

ABOUT:

Client: Revolution Beauty
Site: revolutionbeauty.com
Sector: Skincare and Beauty

A British company who creates cosmetics, skincare and haircare on a global level. Why they are revolutionary? They create products faster than any brand on the planet and deliver the highest quality products at the most affordable prices. They believe that everyone - no matter their sex, ethnicity, age, budget or location - should be thrilled by makeup. They use consumers to promote products. They are 100% cruelty free - no products are tested on animals.



Campaign Example:
Skincare sampling
16% Uplift in site conversion
37% Repurchase rate

See overleaf for campaign detail

Q&A: WITH GLOBAL CRM LEAD

What was the rationale behind choosing Retain.me and the SMARTSlip® solution?

Reasons include:

- Increase repeat purchase rate of customers by showing them relevant content/discounts to drive their next order.
- Continue personalised experience through all channels, including post purchase.
- Sure way of catching the eye of a customer - it's colourful and impactful as soon as the customer opens their parcels so you could say it's our only channel that has a 100% open rate!

What expectation was there from the implementation of SMARTSlip® and how was this expectation measured? e.g. KPI's

Repeat purchase rate - although admittedly we haven't been able to attribute that directly to the SMARTSlip. Driving awareness of new products/ key marketing messages. Another big driver for us was converting purchases to email subscribers.

Did the solution meet these expectations and how?

We use search terms in our SMARTSlip, eg: 'Search Lip Boutique' and we can monitor the uplift in those search terms. We also offered a bounceback discount code, only available via the SMARTSlip

Is it still meeting these expectations?

100%

Are there any features or functionality which you would like to see added to SMARTSlip® in the future?

Scratch off panels / gamification

Have you run any campaigns through the SMARTSlip®? e.g. discount or friend referral campaigns. If so what were they and were they successful?

Yes, we ran a skincare samples campaign. The objective was to introduce our new skincare category to customers. Online, we gave customers the opportunity to select one of five skincare samples. They received their selected sample alongside their order. We personalised their dispatch note with content on how best to use the sample and incorporate it into their skincare regime. Additionally, we offered a bounce back code to get 3 full size skincare products for the price of 2. That code was only available via the SMARTSlip.

Results:

Sampling delivered +16% uplift in overall site conversion rate.
37% of unique customers who received a sample have repurchased already.
47% of those purchases were skincare.
Samples included in c.31% of baskets.

Are there any future campaigns planned for SMARTSlip®?

Yes! Future plans include:

Bespoke campaign for first time buyers.
Bespoke campaign for gift buyers
Halloween themed with bounceback offer

Could you explain how the experience of implementing and integrating SMARTSLIP® was?

The integration took place before I joined the company but, we're in the midst of re-platforming our website at the moment and that has been a really well-supported process. The team are always on hand to help out with any queries