

COSMETICS™
à la carte

Web design and build, e-Commerce, Email Marketing,
Brand Development

**A premium e-Commerce solution
for leading make up brand.**

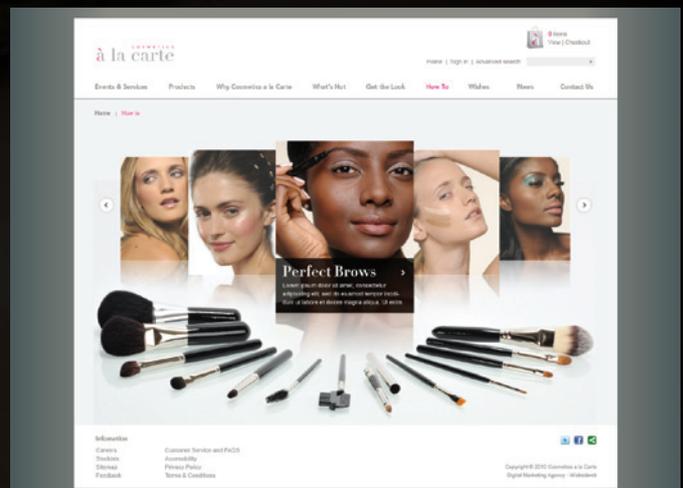
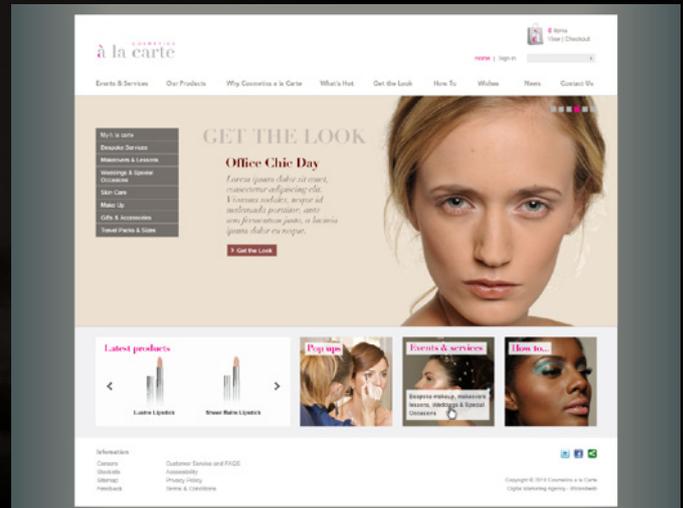
Cosmetics à la Carte are a premium, multinational brand and have enjoyed customers such as the late Elizabeth Taylor and Princess Diana to Blondie, Kylie, Kate Moss and Lady Gaga.

Conceived in 1973, Cosmetics à la Carte pioneered the concept of 'made to measure' make up, and have been pushing the boundaries ever since for innovation. With the desire to overhaul their image and launch the brand online, Cosmetics à la Carte approached Wickedweb for an exceptionally stylised e-Commerce solution.

The Challenge

This project was by far the most complex e-Commerce solution that Wickedweb have delivered to date.

Our brief was quite simple however – to create the most interactive and personalised experience possible for a cosmetic brand online, and to replicate the ‘human’ element usually experienced in the stores. Wickedweb were tasked with elevating the existing Cosmetics à la Carte brand, and rolling this out across the website. Naturally, this website was required to deliver impactful results with rising conversion goals.



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The Solution

This website was implemented on the award-winning WickedwebCMS e-Commerce platform, with a comprehensive suite of customised modules added in order to present inspiring and advanced bespoke features.

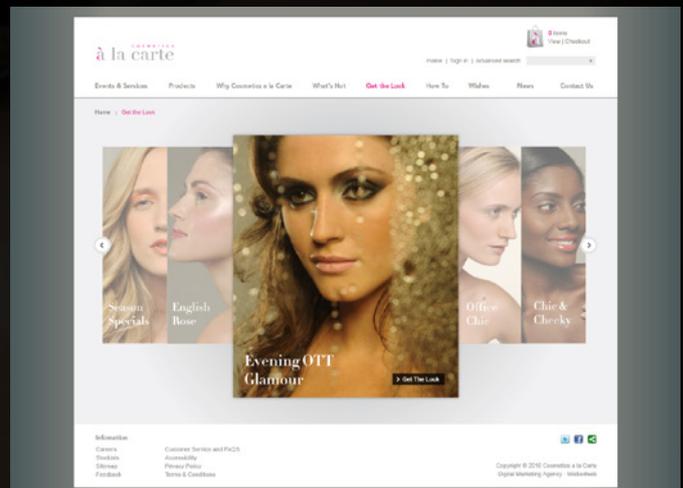
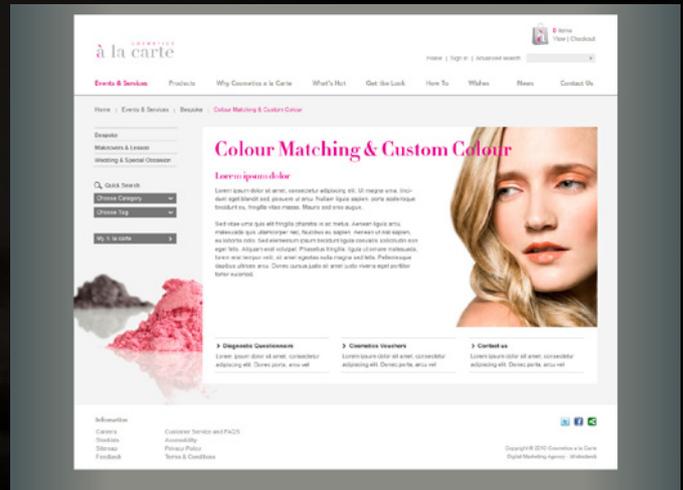
The salient objective of this website was to create a personalised user experience throughout the browsing and purchasing journey. This was achieved with users signing in and completing a 'Diagnostic Questionnaire'. Wickedweb created this diagnostic tool to work out a set of product recommendation triggers. The user can then browse, and specific products in turn will be identified and pulled through as being suitable for them. Not only would this offer powerful cross sell opportunities for the client, but it also enabled the user to receive correct free samples with their order for example.

