

esmi Skin Minerals

About

esmi Skin Minerals offers a range of best-selling, vegan, cruelty-free, and Australian-made makeup and skincare. Their range of high-quality products leaves a softer imprint on both their customer's bodies and the natural world.

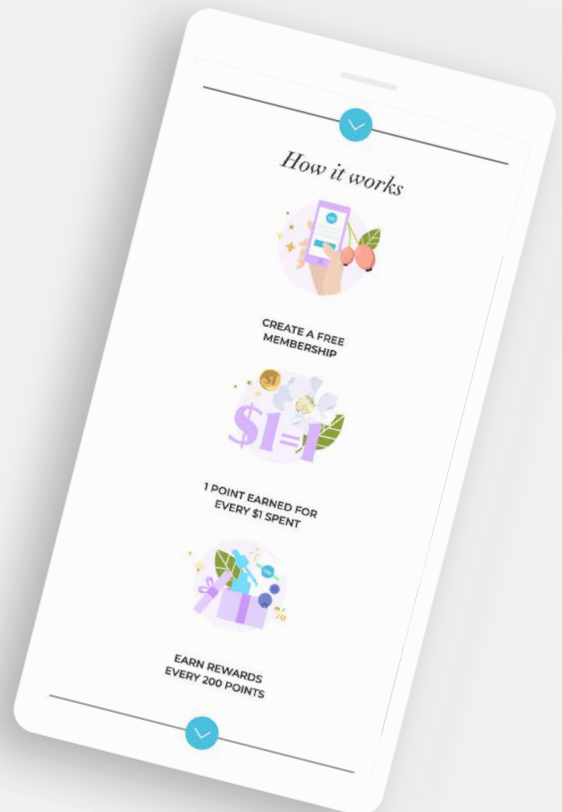
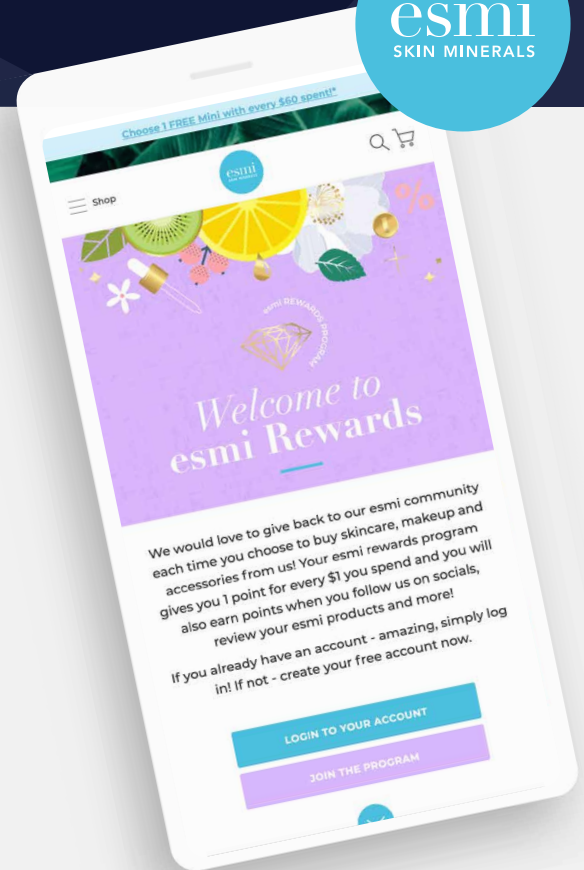
Challenges & Goals

The impact of a global pandemic has accelerated the growth of the cosmetics eCommerce market. As people place greater importance on self care and wellbeing, we have seen skincare, haircare and bath and body products all benefit from an uptick. This has been coupled with increasing awareness of the impact of cosmetic products on the environment as users seek more eco-friendly alternatives.

esmi Skin Minerals' high-converting website has grown in leaps and bounds since its migration to Adobe Commerce (Magento 2) in October 2019. Today, it continues to attract high global traffic and maintains a strong customer base.

