The Art of D2C Beauty Marketing

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How UN/COMMON Agency Sets the Standard in Shopify Plus Success

Navigating the ever-evolving landscape of the beauty and cosmetics industry requires innovation, expertise, and a touch of artistry—qualities that UN/COMMON embodies as a trailblazer in eCommerce marketing. As a direct-to-consumer (D2C) leader, UN/COMMON has set new standards for success on Shopify Plus through its extensive portfolio of site redesigns, lifecycle marketing strategies, and conversion rate optimization (CRO) for beauty brands.

This eBook delves into the nuances of beauty advertising and marketing within the industry, showcasing how UN/COMMON's innovative methods and personalized campaigns transform Shopify Plus stores into thriving eCommerce havens.

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D2C Beauty and Cosmetics Expertise

UN/COMMON's prowess in the <u>D2C beauty and cosmetics industry</u> is marked by our ability to consistently push boundaries and redefine what success looks like.

Our team's expertise in replatforming to Shopify Plus, ensures brands can scale seamlessly, thus unlocking new levels of growth. And by honing in on conversion rate optimization and lifecycle marketing, we create personalized customer experiences that are as captivating as they are effective.

All industries are not created equal. Cosmetics brands, for instance, tend to have fewer SKUs, more hesitation to buy without trying, and a growing demand for ethical and sustainable ingredients and production.

We are grounded in understanding the unique challenges of the beauty industry, enabling us to offer solutions tailored to each brand's specific needs, ultimately leading to sustainable, profitable growth. We're UN/COMMON, and we bring an unconventional approach to strategy, UX, creative, and retention with profit-first results.

> THE UN/COMMON TEAM WAS REALLY THOUGHTFUL IN THE RECOMMENDATIONS THEY MADE REGARDING INDUSTRY BEST PRACTICES; AN UNDERSTANDING OF THE MARKET; AS WELL AS AN UNDERSTANDING OF OUR BUSINESS AND BRAND-RELATED GOALS.
>
> - Bernice Merlini, Vice President, Ecommerce & Digital Marketing For Rare Beauty By Selena Gomez

Working with a wide range of beauty brands allows us to build on past learnings and execute with speed and creativity. With just one month to prepare for a global brand launch, UN/COMMON partnered with <u>Rare Beauty by Selena Gomez</u> on a go-to-market strategy resulting in a 58% increase in owned revenue and a 16% increase in automated flow conversion rate.

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Beautyblender Case Study

UN/COMMON and Beautyblender joined forces to revamp the brand's ecommerce operations, turning challenges into opportunities that led to a stunning user experience and soaring conversions.

Enter Shopify Plus. Beautyblender's previous ecommerce store had failed to adhere to industry best practices, resulting in an inefficient system for managing updates to their website's products, content, and promotions. By restructuring the product map to a "parent-variant" solution, the UX was instantly more engaging, site speeds increased as well as the efficiency of data feeds for ads and retargeting campaigns.

An Ecommerce Makeover

We redesigned the homepage from top to bottom. Exploring every avenue for growth, alongside implementing up-selling and cross-selling to boost average order value (AOV), UN/COMMON identified an opportunity to optimize on-site search in a way that best aligned with Beautyblender's product assortment. The impressive results improved AOV by 18% and overall revenue by 20%.

