adorebeauty

Adore Beauty

Creating a Gorgeous Customer Experience for Online Shoppers

The search for the perfect foundation, the best anti-aging serum or the hottest shade of lipstick used to force beauty junkies across Australia to go from makeup counter to makeup counter where they would find only a limited number of brands and knowledge. That was before Kate Morris created Adore Beauty in 2000. She was inspired at the age of 21 to open the online beauty boutique that now boasts more than 150 brands and 10,000 products. Using SLI Learning Search Connect for Magento, Adore Beauty guides its shoppers to the right products from the moment they type in the search box. As a result, the 10% of shoppers who use site search yield more than 30% of the site's revenue.

Results

> **30%** of site revenue attributed to SLI search

> **4x** longer session time for searchers vs non-searchers

SLI Solutions used by Adore Beauty:

SEARCH   RICH AUTO COMPLETE   MOBILE

"We partnered with SLI Systems in 2010 because of its deep commitment to customer service. The SLI Learning Search Connect extension for Magento made it easy to implement and the results speak for themselves. We know when shoppers use search, we've got them!"

Gareth Williams
E-commerce Manager, Adore Beauty

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