

Leading Beauty Brand Luxola Deploys Kenshoo's Agile Marketing Suite to Boost Online Checkouts and Revenue by 317%

BACKGROUND

Luxola

Luxola, a beauty e-commerce startup newly acquired by LVMH, is a leading online beauty destination that delivers products to people's home. Luxola first launched in Singapore in 2011 and quickly developed into a cosmetics and skincare mecca, providing more than 4,000 products to customers throughout South East Asia, Australia, India and the UAE.

CHALLENGE

Luxola quickly became a popular beauty destination with consumers, but the digital marketing models that were powering Luxola's acquisition and retention strategies were lagging behind its savvy, e-commerce customers. Luxola needed a sophisticated search and social advertising solution that could support this disruptive growth to help the brand reach a niche demographic, maximise conversions, and sell more to existing customers — all at a lower cost per acquisition. The beauty brand required a solution that could intelligently automate and adjust bids and budgets throughout the day to optimise conversions and reduce the manual nature of operations.

SOLUTION

Luxola was able to become more agile and meet consumers expectations by adopting the Kenshoo Infinity Suite to increase efficiencies, automation, ROI and revenue in the following ways:

Activating Cross-Channel Data for Targeting and Identifying Key Personas

Luxola used Kenshoo Personas to easily target and identify top key segments by saving and reusing libraries of its most profitable and influential audiences. Luxola also recently launched Kenshoo Intent-Driven Audiences (IDA) to leverage cross-channel insights and better inform its social targeting. IDA automatically creates Custom Audiences on Facebook based on the intent demonstrated through search engine activity. This way, Luxola can re-engage high-value audiences and also reach new customers via lookalikes.

Retargeting Interested Consumers with Relevant Products on Facebook

Luxola was able to increase conversions by automatically serving relevant ads to visitors who have expressed interest in particular products on its website using Facebook's Dynamic Product Ads and Website Custom Audiences through Kenshoo. This is particularly valuable for brands with large product lines like Luxola. Using Kenshoo Social, Luxola created personalized ads for consumers who had added products to their shopping cart but hadn't converted and retargeted those consumers with a 20% off voucher, which drove them to revisit and purchase.

Automating Campaign Management and Reporting to Improve Optimisation

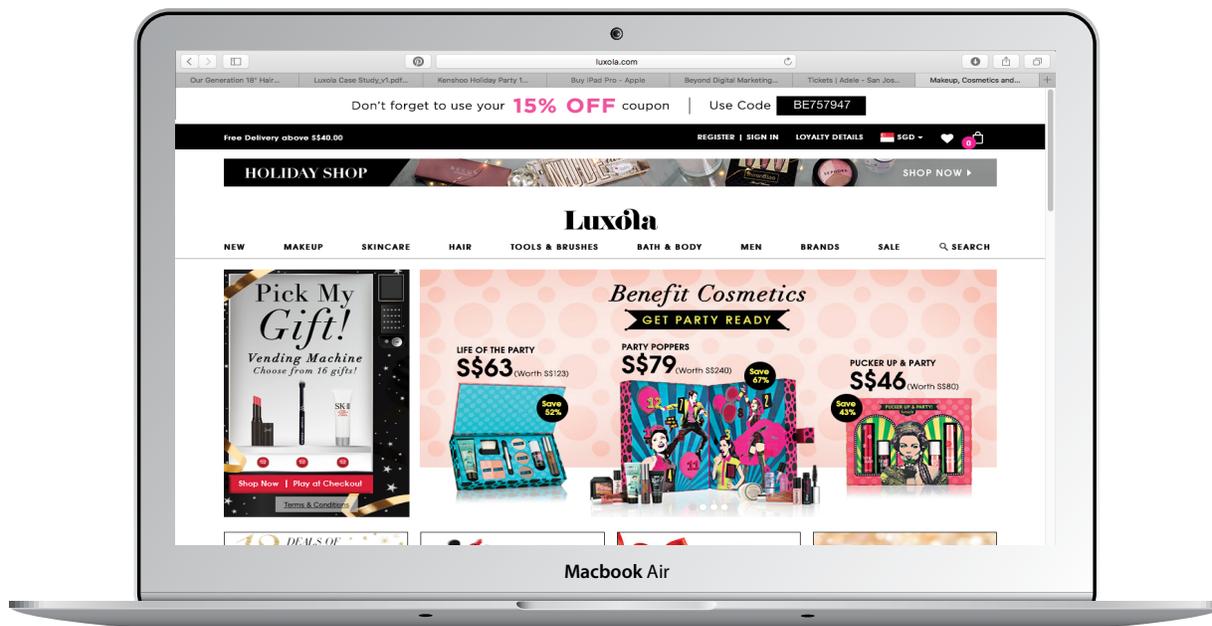
Reporting and optimisation were two of the most time-intensive parts of Luxola's digital marketing program. The team was able to automate this process using Kenshoo to more efficiently analyze data and ensure they capitalised on all opportunities to improve performance. Kenshoo's Advanced Search allowed the brand to filter elements based on performance characteristics and then take action or report on the filtered criteria. Luxola paused and activated campaigns based on predefined performance objectives and was able to adjust bids accordingly to assigned dimensions that were set up to categorize program elements. Luxola also used Scheduled Actions to implement a defined change at a specific time by customizing bid strategies to achieve various campaign goals including average position, CTR and cost.

RESULTS

Through executing a successful agile marketing strategy leveraging the Kenshoo Infinity Suite, Luxola has been able to achieve more conversions and higher sales revenue at a lower cost.

In social, the number of **checkouts increased by 102%** in 6 months, increasing revenue by 317% at an acquisition cost reduction of 27% per checkout. Overall, **social ROI increased 52%** in the same timeframe.

In search, **click-through rates (CTR) have increased 100%** from Q2 to Q3, with CPC decreasing 5%, indicating a more relevant audience is being engaged. Overall **search ROI has increased 30%** due to efficient and automated optimisation in search advertising campaigns.



“ To keep up with our consumers we needed an agile digital marketing solution that could intelligently respond to the varied and complex way our customers interact with our brand online. Kenshoo enabled us to seamlessly engage high value audiences with relevant ads across search and social to increase our online sales revenue in an efficient and scalable way.”

— Andra Winatama, Regional Head of Performance Marketing (PPC), Luxola