



LYONSCG CASE STUDY

Tarte Delivers a Bold and Beautiful Digital Experience

LYONSCG designs a sleek and stylish solution for the cosmetics leader

Tarte Cosmetics is an innovator in the beauty industry, offering eco-chic, cruelty-free cosmetics and hypoallergenic, vegan skincare. Since 2000, the company has traveled the world in search of the best natural ingredients for its products. Tarte's products encourage customers to "rethink natural" and never compromise the quality of their makeup for the health of their skin.

Tarte sells its full line of products at leading cosmetic retailers like Sephora and Ulta. The brand has also cultivated an industry-best social media presence with more than seven million Instagram followers and a robust influencer program. With no physical stores, Tarte wanted to create a digital experience that would resonate with its digital customers and drive long-term success for its growing brand.

HIGHLIGHTS

LYONSCG Services

- Application Service
- Commerce Implementation
- Commerce Realized
- Digital Marketing
- Experience Design

Platform

- Salesforce Commerce Cloud

Key Integrations

- Tarte Custom OMS
- OrderGroove (Subscriptions)
- CrowdTwist (Loyalty)
- TradeGlobal
- Merchant e-Solutions
- Braintree Payments (Apple Pay and PayPal)
- Bronto
- TurnTo
- Bounce Exchange
- Pixlee
- Zmags

CHALLENGE

Over the last few years, Tarte has grown rapidly thanks to its high-quality innovative products and effective social media strategies. To keep growing, the beauty leader knew it needed to bring its brand story to life and evolve its digital experience.

The brand's previous eCommerce site was built on a custom platform that inhibited its ability to handle promotional and seasonal traffic spikes. The platform was also unable to support international business initiatives. Tarte's core foreign markets – the Middle East, UK, Australia, and Europe – drive considerable traffic and sales, but the brand could not personalize its shopping experience for these international customers.

Buying cosmetics is a very personal and interactive experience, and Tarte's website did not align with the brand that customers know and love. Clashing colors, inconsistent product imagery, and a complex online shopping process hindered conversion. On top of this, Tarte's mobile experience was missing the mark. More than half of the brand's core demographic site traffic comes from mobile devices, but nothing about Tarte's experience was optimized for mobile shopping. Despite the traffic, mobile engagement and conversion severely lagged behind other digital channels.

Tarte envisioned an all-new site that would embody its strong brand identity. Guided-selling tools and searchable, premium content would encourage visitors to shop, and mobile-first design would ensure that they received the same immersive experience on any device. Realizing this ambitious vision called for a strategic partner with an established industry track record and deep technical expertise.

SOLUTION

LYONSCG's deep platform experience, award-winning design team, cutting-edge technical expertise, and holistic approach made it the perfect partner to bring Tarte's digital evolution to life.

LYONSCG worked with Tarte to gain an intimate knowledge of its brand, customers, and business, and used this information to design an all-new, on-brand digital experience. Tarte's refined palette and messaging immerses shoppers in the brand's mission and products. Responsive design and a mobile-first approach ensure that mobile shoppers receive an engaging, seamless, and easy-to-use experience on any device.

Design experts defined new product image standards and totally restructured product detail pages, allowing shoppers to interact with images, color smears, user-generated content, and ratings for every product. LYONSCG built a unique page for Tarte's most popular content – makeup tutorial videos – enabling visitors to search for relevant videos and go straight to product pages from the content.

To further personalize the Tarte shopping experience, LYONSCG custom-built the Shade Finder guided selling tool. Shoppers match their skin tones and undertones to models in real-time, and are presented with products personalized for their exact needs.

After designing the all-new Tarte experience, LYONSCG built and implemented the site on the Salesforce Commerce Cloud platform. Commerce Cloud's scalability ensures that Tarte's engaging, on-brand experience can perform during seasonal traffic spikes and grow along with the business. Master architecture allows Tarte to easily generate, launch, and manage new sites as the brand continues expanding overseas.

Numerous integrations help power the new Tarte shopping experience. The company's internal OMS and TradeGlobal's supply chain management solutions create a cross-border commerce system allowing Tarte products to be purchased in 190 countries around the world. Pixlee enables the site to leverage high-quality user-generated social media content, and new loyalty (CrowdTwist) and subscription (OrderGroove) integrations allow Tarte to interact with customers in more ways than ever before.

OUTCOME

Launched on-time and on-budget, Tarte's digital transformation has been a resounding success. The stunning new site captures the fun, natural spirit of the brand and immerses shoppers with an industry-best eCommerce experience, driving 69% revenue growth since launch.

Built on Commerce Cloud, the new site continues to drive operational efficiencies for Tarte. Faster load times and improved stability during key promotions have driven a 137% uptick in promotion traffic, which is a big reason why revenue has increased 158% year-over-year. Order management and content deployment is easier than ever thanks to key integrations. Tarte was even able to quickly launch a specific EU/UK site to more easily manage differences in tax calculations.

The new site was recognized by L2, a prominent business intelligence firm, which ranked Tarte number two in its "Digital IQ Index: Beauty." Tarte was also the first independently owned brand to be ranked in the Genius class by L2.

RESULTS

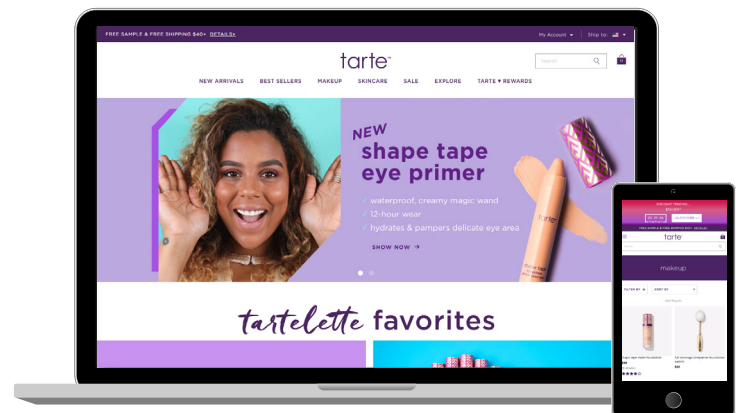
69% Online Revenue Growth Since Launch

158% Revenue Growth Year over Year

137% Custom Beauty Kit Traffic Growth

“It was critical to work with a partner that could understand our growing business and address all of our needs. From web design to post-launch service, LYONSCG has been that partner.”

Stephanie Urban
Director of Digital Marketing, Tarte Cosmetics



LYONSCG
Commerce Realized!

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