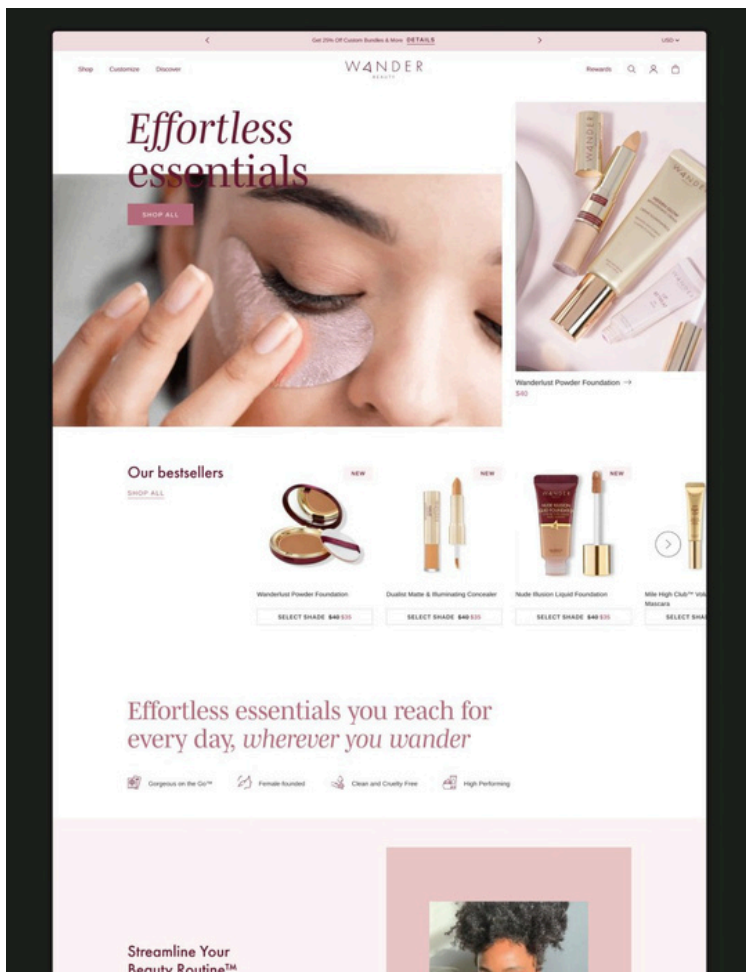**Beautyblender site redesign on Shopify Plus**
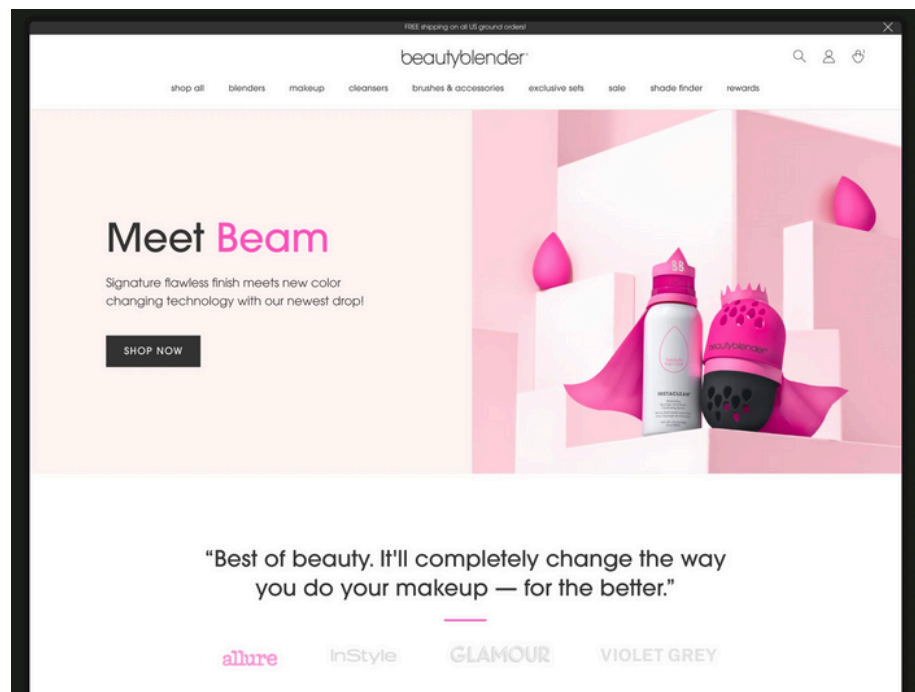
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The Power of Shopify Plus eCommerce Website Design

Our approach to eCommerce website design and development is anything but ordinary. At UN/COMMON, we understand that a compelling user experience is at the heart of successful eCommerce website design. We blend creativity with functionality, ensuring that each interaction on a digital storefront is intuitive and engaging.

We are rooted in understanding the specific needs of each beauty brand, allowing us to design bespoke solutions that drive performance and scalability. Leveraging Shopify Plus ensures that every site we build is optimized for speed, security, and seamless user interaction.

Our work with brands like Wander Beauty showcases our ability to replatform existing sites to Shopify 2.0, enhancing their digital infrastructure and user experience.

**Wander Beauty
site redesign
on Shopify Plus**

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Wander Beauty Case Study

Struggling with constant security patches, site down time and underwhelming performance on the Magento platform, Wander Beauty partnered with UN/COMMON to migrate their D2C business to the Shopify 2.0 platform. We also redesigned the entire Wander Beauty shopping experience from homepage, CLP, PDP, blog, navigation, footer and sidebar cart along with the entirety of the information architecture on site.

