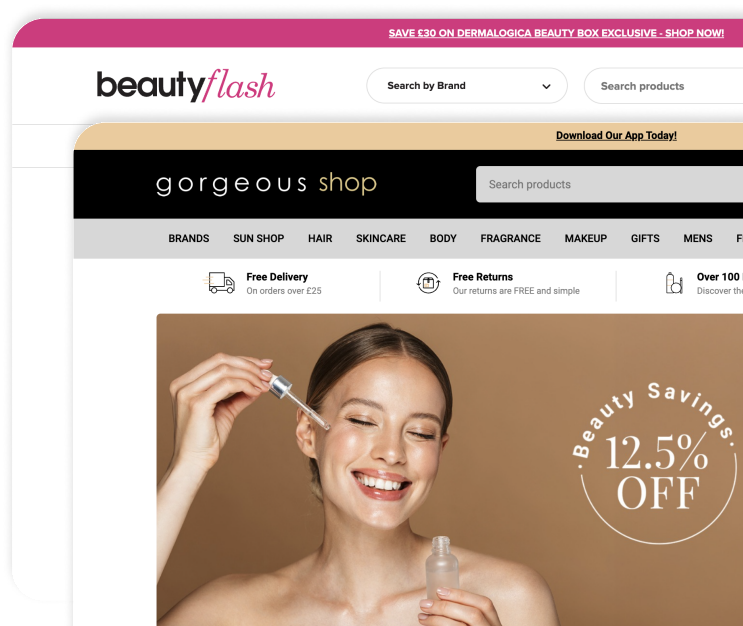


SUCCESS STORY

Gorgeous Shop and Beauty Flash achieve six-figure monthly growth with Insider’s Smart Recommender and Web Suite

- Personalization
- Web Suite
- Smart Recommender



Six-figure revenue growth each month | **5.2%** conversion rate uplift | **Faster** time to market for campaigns



Deploying Insider’s Smart Recommender and Web Suite templates has been transformative for Gorgeous Shop and Beauty Flash. Tailored recommendations and dynamic promotions have significantly contributed to six-figure monthly revenues and boosted conversion rates. The easy migration to Insider’s platform made this shift seamless, revolutionizing our strategy and enhancing customer service. We look forward to more advancements with Insider, like automated cross-channel journeys.

gorgeous shop **Jess O’Sullivan**, Head of Websites, Gorgeous Retail Group

Executive summary

Gorgeous Shop and Beauty Flash boosted product discovery and revenue by deploying Insider’s Smart Recommender across their website funnel, using personalized algorithms for recommendations on the homepage, landing pages, product details, and cart. This strategy enhanced the shopping experience, increasing their six-figure monthly revenue, a 5.2% uplift in conversion rates, and high CTRs for bestsellers and during peak seasons. To further optimize peak period promotions, Gorgeous Shop used Insider’s Web Suite templates, like side coupons and hello bars, driving six figures in revenue from specific campaigns.

About Gorgeous Group

Gorgeous Shop, established in 2007, is a prominent online beauty retailer based in the UK, specializing in premium haircare, skincare, and beauty products. The company has grown significantly over the years, now offering products from over 100 renowned brands such as Redken, Dermalogica, and Elemis. In 2020, Gorgeous Shop acquired Beauty Flash, forming the Gorgeous Retail Group (GRG). Gorgeous Shop has cemented its position as a leading player in the UK’s online beauty market ([Gorgeous Shop](#)).

Why Insider?

Gorgeous Shop, an online beauty retailer, transitioned to Insider for a more comprehensive solution to unify user data and consolidate martech tools for a smarter, more personalised experience for customers. Previously, they faced challenges with data siloes that limited their ability to build a 360-degree customer profile, experienced gaps in personalized customer journeys, and had opportunities to improve product discovery through recommendations. Since transitioning to Insider, Gorgeous Retail Group has seen Insider’s [Smart Recommender](#) and [Web Suite](#) contribute towards 70% of transactions on Gorgeous Shop and 59% on Beauty Flash. They will soon use Insider’s [Architect](#) customer journey solution to orchestrate cross-channel automated programs, including [email](#).

