



Sol de Janeiro



A Customer Journey-Led Approach to Lead Capture



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[Sol de Janeiro](#) is a disruptive body care brand co-founded by former Clinique Lab Director Heela Yang, aimed at sharing the spirit of Brazilian beauty with the world.

Initially launched in 2015 with a core product, '[Brazilian Bum Bum Cream](#)' (which became Sephora's [biggest ever bodycare hit!](#)), the brand has seen huge growth since then. The focus now is to continue connecting with consumers, selling directly to them via its own e-commerce website.

Driven Success

+25K

New leads generated in 4.5 months

+9.35%

Lead submission rate

+6,300

Additional leads captured with reminder

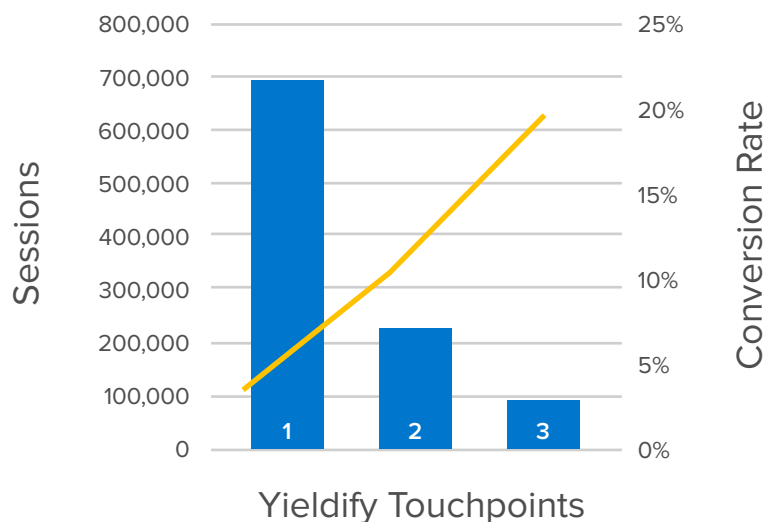
Challenge

One of the biggest benefits for any brand investing in a D2C approach is the opportunity to collect and utilize visitor data to improve the customer experience. Combining this consideration with the need to deliver ROI on acquisition costs, Sol de Janeiro wanted to ensure it was capturing one of the most important pieces of customer data: email addresses.

Solution

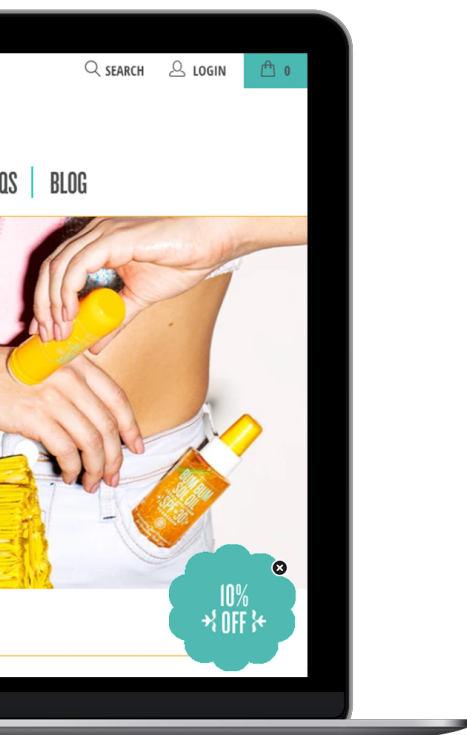
Working with the Yieldify team, Sol de Janeiro identified an opportunity to go beyond the basic lead capture strategy of a standalone overlay. Analysis of the customer journey revealed that visitors were more likely to convert after exposure to multiple Yieldify touchpoints. This insight led to the development of a layered lead capture strategy, aimed at maximizing the chance to collect consumer data from visitors in exchange for a 10% discount.

Yieldify Touchpoints x Conversion Rate



The first touchpoint to optimize was the lead capture overlay. To ensure that the message was delivered to a relevant audience, this was set to trigger on exit to users who had not previously submitted their email. Using Yieldify's [session targeting feature](#), this was only shown to those who were in their first or second session. If the visitor submitted their email address, they would receive a 10% off coupon, auto-applied to their basket.

If they didn't submit their details, they would then see a [floating button](#) in the corner of the screen, with the message reading '10% off'. Using this unobtrusive format meant that although the message was able to follow the visitor along their journey, it was up to them to interact.



Result

The layered email capture strategy for Sol de Janeiro has driven approximately 25k leads in just 4.5 months and, based on the calculated value of a lead, a 22:1 lead ROI.

The journey-based approach i.e. adding an additional touchpoint via the floating button reminder was a success, driving an additional 6,300 leads with a submission rate of 9.35%.

- **+25k new leads generated**
- **+9.35% lead submission rate**
- **+6,300 additional leads captured with reminder**

“As we grow the direct-to-consumer side of our e-commerce business the insights and strategy provided by Yieldify have proven invaluable in building an engaged customer database.

We’re also seeing great results continuing this engagement throughout the customer journey - tactics such as social proof have driven approximately \$46k in incremental revenue during these first 4.5 months of working with Yieldify”



Heela Yang
Co-Founder and CEO, Sol de Janeiro

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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