



Case Study

skyn
ICELAND.

+ DASH HUDSON

Spreading Selfie Spirit: How Skyn Iceland Drives Sales With On-site Galleries



Skyn ICELAND is on a mission to solve the world's skincare woes by harnessing the power of Iceland's mineral-rich volcanic soil, unpolluted air, and botanical plants that have hyper-potent properties. The vegan, cruelty-free brand creates soothing, fortifying, and nourishing products that have been calming complexion crises caused by stress for 13 years. The Skyn ICELAND secret is now out, and the brand has become a staple for natural beauty buffs worldwide. Pure and simple.

In Need of Inspiration

Like most beauty brands, Skyn loves to interact with its community on Instagram. The brand has been active on the channel for five years, and has grown a loyal following that is built on trust. Skyn has its content mix down pat—posting beautifully curated imagery focused on lifestyle, product and ingredients, scenic Iceland shots, celebrity beauty, and community content. It's no wonder the brand would want to take that customer journey beyond mobile. The social team was looking to incorporate the same engaging visuals from Instagram onto the website to extend the brand world and inspire shoppers. Dash Hudson's Spirit galleries proved to be the perfect stress-free solution to make it happen.



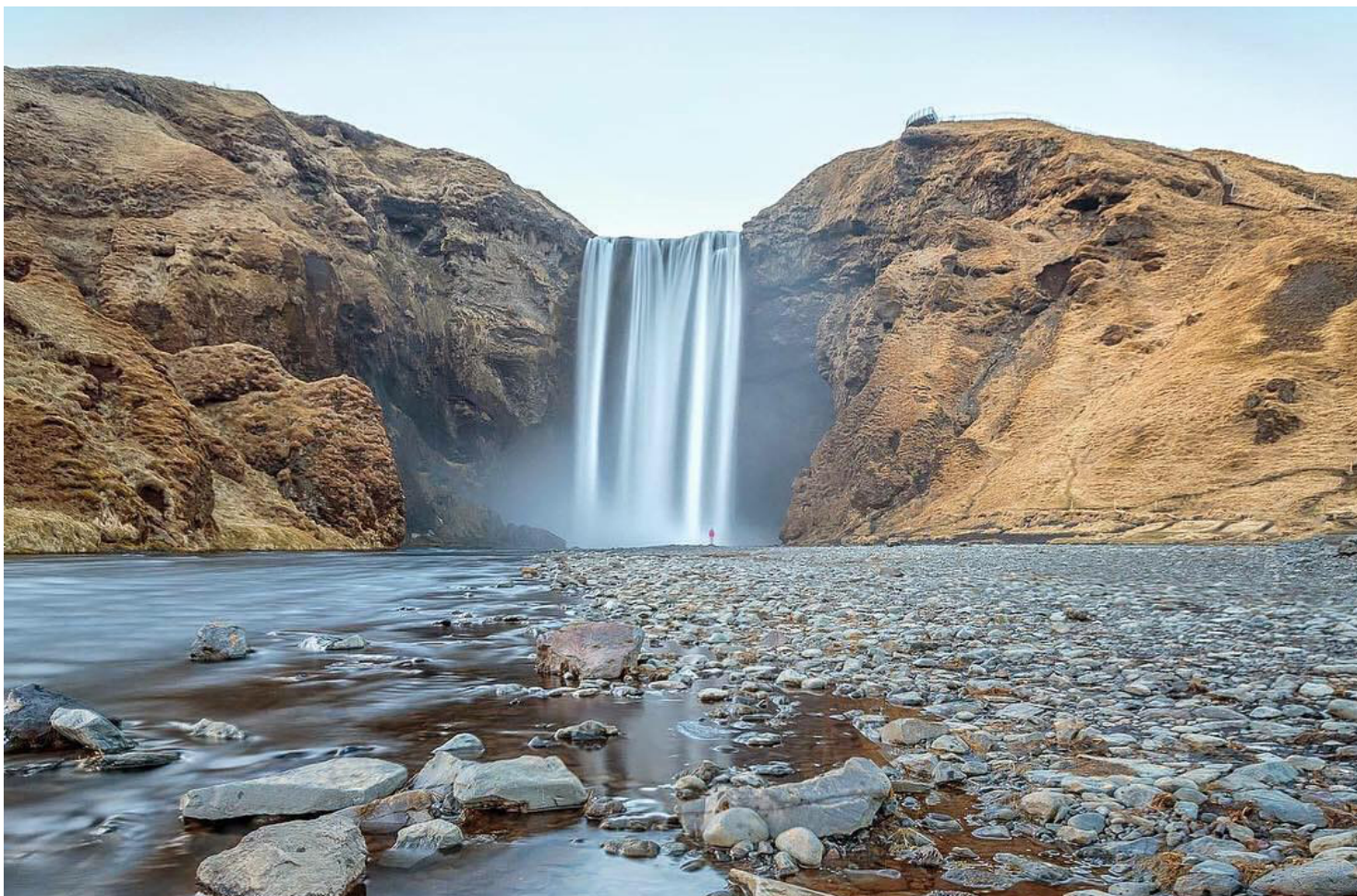
We have always wanted to figure out a way to include our amazing earned, celebrity, and makeup artist content from Instagram onto the website in a way that makes sense. Dash Hudson's Spirit on-site galleries really fit the bill!