With more consumers being forced to shop online, cosmetics brands have had to increase digital marketing efforts, from online PR to working with influencers, making a competitive space even tougher. esmi Australia responded to this challenge by working together with Convert Digital and LoyaltyLion to:

1. Increase conversion rates and realise a return on investment quicker by rewarding customers for their loyalty
2. Drive customer engagement and loyalty by rewarding customers for their interactions with esmi Australia
3. Gather more reliable insights and use their customer loyalty data to personalise interactions and emails



A Loyalty-led Solution

Convert Digital were confident in LoyaltyLion's capability to deliver on esmi Australia's goals because of the comprehensive customer insights generated and displayed within their platform, their market-leading integrations with Klaviyo, Zendesk and Adobe Commerce (Magento 2), and the advanced customisation of rewards and activities available through their API.

esmi Australia worked with Convert Digital and LoyaltyLion to build a unique loyalty program that includes:

- ✓ An integrated, on-brand loyalty program page with explainer and dedicated URL
- ✓ Loyalty points in exchange for completing on-site activities, along with points for custom activities such as subscribing to their YouTube channel
- ✓ Program tiers to gamify the loyalty experience and entice customers to purchase often to unlock tier-specific benefits
- ✓ Automated emails personalised with loyalty data
- ✓ Upgraded customer service experiences using loyalty points to resolve customer issues via an integration with Zendesk

Choose 1 FREE Mini with every \$60 spent*

esmi
SKIN MINERALS

Search entire store here...

Australia (AU/NZ)

SHOP INSTASHOP REAL RESULTS BLOG REWARDS

Get a free skin consultation Free and Fast Shipping afterpay Shop now, pay later. Hassle free returns

esmi REWARDS PROGRAM

Welcome to esmi Rewards

We would love to give back to our esmi community each time you choose to buy skincare, makeup and accessories from us! Your esmi rewards program gives you 1 point

If you already have an account - amazing, simply log in! If not - create your free account now.

LOGIN TO YOUR ACCOUNT JOIN THE PROGRAM

How it works

CREATE A FREE MEMBERSHIP

1 POINT EARNED FOR EVERY \$1 SPENT

EARN REWARDS EVERY 200 POINTS

Implementation

With years of experience in building effective loyalty programs via LoyaltyLion, Convert Digital worked with esmi Australia to:

- ✓ Understand their requirements in terms of tiers, points, terms, and conditions
- ✓ Select and set up the right advanced features such as tiers including a hidden tier, automated LoyaltyLion emails, and an integrated loyalty page
- ✓ Develop custom rewards via LoyaltyLion's API
- ✓ Design an on-brand and user-friendly loyalty program experience

With planning complete, Convert Digital then worked with LoyaltyLion on the technical implementation of the program, including UAT and rigorous testing with internal teams.

A dedicated LoyaltyLion onboarding manager was assigned and provided training on how to manage the program on an ongoing

basis. This training and support gave esmi Australia's team the confidence they required to execute loyalty-led marketing campaigns with LoyaltyLion emails and start using customer loyalty data while answering queries through Zendesk.

esmi Australia's loyalty program was initially soft-launched, then released to all customers with the support of a substantial marketing campaign. The program launched on time and with minimal disruption to the esmi Australia team thanks to the combined loyalty and technical expertise of LoyaltyLion and Convert Digital.

Once live, esmi Australia was given access to priority support via email, and assigned a Customer Success Manager, as the main point of contact, who continues to work with them to keep their loyalty program optimised and delivering on the agreed goals.

The screenshot displays the esmi Australia website interface. At the top, a banner offers a free mini product with every \$60 spent. The navigation bar includes the esmi logo, a search bar, and links to Australia (AU/NZ), account, and shopping cart. Below the navigation, there are promotional banners for a free skin consultation, free and fast shipping, and an afterpay payment option. The main product page features 'The Uncomplicated Cleanser 100ml' for \$49.00, with 575 reviews and a recent view alert. The product is described as suitable for all skin types and 100% Australian-made. The page includes multiple images of the product tube, a detailed description, and a list of benefits: Made in Australia, Paraben & Sulfate Free, Cruelty-Free & Vegan, Safe During Pregnancy & Breastfeeding, Non-Comedogenic, and Contains Natural And Plant Derived Ingredients. The bottom of the page shows a 'Description' tab and a plus icon for more options.