Shopify Plus Redesign with Mobile UX Focus

With the overwhelmingly majority of traffic and sales being driven on mobile for Wander Beauty, Noticed implemented a mobile first UX/UI strategic approach to the site redesign based on audience metrics and past mobile shopping behavior, understanding that every small detail would impact performance. As the number one landing page from paid media ads on the Wander Beauty Magento site was the homepage, UN/COMMON provided key recommendations to build a clean, intuitive and easy to follow shopping path from homepage all the way to checkout on their newly designed Shopify Plus site.

Next up was the addition of a stragicaclly placed sidecart with custom upsells and cross-sells while providing customers the ability to add free samples while increasing AOV. As the roadmap evolved, UN/COMMON has also driven key initiatives for Wander like launching a rewards program, building out landing pages, and optimization of the site nav bar to ensure best selling categories and products are at the forefront of the shopping journey.

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Lifecycle Marketing in the Beauty Industry

In the beauty industry, effective lifecycle marketing is pivotal for nurturing customer relationships. At UN/COMMON, we specialize in transforming email and SMS strategies to achieve this. Our approach involves crafting highly personalized and engaging content that speaks directly to consumers' needs and preferences.

By leveraging platforms like Klaviyo and Yotpo, we design automated workflows that target key touchpoints in the customer's journey, from onboarding to re-engagement. This ensures a seamless flow of communication that educates and delights customers. Our partnership with brands such as Dermalogica exemplifies our ability to revamp email infrastructures, focusing on retention and loyalty.

Transforming Email and SMS Strategies

Incorporating SMS marketing enables real-time interaction, increasing the likelihood of conversion by delivering timely, relevant messages. By continuously analyzing performance metrics, we refine strategies to enhance effectiveness, ultimately turning one-time buyers into brand advocates and significantly boosting overall revenue in the beauty sector.

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Dermalogica Case Study

Lacking a built-out automated flow infrastructure, Dermalogica enlisted UN/COMMON to build out new flows with a keen focus on repeat purchasers and creating brand loyalty.

New Flow Builds

The Dermalogica team knew that a lack of automated flow best practice was holding back their email marketing program. UN/COMMON jumped in to identify the key pre-purchase and post-purchase customer touchpoints that needed to be added and optimized within the flow infrastructure. UN/COMMON placed critical focus on improving subscription rates for Dermalogica by implementing a subscription upsell, welcome, cancellation and winback flow.


> THE UN/COMMON TEAM KNOWS KLAVIYO INSIDE AND OUT. THE SETUP AND BUILDOUT OF THE DERMALOGICA AUTOMATED FLOW INFRASTRUCTURE WAS GREAT AND THE UN/COMMON TEAM COMES VERY PREPARED FOR ALL COLLABORATIVE DISCUSSIONS. WHAT WE ENJOY MOST ABOUT WORKING WITH UN/COMMON IS THEIR CORE FOCUS ON BEING CRM/EMAIL MARKETING EXPERTS AND THEN TAKING THAT KNOWLEDGE AND IMPLEMENTING IT INTO OUR EMAIL/SMS PROGRAM.
>
> - Sandy Johnson, Director Of ECommerce, Dermalogica