Marilee Clark,
Senior Digital and Social Media Manager

Skyn ICELAND's Monthly Earned Content

335 Mentions and
Photo Tags

380 #skyniceland Posts

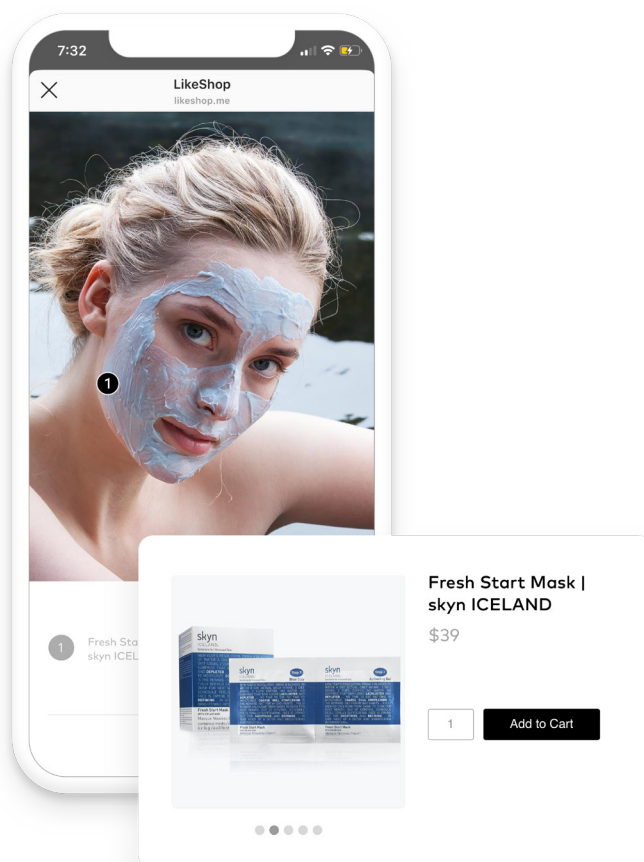


Skyn On-site

Spirit on-site galleries enable Skyn to curate, customize, and share Instagram content on its website. It's a seamless process that takes place through Dash Hudson's content segmentation functionality, where the social team can group the chosen featured photos into boards. Each board can then be easily embedded on the website with a simple snippet of code. Skyn can edit the design to suit its needs, choose between a gallery or a carousel format, and always have control over what content is featured. Spirit galleries are also a great way to showcase how engaged the Skyn community is by displaying the signature mask selfies that are shared by fans on a daily basis—bonus: you can seamlessly request any content rights in Dash Hudson.

“ We have a Spirit gallery on every page of the website. They are a great way for us to keep our site and products feeling relevant at all times. Use of galleries on-site have also become a revenue driver for the brand!

Marilee Clark,
Senior Digital and Social Media Manager



Sparkling Sales

In addition to the aesthetic value Spirit galleries add to Skyn's website, they also act as a revenue driver. When creating an on-site gallery, the team is able to assign product page URLs to photos that lead directly to merchandise when clicked on by visitors. The team can add up to seven links per image to truly maximize the shopping opportunities. The visuals within the galleries serve to inspire consumers, as well as to spark sales conversions with the simple click of a button.

Pure Data

The social team at Skyn ICELAND can easily track the number of clicks for each gallery directly in Dash Hudson. This helps them understand the performance of the galleries at a glance. For deeper analysis, sales conversions can be tracked under Campaigns in Google Analytics to measure ROI. Skyn's team evaluates this data on a weekly and monthly basis to understand how Spirit galleries are positively contributing to engagement and revenue on-site.

Skyn ICELAND Avg. Sales Conversion
Rate From Spirit On-site Galleries

5.16%



Stress-Free Social Strategy

With a gallery featured on every page of its website, it's safe to say that Skyn ICELAND has recognized the value of showcasing fan spirit from both a community-building and a commerce perspective. The social team loves how simple it is to create and customize galleries, as well as measure the results with ease. Managing social at Skyn is a stress-free affair with Dash Hudson, allowing the team to focus on what really matters: spreading the good word about the healing properties of Icelandic ingredients!



Dash Hudson has made our management of Instagram seamless. Instagram used to be a big question mark, but with DH we are able to analyze our relationships on social, leverage that community on the website with Spirit galleries, plan and organize content efficiently, and really see what's working for us.

Marilee Clark,
Senior Digital and Social Media Manager