From Cosmetics à la Carte's perspective, they can manage this simply in the CMS by tagging products according to the criteria of the 40 triggers presented in the Diagnostic Questionnaire. Wickedweb's developers created an algorithm which collated a score – this in turn created the recommendation.

This diagnostic tool also served to achieve a further objective for Cosmetics à la Carte – robust data capture. The database referencing system at the back end of the site would later drive their email marketing.

A further feature of note is the 'Get the look' section. The complex Flash utilised in this section provided an impressive platform to creatively showcase not only the product range, but the expertise that the brand exudes. Real time data is pulled through demonstrating what to use and how to use it, for the ultimate personalised approach for both day and night make up. The 'How To' section is an extension of this Flash and provides further functionality.

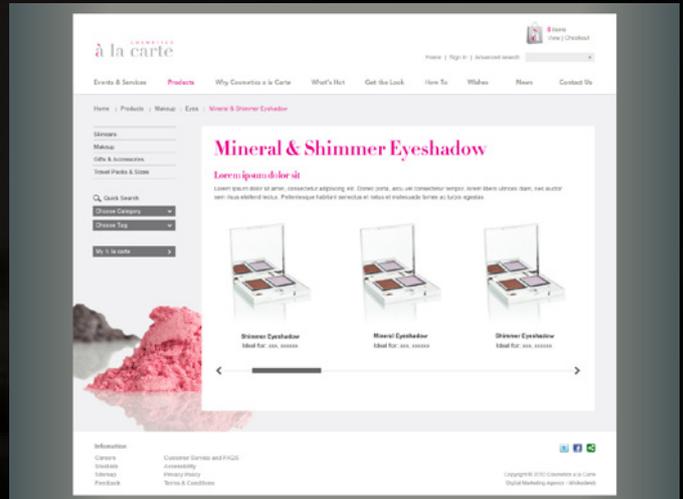
From the concordian javascript in the glossary section to the clever xml feeds generated by the CMS, this website was not short of inspiring features. At its core is a powerful, personalised e-Commerce platform; with an ultimate user experience on the face of it (excuse the pun).



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The Results

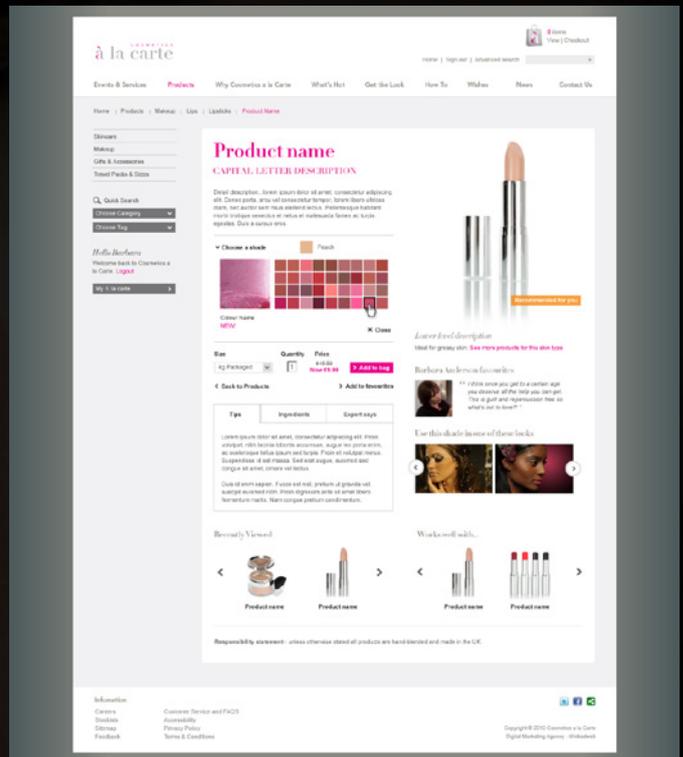
In terms of reporting, it is early days. However, Google Analytics already shows conversion to be anything between 2.9% and 5.9% which is well above average. Goal conversions are strong at 6%, indicating that key junctures of the user journey are robust and intuitive. The email campaign that followed the launch of the site is extremely encouraging, with click through rates at 30%. We look forward to building on this as we work further with Cosmetics à la Carte's e-marketing strategy going forward.



5.9%
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6%
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30%
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email marketing



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