Brand Value Props

UN/COMMON realized quickly that the key touchpoints in campaigns and flows needed to be elevated to truly focus on the amazing differences between Dermalogica products and other competitors. UN/COMMON worked closely with Dermalogica leadership to understand the brand ethos, tone, voice as well as product unique selling propositions to ensure these key market differentiators were all captured at the most integral touchpoints with customers.
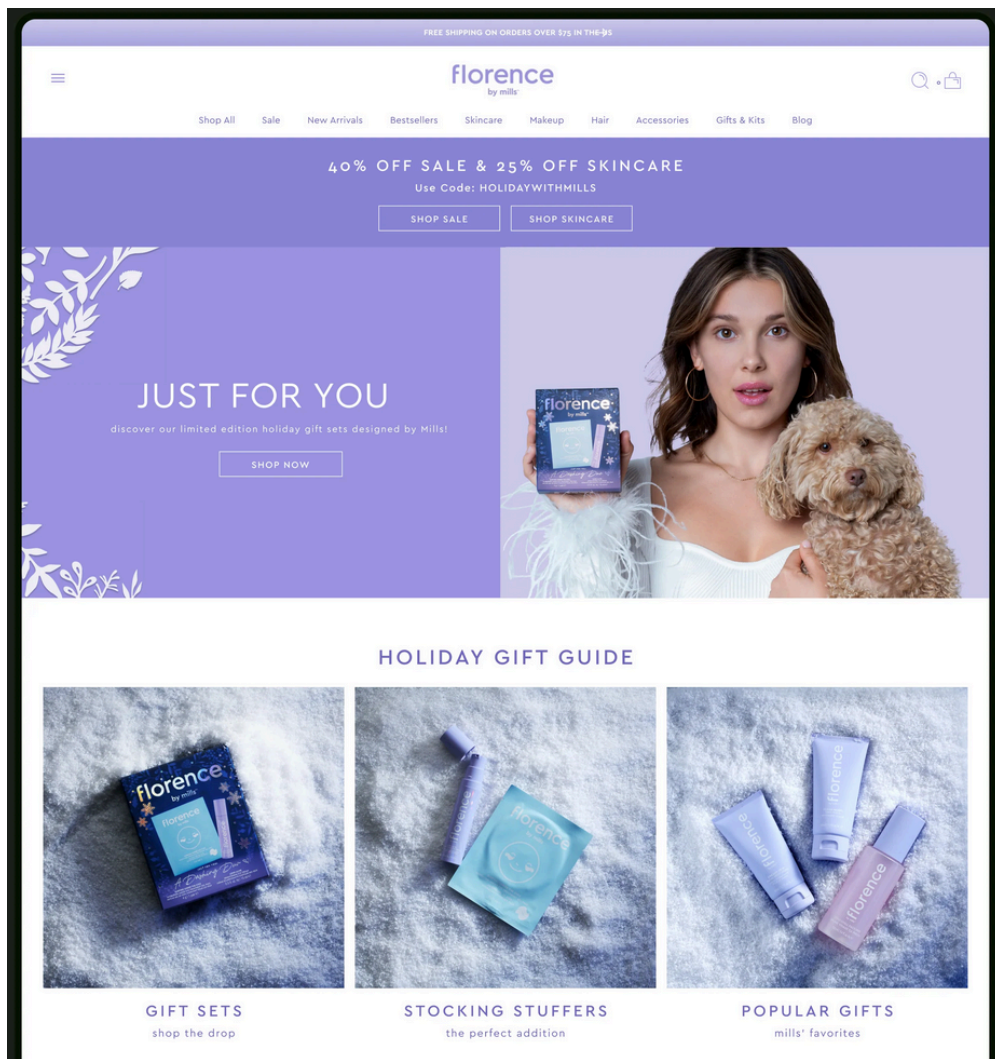
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Mastering the Art of CRO

At UN/COMMON, mastering the art of CRO is crucial for transforming casual visitors into loyal customers. By employing a data-driven approach, we dissect every component of the customer journey to identify areas for improvement. This meticulous process involves A/B testing, user feedback analysis, and performance metrics evaluation.

Our work with brands like Florence by Mills highlights the impact of a seamless UX, where elements such as site speed, navigation, and aesthetic appeal are optimized to enhance user satisfaction.

Through our strategic use of data and analytics, we pinpoint areas for improvement and implement design solutions that capture the essence of each brand. This meticulous attention to detail elevates the shopping experience and drives higher conversion rates and customer retention.

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Florence by Mills Case Study

A clean beauty brand for all skin types, Florence by Mills has a cult-like following. With such a following, the need for lightning-fast and user friendly site was at the forefront Florence by Mills' to-dos. Enter: UN/COMMON. Through a speed audit, significant opportunities were identified to greatly enhance the Florence By Mills site experience: compressing images, removing unused scripts, and reducing code-bloat. Through custom app optimizations, a UX refresh, and a revamped loyalty program Florence By Mills' site performance skyrocketed.

Strategic Site Experience Overhaul

Beginning with the launch of their first-ever fragrance, the UN/COMMON team optimized the homepage and landing pages to ensure a cohesive, on-brand site experience that supported users through pre-, during, and post-product launch.

During the key period of Q4, the UN/COMMON team combined design assets from holiday product line packaging to bring the brand's holiday vision to life on their homepage.

Incorporating bespoke seasonal aesthetics and tailored functionality, the revamped user interface seamlessly transitioned shoppers into an immersive online shopping environment that evoked the holiday spirit. This enhancement drove a 27% YoY conversion rate increase during the peak holiday beauty advertising and shopping months.

| 27%	18%	6%
Increase in YoY conversion rate	Increase in Add to Cart	Increase in Q4 AOV

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Unlocking Potential in Beauty Advertising

At UN/COMMON, we understand that successful beauty advertising goes beyond visuals—it's about creating an emotional connection with your audience. By delving into the nuances of the beauty industry, we develop advertising strategies that resonate on a personal level. Our work involves crafting compelling narratives highlighting a brand's unique attributes and values, ensuring that every campaign aligns with the brand's identity. We continuously refine our advertising strategies through advanced data analytics to maximize reach and impact.

