e.l.f.

Putting Customer Experience at Center Stage

Capgemini Beautifies e.l.f. Cosmetics' Digital Channels

Capgemini

e.l.f. Cosmetics was founded in 2004 with a mission to make luxurious, high-quality beauty products accessible to all. The company's philosophy is based on engaging young, diverse makeup enthusiasts with innovative, superior cosmetics and skin care products at an extraordinary value. By continually updating its product lines, e.l.f. passes on savings and options to its customer base. The result is unique, department-store quality at drugstore prices.

The entire e.l.f. business model is based around meeting and exceeding the latest customer expectations. For example, e.l.f. launched a direct-to-consumer channel more than a decade ago to keep up with the expectations of its young, fashionable and social media savvy customers.

e.l.f.'s passion for innovative products, affordable prices, and a modern experience has propelled the company into the upper echelons of the health and beauty industry. As its trendy customers moved more towards mobile shopping, however, the cosmetics trendsetter knew it needed to meet this shift head on.

CAPGEMINI SERVICES

Experience Design

Commerce Implementations

Commerce Realized

Digital Marketing

Commerce Platform

Salesforce Commerce Cloud

CHALLENGE

e.l.f.'s business was traditionally driven through a variety of resale channels such as clothing shops, drug stores, and, to a much lesser extent, its online store. With almost four million Instagram followers, the beauty leader wanted to reinvent its digital experience to enhance digital sales and create a more engaging environment for its tech-native customers.

The brand's legacy mobile experience was poor; disorganized site taxonomy made navigation difficult, and users were unable to search the site for specific content and products. Visitors were also unable to view different makeup shades or easily add products to their cart, further slowing mobile conversion and eroding engagement with the brand's mobile-obsessed customers.

From a technology standpoint, e.l.f.'s legacy platform crashed under heavy traffic, wreaking havoc during the brand's extremely popular flash sales and impacting online revenue Furthermore, the platform was custom-built, but e.l.f. had outgrown the platform's content functionality a long time before. Hard-coded and rigid content meant that simple changes took a while to complete and also required the assistance of expensive, technical resources.

Within the company's technology ecosystem, systems were siloed and unable to effectively communicate with each other. e.l.f. needed to tightly integrate a number of systems - Salesforce Marketing Cloud, Salesforce Service Cloud, and others - into its commerce platform Furthermore, customers wanted a more flexible, personalized, and interactive experience Addressing this required implementing additional payment options, enhancing on-site social media and video content, and launching a new online loyalty program.

These complex integrations required a partner that could not only implement and design a brand new commerce experience, but had the network and know-how to tie all of these technologies into a unified solution.

SOLUTION

Capgemini's platform experience, award-winning design team, cutting-edge technical expertise, and holistic approach made it the perfect partner for e.l.f.

Capgemini designed fresh, modern, on-brand digital experience aligned with e.l.f.'s vision. The best-in-class, mobile-first design enabled e.l.f. to showcase products and content in a modern, clean and engaging layout.

Optimized product listing pages place bold imagery on center stage. Next to product photos, a fully integrated swatch selector enables shoppers to see differences in makeup shades. "Add to Bag" functionality was also moved further up the page to give both desktop and mobile users the ability to choose their perfect shade and advance to checkout without needing to scroll.

A simple, intuitive checkout is a great way to increase conversion, so Capgemini redesigned e.l.f.'s checkout pages. The new pages enable users to complete purchases in just two steps by simply logging in and confirming their order and payment information.

Capgemini then implemented the new, mobile-optimized site design on Salesforce Commerce Cloud. The platform's scalability ensures that the new e.l.f. experience can perform during seasonal traffic spikes and grow along with the brand's robust mobile business. During the build, Capgemini Digital Marketing experts ensured the new site was fully SEO-optimized to enhance visibility on launch day.

Numerous integrations power the complex functionality of this premium shopping experience Thanks to Capgemini's Salesforce expertise, the Commerce Implementations group seamlessly tied Commerce Cloud with Salesforce Marketing Cloud, Service Cloud, and the technology leader's Order Management Solution (formerly Main Street), providing e.l.f. with a holistic view of their customers.

The team also leveraged Smile.io to bring the e.l.f. loyalty program, Beauty Squad, into the new technology ecosystem. To give customers more shopping options, the Capgemini team also pulled in Adyen payment solutions for PayPal and Apple Pay, Ooyala video solutions to better leverage rich video and media content, and Bazaarvoice to help e.l.f. hear their customers more clearly and easily than ever.
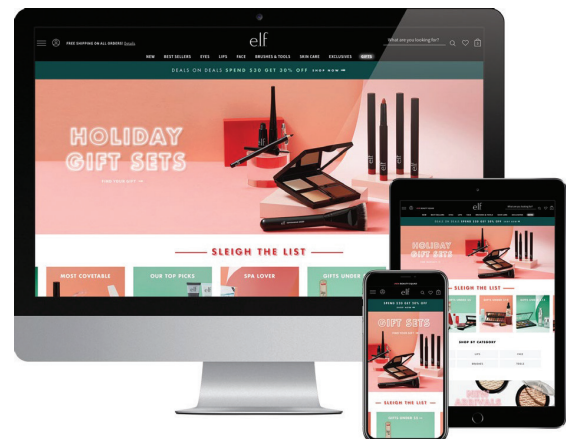
Key Integrations

- Salesforce Marketing Cloud
- Salesforce Commerce Cloud
- Salesforce Service Cloud
- Smile.io Loyalty Program
- Adyen Apple Pay
- Experian QAS
- Ooyala Video Platform
- Google Maps Store Locator
- KWI Point-of-Sale
- Clutch Gift Cards
- Bazaarvoice

> *Our digital transformation required a partner than not only knew the digital landscape, but had a deep knowledge of our industry. That made Capgemini the ideal partner for us."*

Ekta Chopra
VP of Information Technology & Ecommerce, e.l.f. Costmetics

OUTCOME

This integrated solution provided e.l.f.'s predominantly mobile customer base with a seamless, engaging experience that was designed with the customers' needs and desires in mind. The redesigned pages give shoppers - on any channel - insight into makeup shades, product recommendations, and a simple checkout process.

The custom, seamless integration of Salesforce Commerce Cloud, Marketing Cloud, Service Cloud, and OMS centralizes e.l.f. customer data, enabling the brand to personalize content, launch a robust loyalty program, and engage with customers on a deeper level than ever before.

Looking forward, e.l.f. continues to partner with Capgemini for both technology and marketing optimizations. The Commerce Realized support team is currently working on tying the brand's in-store and digital experiences together into a truly unified experience, and Capgemini Digital Marketing experts are continuously monitoring search and paid media performance for increased traffic and conversion opportunities.

RESULTS

Sitewide Growth Since Launch

37% - Digital Revenue

48% - Conversion Rate

33% - Average Pages per Session

Year-Over-Year Mobile Growth Since Launch

50% - Mobile Transactions

58% - Mobile Conversion Rate

Year-Over-Year Email Growth Since Launch

54% - Email Revenue

99% - Email Conversion Rate

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion (about $15.6 billion USD at 2018 average rate).

Learn more about us at

www.capgemini.com