



## Retain.me SMARTSlip Client Success Stories: You're Looking Well

**Q&A with:** Head of Customer Engagement    **Site:** ylwclub.com    **Sector:** Skincare and Beauty

**You're Looking Well (YLW Club)** is a fast-growing wellness brand focused on simplifying supplements through clear routines and high-quality formulations. With a strong emphasis on education, customer experience & continuous optimisation, YLW is dedicated to helping their customers understand what they're taking, why they're taking it and how to get the very best results.

### What were you doing before SMARTSlip®?

We were sending out little information booklets... They looked nice, but they were printed maybe two years ago now! The way we talk about the brand and the products had changed a LOT.

Our previously solution had zero personalisation. And there was no way we could talk about our offers or new products without it being a huge faff & printing thousands more...

### What made you choose SMARTSlip®?

The personalisation was the main thing along with the ability to change product information easily. Everyone across the business is really happy! The process seems to be working smoothly and all the feedback from customers is great.

### What impact has it had on how your brand is perceived?

They look really professional & presents YLW as a more serious brand - it actually feels considered.

### Has SMARTSlip® changed how customers engage with your products?

We're seeing a far more diverse sales mix. Historically customers would mainly stick to one product but with SMARTSlip® we can more easily recommend the most appropriate product bundles.

As a result, we've seen improved cross-selling contributing to higher AOVs and customer LTV.

### How important is product & brand education within your SMARTSlip®?

Our slips look nice enough to open & keep, with a balance of helpful information so the recipient thinks *'I might as well give this a read.'*

Plus, when you see a big alert saying you can have 30% off your next order... It's one of the things you'd actually keep hold of for next time!

We've included Trustpilot comments which adds credibility and most people are coming back to buy our other categories now.

How are you using personalisation today, and what's next?

At the moment, depending on what product you buy, you get a completely unique slip - and that's fantastic! But now we want to go to the next level... 'You've tried X amount of products, why not try this one?'. We've learnt the sky's the limit with SMARTSlip® segmentation.

What have you learned since launching SMARTSlip®?

We've got loads of customer feedback now... So it's time to start tailoring our content even more. We want to reflect our range of customer ages and genders in our imagery, for example. We've got to a great place so now it's about taking it to the next level!

How have you found using the platform?

It is very intuitive! It's been running so smoothly that we've been able to set up & step away. We don't worry about it - we know that it's always on.

What difference would it make if SMARTSlip® wasn't part of your process?

It 100% makes a difference. Without SMARTSlip®, people just didn't understand our other products. Now they get a proper explanation and guidance... and that's what's driving the follow-up purchases.

**"Retention isn't just about getting the product in someone's hands..."**

It's about helping them understand it. That's the difference we've felt."

Replacing the delivery note, content is created on-the-fly and digitally printed, ready for inclusion at the point of dispatch. Personalised marketing content and transactional info is delivered in-parcel.

Contact us today to discuss how SMARTSlip® can improve your customer experience.

### Find out more

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