eyeslipsface.com

Industry
Beauty

Business Challenge
e.l.f. Cosmetics needed a site search and mobile search solution that could effectively incorporate video, blogs and other rich content, and the site search built in to the company's e-commerce platform was not sufficient.

Solution
SLI Systems made e.l.f. products and social content easy to find on its web and mobile sites.

Products

SEARCH

RECOMMENDATIONS

MOBILE

RICH AUTO COMPLETE

19% increase in average order value

21% increase in average per-visit value

4x higher conversion rate on mobile for site search users vs. non-site search users

A Beautiful Solution to Site Search

The brand promise for e.l.f. Cosmetics (the acronym stands for "eyes lips face") is: "to offer luxurious cosmetics in gorgeous colors, but without the big department store price tag." e.l.f. launched online in 2004 with its "$1 essentials" line of products. Today, e.l.f. Cosmetics products are sold at major retailers such as Target and Walgreens and at its flagship "studio store" in New York City, the company's home base. Its e-commerce presence expanded in 2012 when e.l.f. launched its mobile site.

Ever since e.l.f.'s first e-commerce site opened for business, the company has kept a tight focus on creating a fun and engaging place to shop for makeup. "We want to give our customers the best possible shopping experience with access to lots of information and product options," said Lesley Klein, director of e-commerce for e.l.f. Cosmetics. However, the company's original site search – a default solution packaged with its e-commerce platform – wasn't doing a good job of

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Lesley Klein, *Director of E-commerce, e.l.f. Cosmetics*

surfacing products or helping customers find compelling content like videos and blog posts. The lackluster search performance dampened shopper enthusiasm.

"We noticed that customers were abandoning our site after a search," Klein said. "Weak search added to the workload for our customer service team as well – they had to spend more time fielding questions about products that our customers should have been able to find online."

Intuitive Results and Recommendations

To bring in the features that were missing from its existing search – such as improved relevancy, the ability to refine by content type and tools like auto complete to make search faster and easier – e.l.f. chose SLI Systems. SLI's cloud offering continually "learns" from past site search activity by tracking visitors' aggregate search queries and clickthroughs.

"The implementation of SLI Learning Search™ was quick and seamless," Klein says. The company also uses SLI Rich Auto Complete™, which provides suggested search terms and corresponding products as soon as a shopper starts typing in the site's search box. e.l.f. plans to implement SLI Learning Recommendations™ to show product recommendations where they will be most effective on the site, such as the product pages.

"We saw the value of adding more intelligent tools for giving our customers relevant product recommendations," Klein said. "We used to create recommendations manually, but now we get the benefit of a solution that automatically brings smarter recommendations to more places on our site."

SLI also worked with e.l.f. to improve its search refinements, which help customers drill down in search results to find products by color, price range or brand. Search results are viewable in separate tabbed categories, including "As Seen In" (products that received press mentions), videos, social media and e.l.f.'s Beauty Blog.

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Higher Conversions and Order Values

Since bringing in SLI search solutions, e.l.f. Cosmetics has seen site search users convert at three times the rate of non-site search users. In addition, site search users view three times as many pages per visit as non-site search users.

The company has also seen a steady increase in order values and per-visit values. In early 2014, the average order value for search users was 19% higher than the same time period in 2013. Per-visit values increased 21% for the same time period.

"It's no surprise that since we're offering a better shopping environment, our customers shop for more products and stay on our site longer," said Klein. "With SLI in place, our search offers a richer experience and connects customers to the content that's available along with our products. That's especially true since we made search more visually appealing with Rich Auto Complete™ and tabbed results."

Using tabbed results for social content leads shoppers to share products on social media. "We're using social outlets like Facebook and Twitter to promote products and drive traffic back to our site," Klein explained. "Now that visitors can see these posts under the 'Social Buzz' tab when they view results, they can choose to go to that content and share it with their own networks, which further strengthens our brand visibility and loyalty."

Equipped with SLI Mobile™, e.l.f. Cosmetics' mobile commerce site provides speedy and user-friendly shopping while customers are on the go. Currently, about 30% of the company's online traffic comes from mobile devices. Conversion for mobile visitors using site search is four times the rate than mobile users who don't use search.

"With SLI's help, we're providing a seamless shopping experience no matter how or where people come to e.l.f.," Klein says. "If our customers enjoy using Rich Auto Complete on our main website, then they can use it on our mobile site as well."

About SLI Systems

SLI Systems enables the world's leading e-commerce retailers to increase sales by connecting shoppers with the products they're most likely to buy. With proven search technology that learns from the activity of real site visitors, SLI delivers SaaS-based site search, navigation, merchandising, mobile, recommendations and SEO solutions that arm retailers with the tools they need for rapid growth.

To learn more visit sli-systems.com, sli-systems.com.au or sli-systems.co.uk.