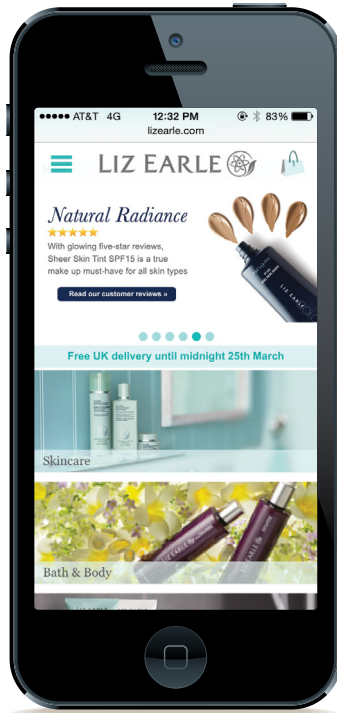


Personalizing the Mobile Experience

Founded in 1995 by namesake Liz Earle and her friend Kim Buckland, Liz Earle is a leading British retailer of beauty and health products. By establishing their brand as a wholesome company dedicated to “naturally active” ingredients, pampering yet affordable products, as well as knowledgeable and reliable employees, Liz Earle expanded across the United Kingdom and has taken steps to become an international force in the beauty marketplace. The company finds success in appealing to a wide customer base of both women and men of all ages and skin types, and they formulated their company philosophy based on brilliant and motivated employees, superb service, and trust to create loyal customers who return to Liz Earle, tell others about their products, and live according to the integrity of the Liz Earle brand.

As a constantly growing brand, it is extremely important for the company to utilize mobile platforms to engage with customers. When Liz Earle decided to move forward with the creation of a mobile web solution, the company turned to Usablenet to build its mobile site on a platform with the scale and deep expertise necessary to help Liz Earle meet its commerce goals.



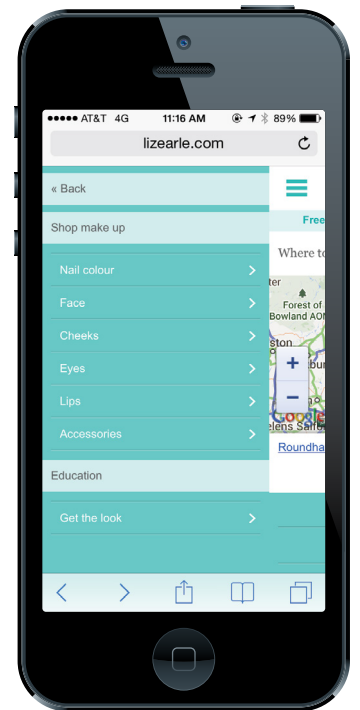
THE LIZ EARLE HOMEPAGE FEATURES A PHOTO CAROUSEL, LINKS TO PRODUCT LISTING PAGES, AND A SLIDE-IN MENU.

OPPORTUNITY

As web traffic to LizEarle.com continued to increase at a rapid pace, the brand realized that a mobile website was a very necessary addition to its desktop counterpart. Determined to engage with more customers across all platforms, Liz Earle set out to create a unique mobile experience for its loyal shoppers.

THE CHALLENGE

The particular challenge in optimizing Liz Earle's website for mobile originated from the various interactive tools featured on the desktop site. The Liz Earle desktop site contains educational “Get the Look” videos and content (that inform customers about how to best use Liz Earle skin products to create bold and exciting looks), a detailed store locator powered by Google Maps, as well as personalized “Love Lists” that allow customers to compile their favorite items and save them for later viewing. The Liz Earle desktop site also displays much information in a compact space, including average review scores, product details, and the ability to add to one's cart directly from the product display page.



THE SLIDE-IN MENU ENABLES FAST NAVIGATION AND DOES NOT REQUIRE UNNECESSARY PAGE LOADS.

Liz Earle wanted the mobile site to reflect the vitality and personable aspects that had made its desktop site so successful. The company was determined that its mobile customers have all the same capabilities as their desktop users, maintaining their philosophy that superb service will generate steadfast shoppers. Usablenet's platform provided the scale and support to translate this content and make it accessible and user-friendly for mobile visitors.