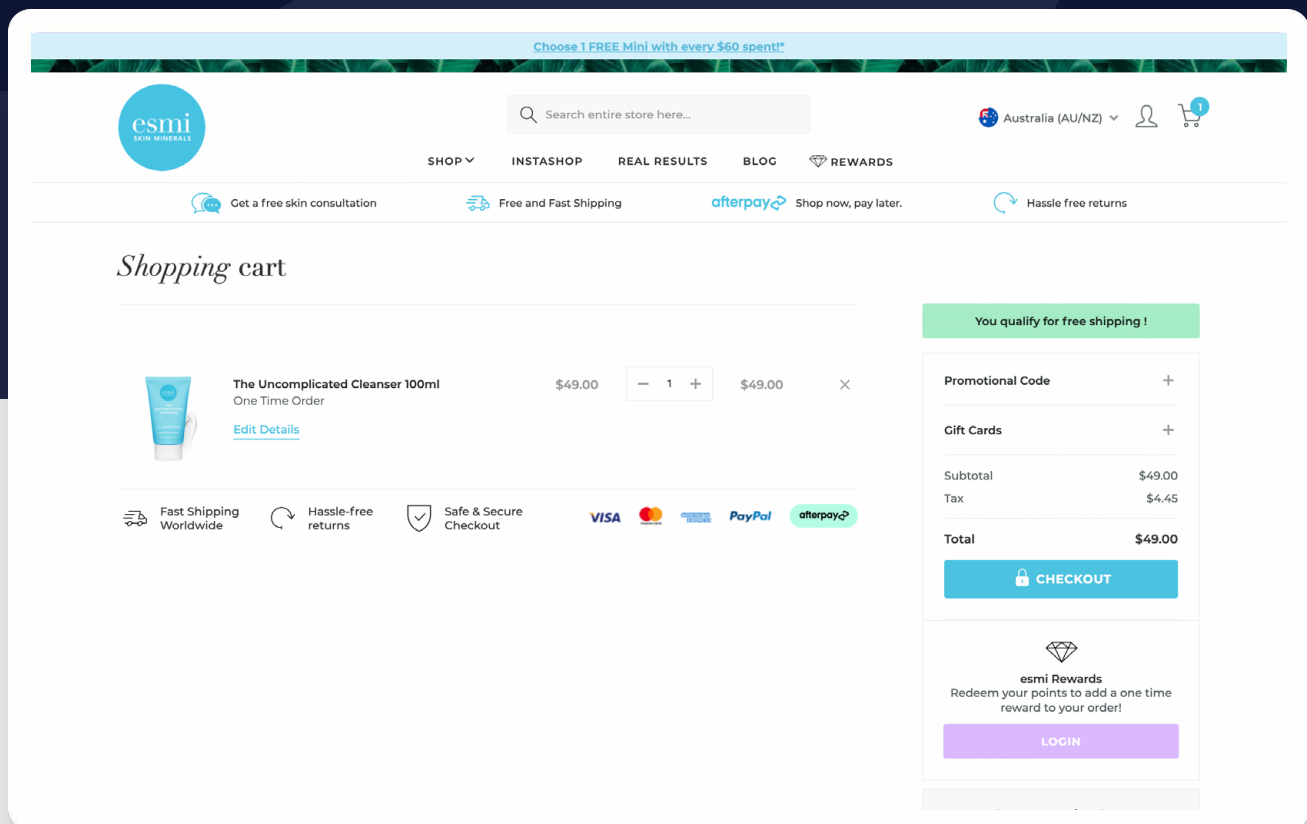
Continuous Optimisation and Results

In just 12 months, esmi Australia's loyalty program delivered:

