



## Relationship Commerce Drives Value for Beauty & Skin Care Industry

Consumer demand for beauty and skin care products continues to rise. In this growing and competitive marketplace, savvy brands are looking to reach consumers on an entirely new level - through online experiences that transcend brick and mortar stores, and seamlessly moves across all channels from the web, to in-store, to mobile and SMS, to social and email.

As more retailers and brands look to sell direct to consumers online, differentiation through frictionless, personalized and omnichannel experiences is key. With millions of consumer transactions driven across leading beauty brands, Ordergroove understands how to deliver relationship commerce that results in a more exclusive experience for beauty customers.

### PERSONALIZING EXPERIENCES FOR DERMALOGICA

Dermalogica is known for offering the ultimate, personalized skin health experience through professional-quality products and treatments performed by skin therapists across the globe. Recognizing that personalization is key across all aspects of its business, in late-2017 Dermalogica partnered with Ordergroove to develop a subscription program that would make it easy for online customers to get the exact products they want, when they want them and ensure they never run out.

Dermalogica wanted to create a best-in-class shopping experience, linked to rewards they knew their clients would value such as free shipping and exclusive trial sizes. Dermalogica leveraged Ordergroove's relationship commerce platform to constantly refresh and optimize the experience through robust testing and tuning of the sign up, especially in the areas of user journey and suggested subscription replenishment frequencies.

## Features of the subscription program include:

- Easy sign up while browsing a product page or reviewing items in the shopping cart
- Custom delivery schedule that can be modified and expanded to receive favorite products when it makes sense for their product usage or preferences
- Add-on items as one time only or as a subscription
- Free ground shipping on all deliveries, including add-ons

Subscription rates have more than doubled

The net subscription growth has been positive since the start of the program, and since June 2018, subscription enrollment rates have more than doubled. Dermalogica has also seen an uptick in the conversion from the product details page each month and an additional impulse purchase on nearly one-third of subscription orders.

The subscription program has also helped Dermalogica form lasting relationships with new customers. A survey of Dermalogica customers conducted in early 2019 found the majority of Dermalogica customers, 88%, are aware of the subscription program and 62% of customers that have signed on have been a customer of the brand for less than two years, showing that subscriptions help bring in new customers.

Through its subscription program, Dermalogica is making it even easier for customers to get more of the products they love, and in doing so, creating greater brand affinity and increasing sales on its e-commerce channels.

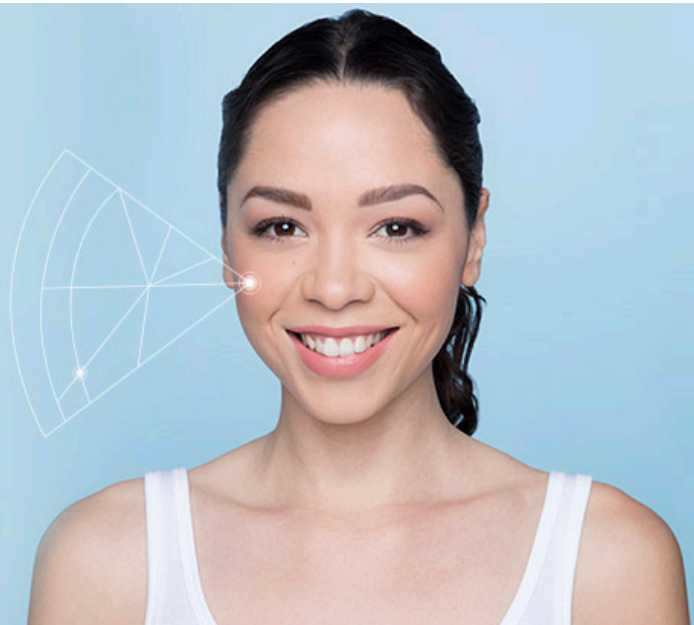
## BUILD EXCLUSIVE CUSTOMER EXPERIENCES WITH ORDERGROOVE

To capture market share online and build loyalty, brands need to put the customer at the center and shift their thinking from driving one-and-done transactions to building custom experiences that make it easy to build a relationship with customers. Through a unique combination of powerful technology and consumer expertise, Ordergroove helps brands and retailers achieve this and drive ongoing, highly profitable relationships.



Learn more about turning one-time transactions into profitable relationships

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