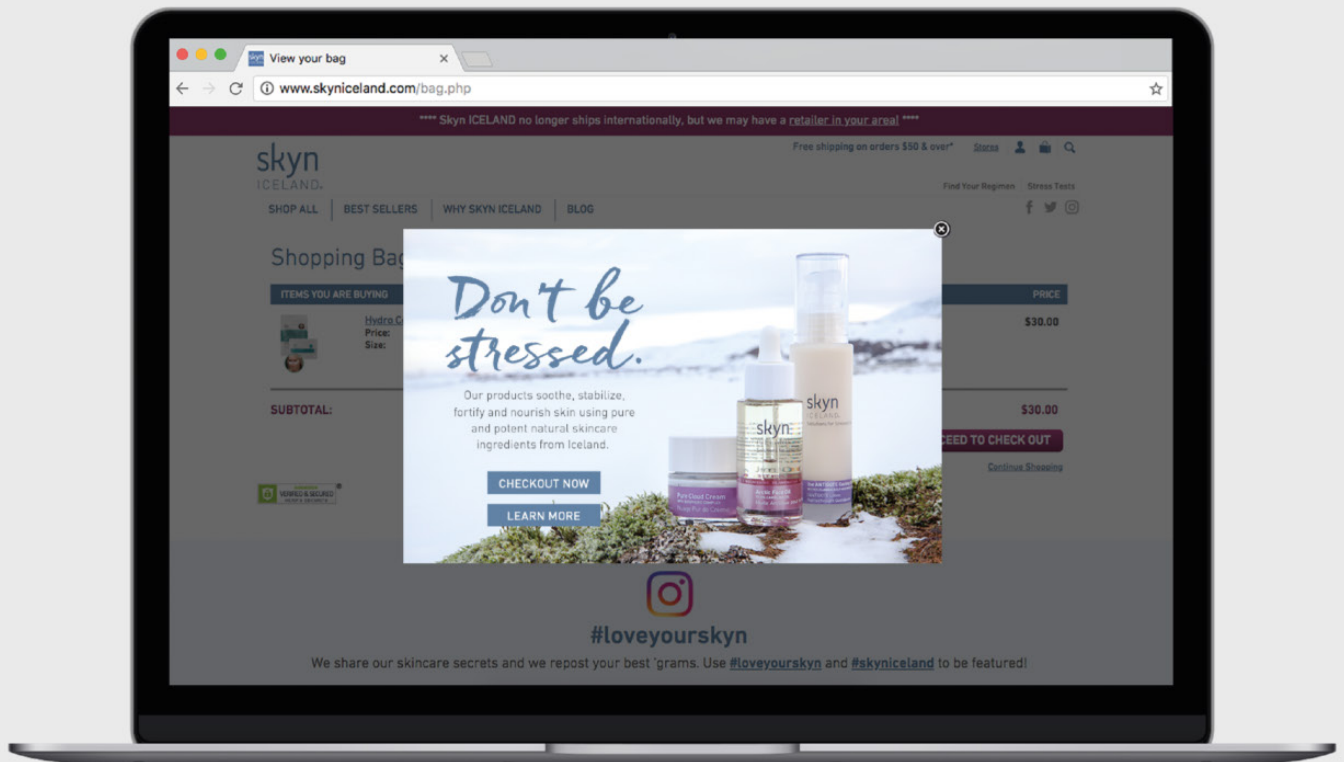




How skyn ICELAND used Yieldify to create a stress-free customer journey

Case study



ABOUT SKYN ICELAND

[Skyn ICELAND](#) is a vegan and cruelty-free beauty brand that offers skincare solutions to treat the damage caused by stress. Founder Sarah Kugelman created the brand in order to share her knowledge and experience of battling stress gained from her travels to Iceland, as well as over 20 years working in the beauty industry.

CREATING A STRESS-FREE CUSTOMER JOURNEY

Skyn ICELAND sells products in the US direct to consumers via its e-commerce site. The brand wanted to ensure that visitors are able to explore, and increase their knowledge of skyn ICELAND products with a smooth and relevant customer journey.