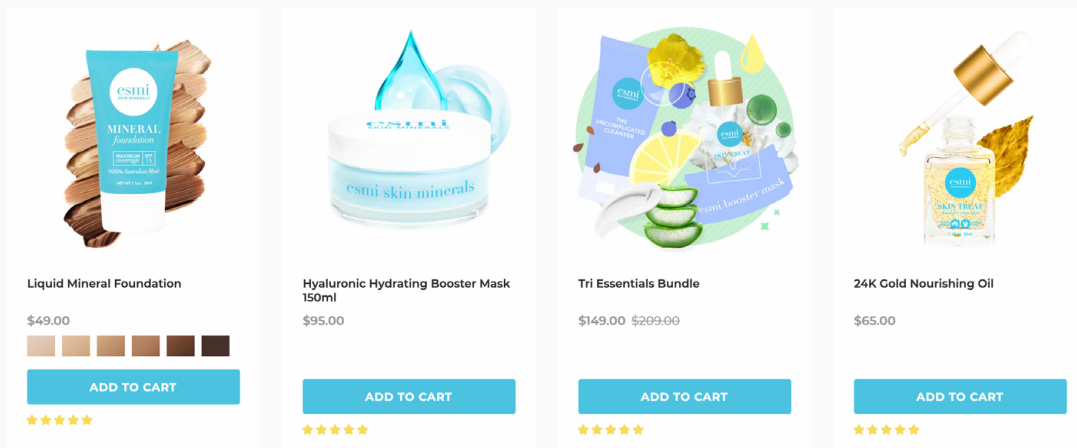
- ✓ 58% enrolment of their customer base
- ✓ 2x increase in loyalty program member average spend
- ✓ 3x the average member spend versus non-members
- ✓ 43% drop-off rate for first to second purchases for loyalty program members, compared with 75% for non-members

Via quarterly business reviews and day-to-day sharing of best practices and new features, esmi Australia will continue to work with Convert Digital and LoyaltyLion to optimise their loyalty program, maximise the return on their investment, and better keep in touch with their customers.

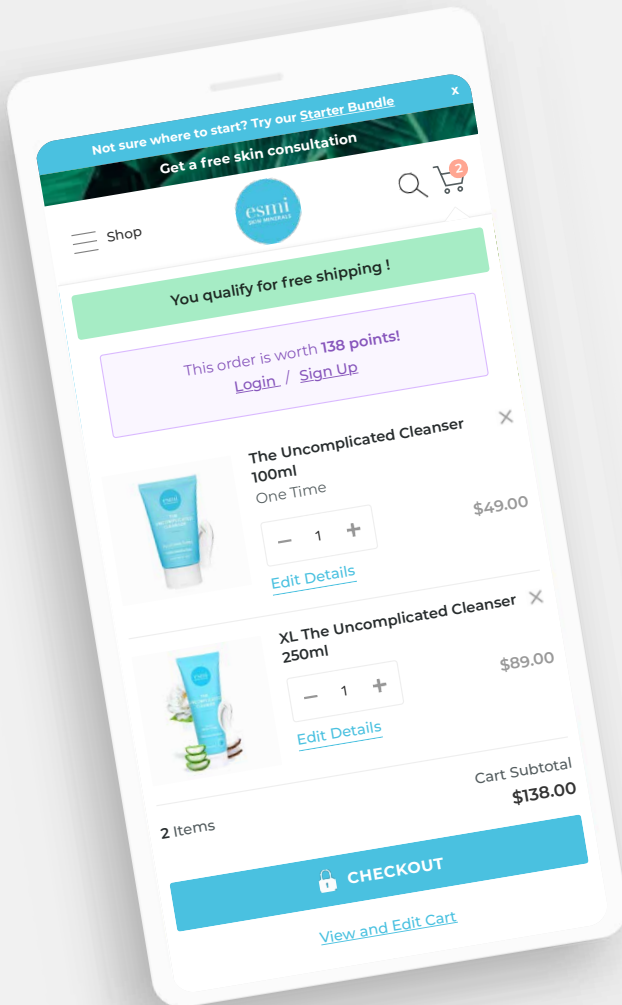
They are among the first stores to implement the latest features from LoyaltyLion's market-leading integration with Klaviyo, which allows them to use loyalty data and segmentation to trigger emails when a customer has a reward available, moves up a tier, or becomes at-risk.



You may also love.



TESTIMONIALS



“

We chose LoyaltyLion to power our esmi Skin Rewards program because it's easy to use and the scope of features it provides as a loyalty platform means we can customise the experience to suit our requirements however we like. It also fits seamlessly into our tech ecosystem as it offers out-of-the-box integrations for the tools that are already a part of our day-to-day”

Jaylon Martin,
E-Commerce Manager - esmi Skin Minerals



“

Convert Digital helped us plan out the finer details of the rewards program and successfully implemented what we had envisioned from the start. They made the technical process much smoother because of their previous experience with LoyaltyLion and Magento 2.”

Jaylon Martin,
E-Commerce Manager - esmi Skin Minerals

