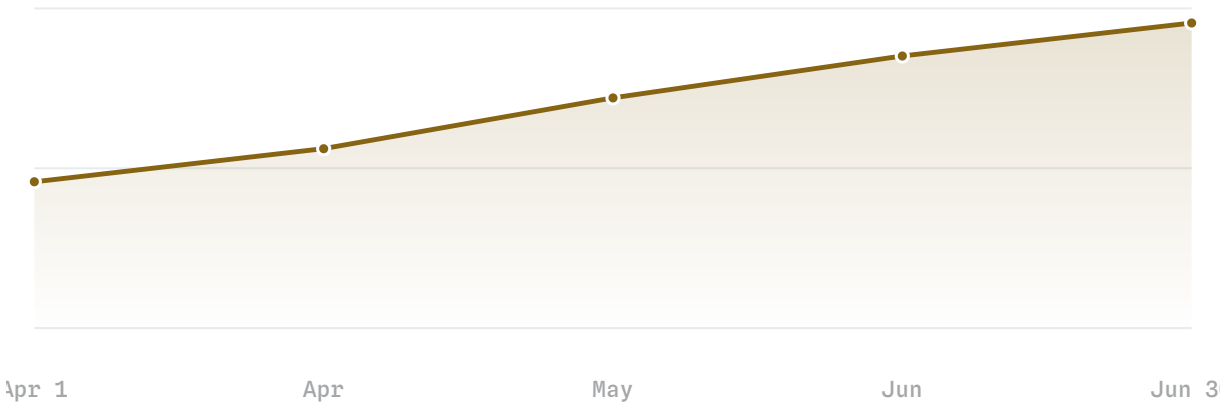
A list that compounds.

Every market grows a contactable, opted-in audience of residents — and a measurable share comes back to buy again.

CAPTURE FUNNEL



CONTACTABLE LIST GROWTH



LIST GROWTH

+447

net new opted-in contacts

OPT-IN RATE

79%

of residents who shared contact

COST / LEAD

\$4.20

down 29% vs Q1

07 STAFFING RECAP

Run by Samplers Inc.

Trained ambassadors handled setup, sampling, and lead capture so the brand could focus on residents.

22

Ambassadors deployed
across both cities

168

Hours staffed
avg 12 per market

12 / 14

Buildings covered
2 self-staffed by Lumen

4.8 / 5

Setup rating
post-event brand score

Markets with a dedicated Samplers ambassador captured 28% more leads than the two Lumen self-staffed — the difference between a working table and a busy one.

Beyond Lux, still in one place.

Lumen ran two activations Lux didn't host. They were logged through the external-event layer so sales and leads land in the same report — proof the tracking is unified, not siloed.

FESTIVAL

Austin · Apr 20

SoCo Spring Market

\$2,180 sales **64** leads

High foot traffic, lower intent — strong for list growth, softer on conversion.

RETAIL POP-UP

Austin · Jun 8

Domain Northside pop-up

\$1,640 sales **38** leads

Smaller crowd, higher basket — affluent shoppers mirrored the Lux resident profile.

External activations are self-reported and not Lux-hosted markets. Shown here to demonstrate unified tracking.

What the data says to do.

Rebook the buildings that converted, and add new ones that match your best-performing resident segment (28–34 · \$125k+). This is the report's payoff — intelligence, not a receipt.

REBOOK

Hudson Yards 35

New York

Highest gross and conversion in Q2; 71% of residents earn \$125k+. Put it on a monthly cadence.

REBOOK

American Copper

New York

\$4.6–4.9k per visit across two markets, with a +7% lift on the return. A reliable anchor.

REBOOK

The Catherine

Austin

Rebook lifted sales +42% over the first visit — your strongest Austin building by repeat behavior.

NEW BUILDING

The Set · Hudson Yards

New York

Same submarket as your top market; 64% aged 28–34 at a \$145k median. A demographic twin.

NEW BUILDING

One Manhattan Square

New York

High-income tower indexed to your Renewal Serum buyers — the SKU that over-performed all quarter.

NEW BUILDING

The Maverick

Austin

Demographic match to The Catherine: 58% aged 28–34, renters, beauty-affinity skew.

How this report is built.

SOURCES

Market check-ins, in-app sales logging, and opted-in lead-capture forms, joined to building resident profiles. External activations are self-reported via the Lux external-event layer.

DEFINITIONS

Conversion = unique buyers ÷ residents present. Repeat-resident rate = residents who purchased at more than one market in the period. Cost per qualified lead = staffing + table cost ÷ opted-in leads.

COMPARISONS

Deltas are versus the prior period (Q1 2026). Resident demographics are aggregate building estimates, not individually identified residents.

ILLUSTRATIVE

Lumen Botanics is a fictional brand created for this sample. Every figure is illustrative and does not represent real sales or real residents.