Trust by 1,200 global brands



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USE CASE #1

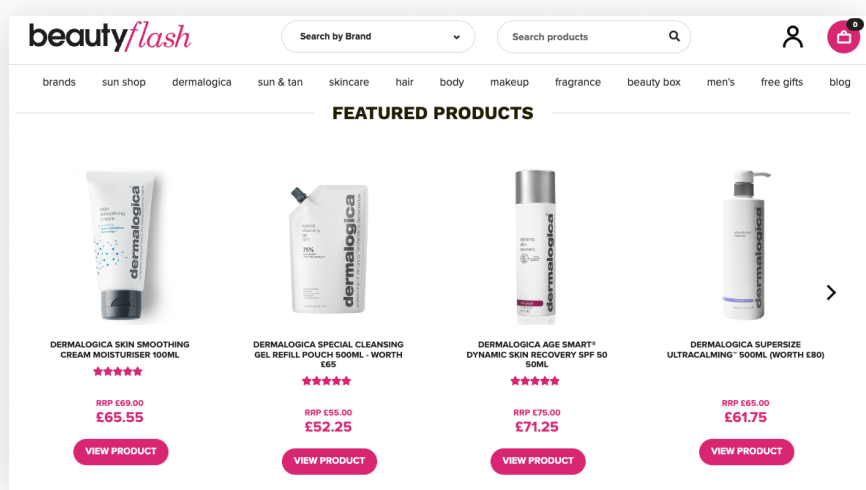
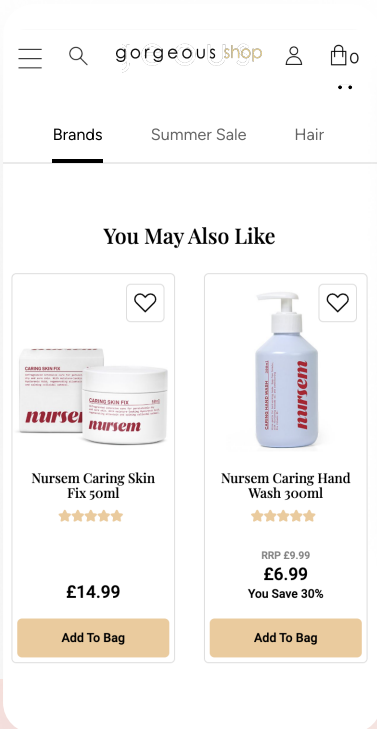
Boost revenue and engagement with Smart Recommender

The challenge

Gorgeous Shop and Beauty Flash faced challenges with product discovery, which presented opportunities for growth in revenue. Customers had some difficulty finding suitable products, revealing areas for enhancing sales and engagement.

The solution

To enhance product discovery and boost revenue, Gorgeous Shop and Beauty Flash deployed Insider's [Smart Recommender](#) across their website funnel, utilizing personalized user-based algorithms. This included integrating personalized recommendations on the homepage to engage users from the start, suggesting complementary or similar products on product landing pages to keep customers exploring, and featuring related items on product detail pages to enhance the shopping experience. Additionally, in the cart, personalized recommendations encouraged customers to add complementary items, increasing the average order value. This comprehensive approach created a more personalized and intuitive shopping experience, significantly improving revenue and engagement.



Using Insider's Onsite tools, we created a persona-based customer journey that generated six-figure revenue for us each month.

[Quote from G2 review](#)

The results

Six-figure

revenue generated every month

5.2%

overall conversion rate uplift across all Insider products

20%

Bestsellers on category pages getting over 20% CTRs

10%+

CTRs during peak season

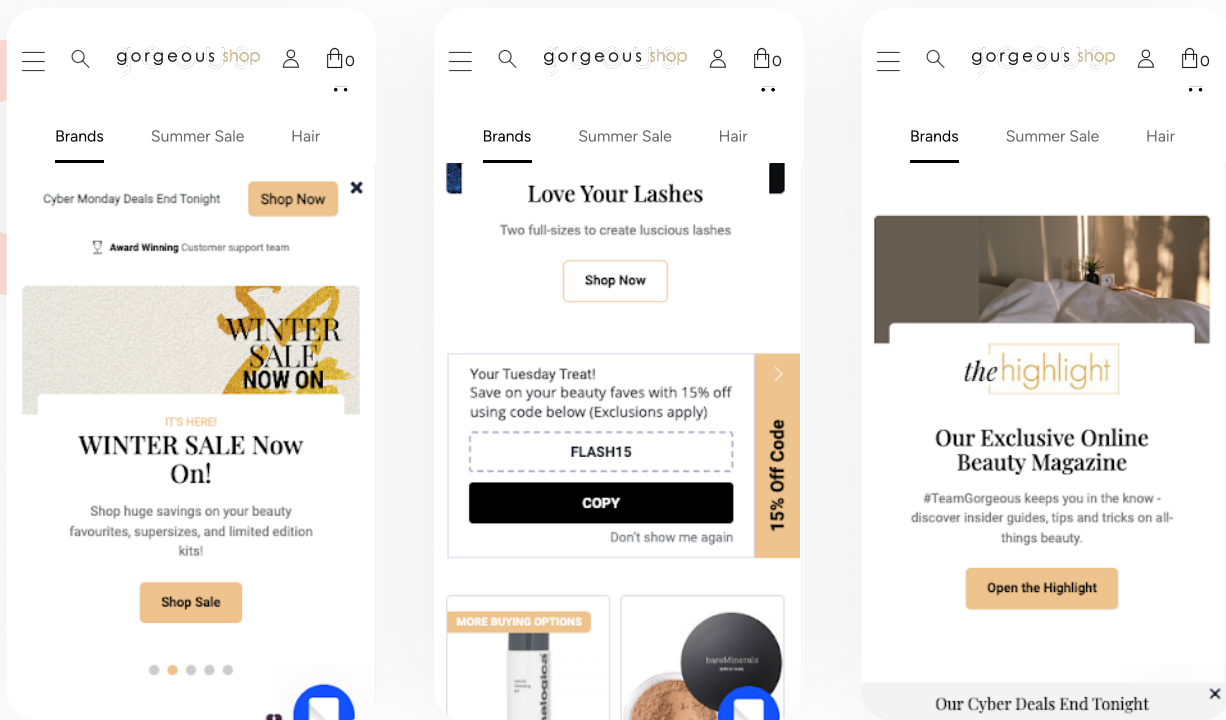
Boost peak period sales with Web Suite templates for targeted promotions

The challenge

Gorgeous Retail Group required easy-to-deploy templates for promoting specific offers during peak periods, such as Black Friday. To maximize sales during these critical times, they needed a straightforward solution to quickly and effectively promote special offers.