Why Choose UN/COMMON for Shopify Plus

We tailor our strategies to meet our client's business goals, employing advanced tools and analytics to ensure every aspect of your Shopify Plus site is fine-tuned. UN/COMMON's track record with brands like Ursa Major demonstrates our ability to drive substantial growth and maintain a competitive advantage in the beauty industry.

Each success story is a testament to our expertise in eCommerce marketing, where we consistently deliver strategies that enhance brand visibility and drive sales. Our ability to adapt to the unique challenges of each brand, coupled with our commitment to continuous innovation, ensures that our clients not only meet but exceed their marketing goals, solidifying their positions as leaders in the beauty industry.
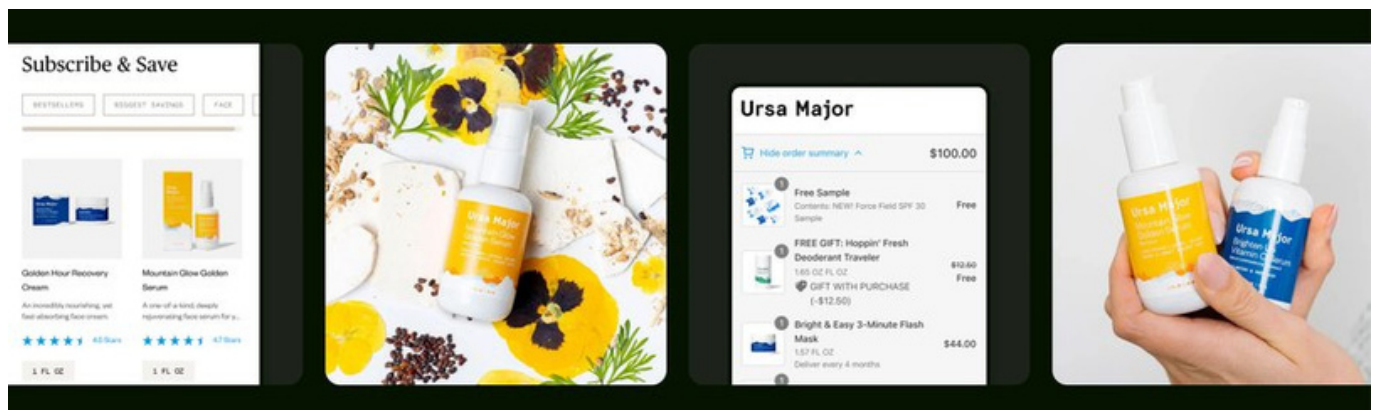
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Ursa Major Case Study

The partnership between the UN/COMMON team and Ursa Major has proven to be a transformative collaboration, significantly enhancing Ursa Major's online performance. By addressing key areas such as site architecture, user experience, and conversion tactics, a strong foundation for sustained success was created.

Global Theme Architecture and Site Speed Updates

UN/COMMON undertook custom Shopify Plus development with substantial updates to Ursa Major's global theme architecture and site speed. Full compliance and improved user efficiency were ensured by fully upgrading their Shopify 2.0 theme, addressing site speed issues, and restructuring global CSS and styling guides. These foundational changes set the stage for continued success and growth.

Thorough A/B tests revealed that removing the gift-with-purchase incentive did not negatively impact conversion rates but increased them by 3.7%. Conversely, a countdown timer implemented during a Memorial Day sale did not enhance conversion rates as initially hypothesized. Lastly, optimizing the subscription page led to a 26.3% increase in new subscriptions, showcasing the UN/COMMON Conversion Optimization team's ability to enhance user experience and conversion outcomes significantly.

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UN/COMMON brings an unconventional approach to D2C beauty brands with profit-first results.

We specialize in eCommerce marketing in the beauty and cosmetics industry with innovative site replatforms and redesigns, lifecycle marketing strategies, and conversion rate optimization tailored for Shopify Plus success. Blending strategic planning with cutting-edge technology, we unlock the full potential of digital storefronts, setting new standards for D2C excellence.

Our work is driven by our passion for breaking boundaries and continuous growth—and our clients love it when the work performs even better than it looks.