

# How Justmylook drives revenue through on-site personalization before even making a sale





**I am extremely happy with Insider. The platform is user friendly and it is easy to track the performance of our campaigns. Insider goes above and beyond to help us achieve our goals.**

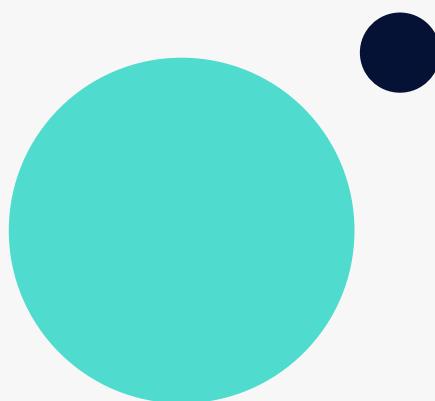
**It is a great partnership that helps us grow. The account managers are always on hand. They understand our goals and the market that we are in, so they offer great ideas that deliver great results.**

Luke Williams - Sales Director, *Justmylook*

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# About Justmylook

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Justmylook is one of the UK's fastest growing beauty retailers. Since launching in early 2015, they have grown rapidly and are now proud to present a range of over 8,000 products, including more than 250 prestige brands that span from industry icons like GHD and The Ordinary.

From salon-exclusive hair care to on-trend cosmetics, Justmylook is trusted by millions of beauty lovers to deliver cutting-edge products directly to their doors!

**Founded in:** 2015



# Executive summary

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Justmylook needed to find a new way to engage consumers while they were off-site, beyond the traditional marketing channels. To address this need, two years ago, Justmylook began working with Insider to send rich, dynamic Web Push messages to their customers.

The results proved to be so successful that Justmylook turned to Insider to help increase product discoverability and navigation for mobile web users. Using InStory, Insider's social-media style product discovery solution, Justmylook were able to create immersive, personalized experiences to help mobile customers easier find (and buy) relevant products.

Beyond their initial success of driving more revenue and conversions, JustMyLook has used InStory to create more valuable brand partnerships for suppliers. The move has contributed to the 10X growth in the number of brands subscribing to their marketing package.

## **How Justmylook drives revenue with Insider... before even making a sale**

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Justmylook offer a select number of suppliers, the opportunity to participate in an exclusive brand marketing package to increase their visibility and exposure on the Justmylook website.

To offer the most value possible to suppliers, Justmylook has added InStory placement as a benefit of this package to increase brand exposure, consideration – and sales for these suppliers.

### **What is InStory?**

InStory brings the power of social stories to desktop and mobile sites to engage visitors and inspire them to discover products. Bite-sized, personalized stories expand from a thumbnail experience to a full-screen immersive experience.