DRIVING SALES AND LOYALTY WITH RELEVANT MESSAGING

Skyn ICELAND worked with Yieldify to deliver relevant messages to visitors at key points in the customer journey. From cross-selling with recommended products to reducing abandonment with USP messaging, to launching their new loyalty program the brand has seen a +7.53% increase in conversion rate since using the Yieldify Conversion Platform.

“Through using the Yieldify Conversion Platform, and working with their expert team we have gained a greater understanding of what works when it comes to creating successful customer journeys. The results we have achieved together are a testament to this, from increasing conversion rate to cross-selling products, to reducing abandonment Yieldify have proven themselves a vital component of our e-commerce strategy.”



Marilee Clark

Director of Digital and Social Media

Cross-selling with contextually relevant messaging

Increase customer value

Skyn ICELAND knows that [the key to cross-selling successfully](#) is to suggest value-added products that focus on the skincare needs of its visitors. Working with Yieldify the brand created a campaign that targeted visitors purchasing Hydro Cool Firming Eye Gels, using [flexible targeting](#) they were shown an overlay that recommended a complementary product, the Brightening Eye Serum. Providing more education on why this product would help visitors achieve their skincare goals resulted in a +23.1% uplift in conversion rate and boosted order value by 14.94%.

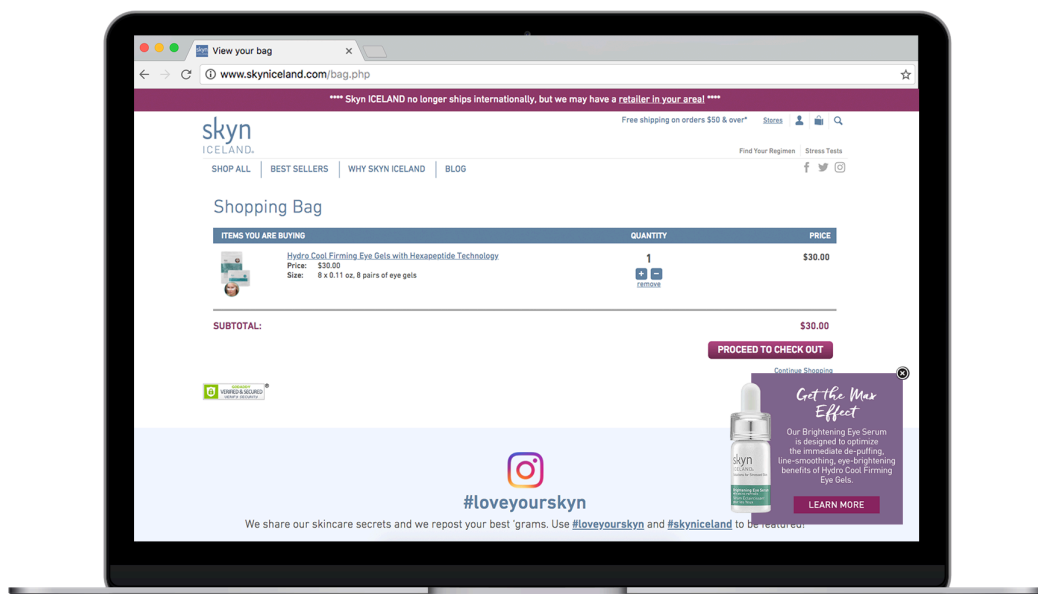
SUCCESS

+23.1%

Conversion rate uplift

+14.94%

Increase in average order value



A/B testing approaches to cart abandonment

Reducing abandonment

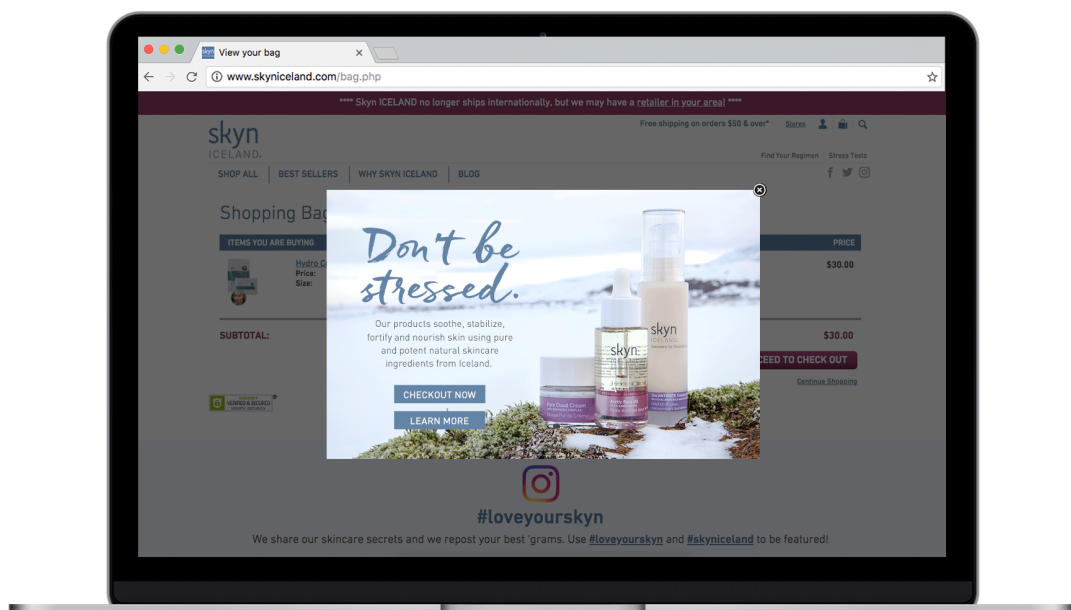