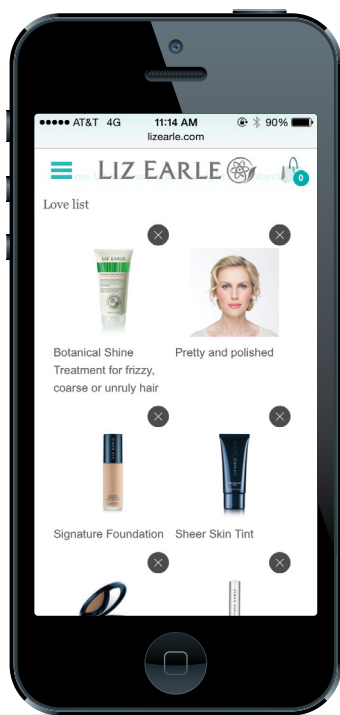
Personalizing the Mobile Experience

THE SOLUTION

Usablenet worked alongside Liz Earle to create a truly unique and customer friendly experience on mobile. The mobile site integrates a seamless shopping experience with a clean appearance and comprehensive educational content. Overall, the experience stays true to the brand's service-centered philosophy while enhancing the mobile commerce capabilities. On the Liz Earle homepage, a shopper can view various chic Liz Earle banners, a photo carousel and links to product list pages for Skincare, Bath & Body, Haircare, Fragrance, Make Up, Men's products, and Gifts.

Usablenet used best-in-class UX to enhance the advanced features of the Liz Earle desktop site for mobile. They created a scrolling carousel on the mobile home page, add-to-basket capability on the product listing pages, and a dynamic icon to signal cart activity. A slide-in menu and fast category navigation allows customers to search other items and product information without leaving the original page. Such advanced functionality enables shoppers to browse the Liz Earle site quickly and efficiently while minimizing page loads and creating quick page transitions.

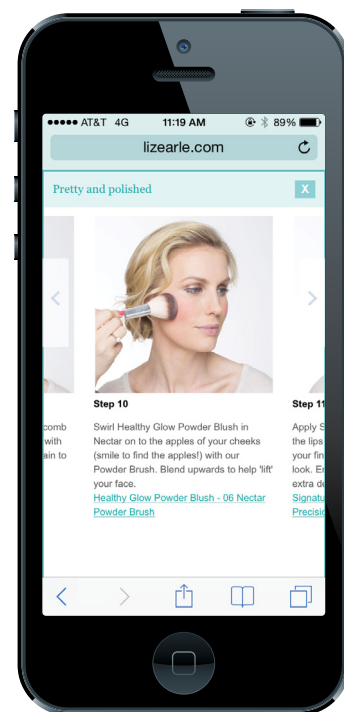
In addition to delivering a fast site, the store-finder functionality is powered by Google Maps API. As customers use the store-finder, they can rapidly access zoom in/out features as well as search location details. This capability enables the user to use his or her mobile device to access directions to the nearest store without leaving the Liz Earle site.



THE LIZ EARLE LOVE LIST IS SPECIFIC TO EACH DEVICE, ALLOWING SHOPPERS TO SAVE THEIR FAVORITE ITEMS FOR LATER VIEWING.

The mobile site is further personalized by the addition of "Love List" and "Get the Look" features. While browsing the product list page on mobile, customers can add to their Love List by tapping on the small heart-shaped icon located directly below each product. The Love List is specific to the mobile device, meaning that customers do not have to log in with Liz Earle to save their favorite items to their Love List. Similarly, the "Get the Look" educational component of the Liz Earle site instructs customers on how to use various make-up and skin products, ranging from Fresh Faced & Fabulous day looks to Bold & Beautiful night looks.

Usablenet translated this capability from desktop to mobile, allowing shoppers to move easily between instructions as well as buy products. By eliminating unnecessary page loads, the Liz Earle "Get the Look" feature empowers customers to read and learn from professional Liz Earle make-up artists.



THE GET THE LOOK FEATURE INSTRUCTS HOW TO ACHIEVE THE "PRETTY & POLISHED" LOOK.

RESULTS

In the first six months since the launch of the Liz Earle mobile site, the company has seen a 67 percent increase in average weekly visitors as well as 60 percent improvement, on average, in conversion week-by-week. The average visitor stays on the site for just over 7 minutes and the average visitor views 6 pages per visit. Such statistics signal that the Liz Earle mobile site has powerfully impacted the potential of the Liz Earle brand to deliver a consistent omnichannel experience to its customers.

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