### **Why do brand partners and customers love InStory?**

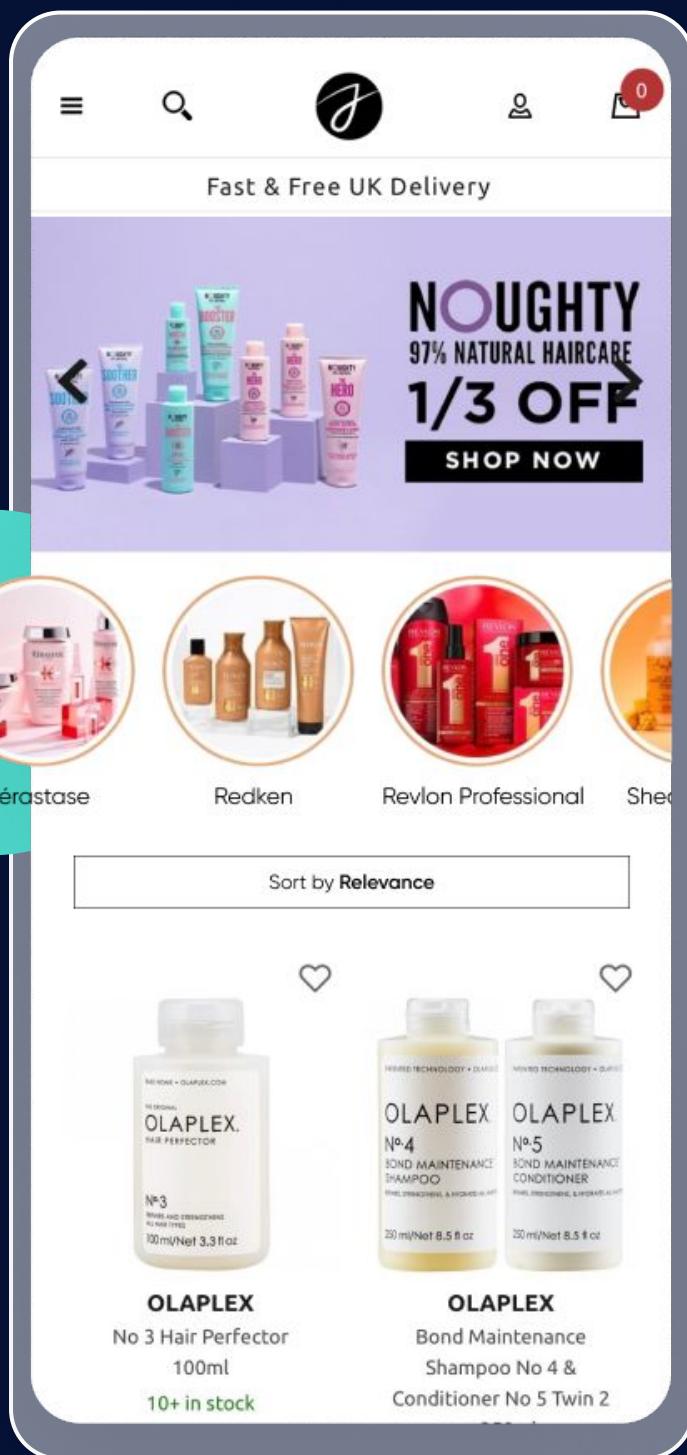
Justmylook brand partners love the ability to increase awareness and consideration through visual storytelling – and the increase in sales it generates. Justmylook customers love the engaging content and the ease at which they can discover new products.

### **Why does JustMyLook love InStory?**

The inclusion of InStory within the brand marketing package has been so successful, it has contributed to 10X growth in the number of brands subscribing to the package.