Skyn ICELAND wanted to understand whether a promotional offer or reiterating USPs would be more effective in reducing cart abandonment. To find out, the brand used Yieldify to [A/B test](#) overlay creatives targeted at visitors who had items in their basket that showed intent to leave.

While both had a positive impact on conversion, the creative that emphasised USPs of natural ingredients and fighting stress ultimately performed better, driving a +28.87% increase in conversion rate, compared to the creative offering \$5 off.

SUCCESS

+28.87%

Conversion rate uplift



Tailoring the customer journey to launch a new loyalty program

Improve the user journey

As acquisition costs within the beauty industry continue to rise due to increased competition and [competitive bidding](#), loyalty programs have become an invaluable strategy to help marketers retain their most valuable visitors.

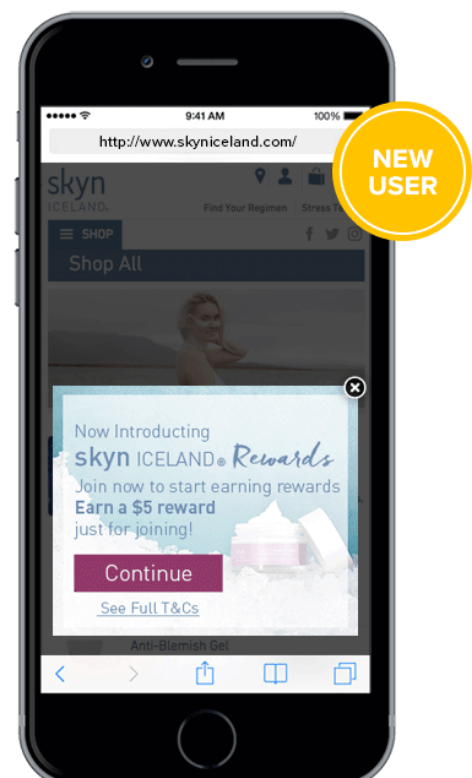
Skyn ICELAND used the Yieldify Conversion Platform to ensure that new users were aware of the benefits of joining its rewards program, and returning customers were reminded to make the necessary changes to their existing account in order to receive their rewards.

For new users creating an account, a notification displayed to remind and reassure them of the benefits they would receive as a member. Returning customers were welcomed back with an overlay making them aware of the new programme and encouraging them to update their account to join.

SUCCESS

Tailored customer journey

for new visitors and returning customers



Your CJO solution from Yieldify

With Yieldify, you don't just get the Yieldify Conversion Platform - you get access to a team of customer journey optimization (CJO) experts. Based on our experience delivering over 200,000 campaigns and 30 billion user interactions, we'll create a next-level conversion strategy to optimize your customer journey.

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