

## MOZU SUCCESS STORY

# SIGMA BEAUTY MAKES ECOMMERCE BEAUTIFUL AGAIN

## CHALLENGES

Sigma's user base has typically been an active, younger demographic, most of which had been introduced to the brand through social networks. Sigma's business challenge was to make sure they were offering this specific segment the best experience possible. Their older commerce platform and lack of responsive design really hindered that goal – it wasn't exactly usable on mobile devices. And with 55% of overall users trying to access the site on mobile phones, Sigma knew they needed their new site to be device agnostic.

## SOLUTION

Sigma Beauty was looking for a way to visually showcase their color cosmetics on a virtual face that was easy to maintain, simplified the buying process and engaged a younger audience. They've had a similar experience on Facebook, but wanted to create that same experience on their ecommerce site. They launched 'Face Charts' using a Mozu widget that can be easily modified by the marketing team. Using the interactive Face Chart, customers can shop the look and purchase the cosmetics and brushes. This advanced experience is unique to Sigma Beauty.

Sigma Beauty wanted to enhance its existing free gift program to increase customer loyalty. Using Mozu's extensive discounting and promotion capabilities Sigma Beauty now offers different gifts for different customer segments and at different price thresholds further personalizing their customer's experience. Additionally, there are over 10,000 professional make-up artists who receive access to exclusive products and qualify for a professional discount. After login, they are now presented with a unique catalog and price lists. All of these dynamic pricing and promotions capabilities are easy for marketers to launch and update in real-time.

## RESULTS

Sigma Beauty has experienced an extraordinary 36% lift in conversions since launching their new consumer and reseller website on Mozu. Their audacious new design and custom features have successfully engaged their target market and boosted users' time-on-site by a healthy 22%. Mobile engagement and revenue is also trending upward with an astonishing 42% increase, now that Sigma Beauty has fully responsive ecommerce sites.



36%  
LIFT IN CONVERSION RATE

42%  
INCREASE IN MOBILE SALES

22%  
BOOST IN TIME ON SITE

*"We knew we needed an enterprise level platform that would accommodate our growing needs. That was the most important strategic decision. Going into the project, we felt nervous but were confident in our partners."*

Annie Westman, Director of Strategy, Sigma Beauty

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**INDUSTRY:** Beauty

Sigma Beauty was founded in 2009, and quickly grew into a well-known international online beauty store. In December of 2011, Sigma Beauty opened its first brick and mortar store at the largest mall in the United States. With authorized retailers in 225+ countries, Sigma Beauty is a global company with a marked presence in all continents.

Sigma Beauty's mission is to provide beauty enthusiasts with the latest innovations in cosmetics and they strive for exceptional quality, innovative function, and excellence in customer service. Sigma Beauty utilizes science and engineering to constantly challenge the beauty industry status quo and present clients with state of the art products in a state of the art experience.

# BEAUTIFUL ECOMMERCE

## CHALLENGES

- Engage a younger demographic
- Limited mobile experience
- Wanted to develop custom features

## SOLUTION

- Face Chart: Visual showcase of cosmetics on virtual face
- Gift with purchase: personalize and segment gifts with different purchases
- Dynamic pricing: unique catalogs and price lists across customer segments
- Responsive mobile sites

## RESULTS

- 36% lift in conversion rate
- 42% increase in mobile sales
- 22% boost in time on site

Mozu is the only commerce platform that empowers **marketers and developers** to create memorable digital experiences that engage shoppers on their terms, on any device, and drive more sales today. Whether you're a retailer looking to free yourself from the hassles of managing a homegrown system or evolve beyond the limitations of a legacy platform, it's time for you to meet Mozu.

**Experience Mozu today. Schedule a Custom Demo.**

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