# InStory:

A fresh way to deliver immersive mobile web experiences



10X brand marketing package uptake



## **Accelerating the path to purchase during busy peak season with InStory**

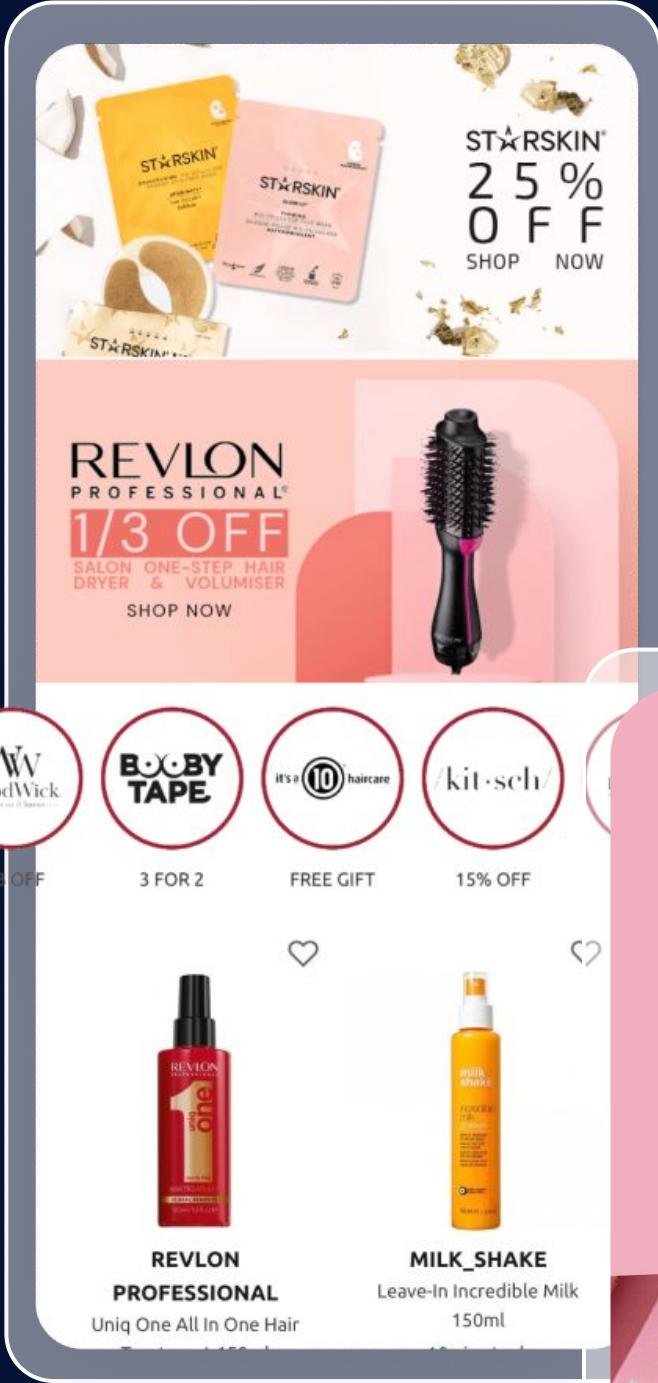
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During busy promotional periods like January Sales, Black Friday, and Easter, Justmylook also uses InStory to combat high bounce rate, increase product navigation, and speed up the path to purchase

Justmylook uses InStory to showcase their biggest and best offers. The temptingly tappable stories make a big impact on a small screen and have proven to be a powerful weapon to increase product discovery and site navigation, with remarkable results.

**Justmylook's Easter Sale InStory campaign generated £28k, and the top-performing story won a click-through rate of 58%.**





£28k after click revenue

An advertisement for essence featuring a large pink circle with the text "essence" and "3 FOR 2". Below the text is a collection of essence lip booster products in various flavors (Coconut Oil, Peach Oil, Avocado Oil) arranged on a pink background.

58% click through rate

## **Engaging customers off-site to drive traffic and conversations – with Web Push Notifications**

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Justmylook needed to find a new way to engage with customers off-site, rather than solely relying on email. Across the beauty industry, email engagement rates have been steadily declining, and they wanted a fresh way to reach more customers.

Justmylook chose Insider's web push notification technology as their new instant messaging channel. They observed a **23.85% opt-in rate** in the first three months alone, which smashes the industry standards of 5% for email.

Justmylook's longest-running and most successful web push campaign is their "Abandoned Cart" conversion push. The push notification reaches users via their browser or mobile device, enticing them back to the site. Justmylook utilizes Insider's dynamic, rich media features, showing visitors a visually engaging image of the product they intended to buy, capturing their attention, and increasing conversion.