The solution

To enhance promotions during peak periods, Gorgeous Shop implemented Web Suite templates, including side coupons, hello bars, and customizable templates. Side coupons discreetly offer discounts, encouraging conversions without disrupting browsing. Hello and bottom bars, positioned at the top or bottom of the webpage, announce important promotions and updates. These easily deployable templates allow for quick adaptation to different campaigns, enabling effective promotion of specific offers. This approach helped Gorgeous Retail Group drive sales and increase customer engagement, especially during critical periods like Black Friday or other special sale periods.



From the very first month of using the coupon sidebar template, we witnessed a significant increase in conversions. The responsive banners enabled us to adopt a single template for both mobile and web personalization, making multi-channel campaign launches extremely convenient.

Quote from G2 review

The results

Faster

time to market
for campaigns

40%

increase in Insider-driven
revenue for Q4 vs. Q3

Six-figure

revenue from Smart Recommender
for both Gorgeous Shop and
Beauty Flash in a single quarter

USE CASE #3

Unified campaign management within a single platform

The challenge

Gorgeous Shop and Beauty Flash, both part of the Gorgeous Retail Group, needed a solution that allowed the team to efficiently manage its distinct brand identities while leveraging shared resources. Previously, managing separate technologies for each brand was cumbersome and resource-intensive, leading to inefficiencies in data management, campaign execution, and overall marketing efforts.

The solution

By utilizing Insider's platform, which supports the management of multiple brands under one technology, Gorgeous Shop, and Beauty Flash were able to streamline their operations and have a shared team supporting them. This capability allowed them to share resources and manage campaigns across both brands seamlessly.

The image displays a customer profile dashboard for Emily Mckee, a 'Known User'. The dashboard is divided into several sections:

- Profile:** Emily Mckee, Known User. Includes social media icons for Email, YouTube, Messages, WhatsApp, TikTok, Facebook, and Google.
- Loyalty Status:** Loyalist
- Likelihood to Purchase:** High
- Attribute Affinity:** HAIR CARE
- Last Activity:**
 - "Olaplex No3" Purchased on Gorgeous Shop Web
 - "Redken Amino Mint" Last viewed on Beauty Flash Web
 - "Kerastase Elixir" Added to Cart on Beauty Flash web
- Last Purchased Products:** Olaplex No3 (32 reviews, \$23.39). Purchased on Gorgeous Shop Web.
- Last Viewed Product:** Redken Amino Mint (32 reviews, \$33.29). Last viewed on Beauty Flash Web.
- Added to Cart Product:** Kerastase Elixir (32 reviews, \$35.29). Added to cart on Beauty Flash Web.

The results

Improved
efficiency

Cost
Savings



Summary

Gorgeous Shop and Beauty Flash significantly boosted their revenue and customer engagement by deploying Insider's Smart Recommender and Web Suite templates, leveraging personalized algorithms for tailored product recommendations and dynamic promotions. This strategic integration resulted in increased six-figure monthly revenues, substantial conversion rate uplifts, and improved overall shopping experiences.

Looking ahead

Following the implementation of email journeys on Architect, Gorgeous Shop will connect their successful onsite campaigns, such as the 44 voucher campaigns launched in Q2 2024, to the new system. The aim is to shift from broad discount strategies to more personalized offers, providing discounts to select customers and enhancing overall personalization.



Favorite feature

Smart Recommender

Gorgeous Shop and Beauty Flash's favorite feature was the personalized user-based algorithms in Insider's Smart Recommender. These algorithms significantly enhanced product discovery and tailored recommendations, driving substantial revenue and engagement.

About Insider

Insider—a single platform for building individualized, cross-channel experiences—enables enterprise marketers to connect customer data across channels and systems, predict their future behavior with an AI intent engine, and individualize customer experiences. Marketers use Insider's platform to deliver consistent and engaging experiences across channels like Web, App, Web Push, Email, SMS, and Messaging Apps (WhatsApp, RCS).

Insider recently unlocked unicorn status and was congratulated by NASDAQ for becoming one of the few woman-founded, women-led B2B SaaS unicorns in the world. Insider was named a Leader in the Gartner Magic Quadrant for Personalization Engines 2022, The Forrester Wave for Cross-Channel Campaign Management 2021, and IDC MarketScape: Worldwide Customer Data Platforms Focused on Front-Office Users 2021-22 Vendor Assessment.

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