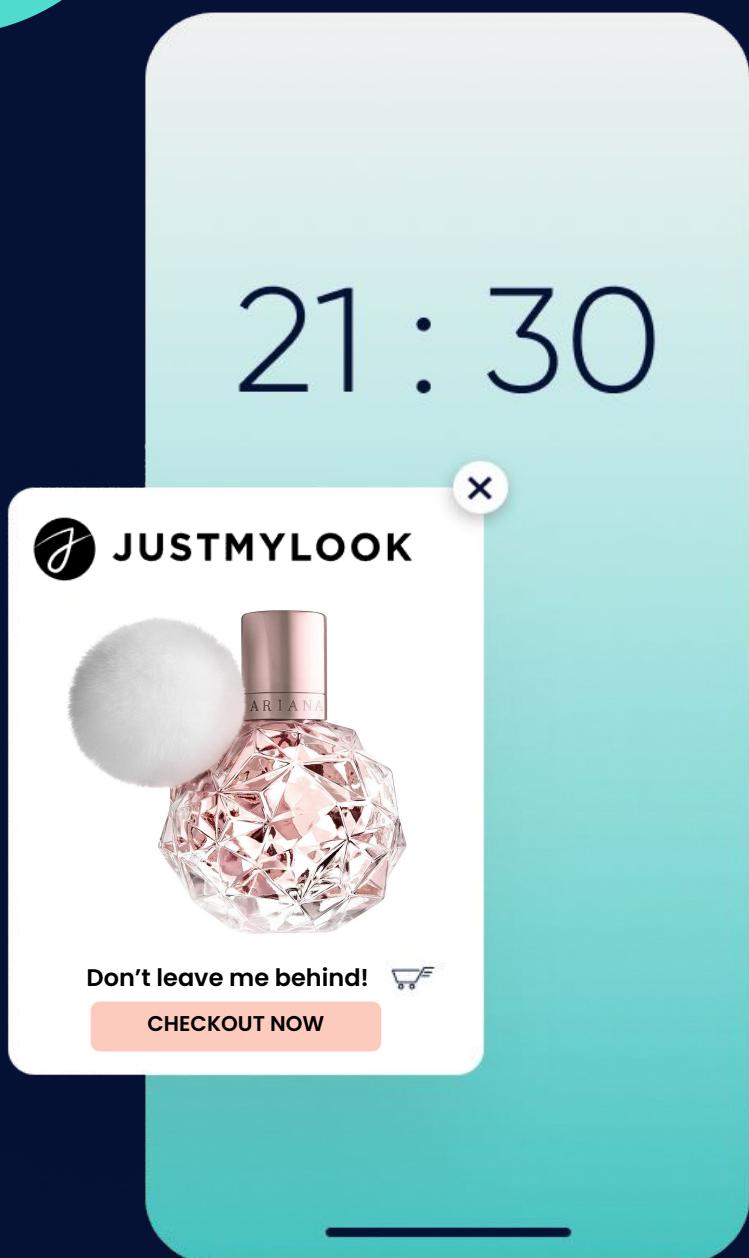
### **The Result?**

This single web push notification campaign achieved an average conversion rate of 45.48%.

# Rich Web Push Notifications

23.9%  
opt-in rate

45.5%  
conversion  
rate



## Looking Ahead

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Moving forward, Justmylook is seeking to take advantage of Insider's **deep segmentation capabilities** to help elevate their messaging to the next, level - increasing the effectiveness of their marketing and merchandising initiatives.

Insider is proud to partner with Justmylook on their mission to help their customers find their favourite beauty products... with the help of a great customer experience.



# About Insider

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Insider—one platform for personalized, cross-channel experiences—enables enterprise marketers to connect customer data across channels and systems, predict their future behavior with an AI intent engine and orchestrate individualized experiences to customers. Marketers use Insider's platform to deliver experiences across channels like Web, App, Web Push, Email, SMS, Messaging Apps (WhatsApp, Facebook Messenger, RCS), Ads, and more.

Insider was featured in the Gartner Magic Quadrant for Multichannel Marketing Hubs 2020, the Gartner Magic Quadrant for Personalization Engines 2021 and The Forrester Wave for Cross-Channel Campaign Management 2021. The company has been named the #1 leader on G2's Mobile Marketing Software and Personalization Grids, with a 4.6/5 rating based 100% on user reviews, 18 quarters in a row.

Many of the most prestigious Fortune 500 companies and top brands in retail, automotive, and travel use Insider to deliver AI-backed personalized experiences that exceed customer expectations. Insider is trusted by over 800 global businesses, including Singapore Airlines, Virgin, Toyota, New Balance, IKEA, Samsung, Newsweek, MediaMarkt, Nissan, AVIS, Marks & Spencer, Allianz, BBVA, Domino's, Avon, and CNN.

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