



Conversations lead to conversion for Urban Decay

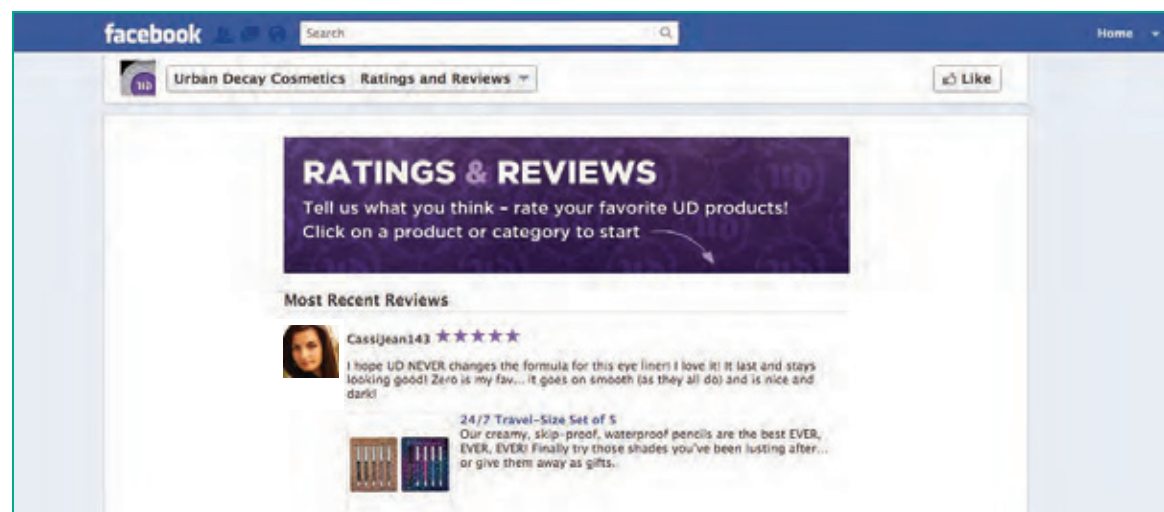
Beauty brand Urban Decay has never lacked for loyal, vocal consumers; they've always talked up the products they love, all across the web. However, the company was unable to participate in those conversations or quantify their effect on sales until now. Since implementing Bazaarvoice Conversations, all that's changed. Urban Decay has seen more-than-impressive results – earning consistently high product ratings, achieving exceptional conversion rates and harnessing a wealth of content for analysis and decision-making.

Bazaarvoice Conversations more than doubles conversion rate and average order value

Within seven months of Urban Decay's launch of Bazaarvoice Conversations, loyal "UDers" had submitted over 27,000 product reviews with an average product rating of 4.8 out of 5. These reviews have had an overwhelmingly positive effect on conversion and revenue. Website visitors who interact with consumer opinions are 237% more likely to convert than those who don't. And the average revenue per visitor for these consumers is 230% higher.

"Bazaarvoice has helped us to tie consumer conversations to sales in ways we were never able to do before. The high review volume that we've achieved has led directly to improved eCommerce purchase metrics."

Katherine La Franchise
Director, eCommerce,
Urban Decay



Consumer reviews on Urban Decay's Facebook page

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Urban Decay shares strategy for capturing consumer feedback and building community

Urban Decay has captured reviews on 93% of their product catalog to date. The company's top 5 products all have more than 1,000 reviews each, providing an amazing asset of over 12,000 consumer data points on these marquee products. This reflects just one component of a larger digital strategy in which the company also integrates reviews with their Facebook page and mobile site, enabling consumers to connect with peers across multiple channels.

Urban Decay worked hand in hand with their Bazaarvoice Client Success Director to develop this holistic strategy for connecting with brand advocates. Key aspects of the program include:

- Invite active Urban Decay bloggers to participate in the Conversations program.
- Highlight useful insights and share them with the entire Urban Decay community.
- Redirect fans leaving comments on the website to write reviews.
- Provide periodic incentives for submitting product opinions.

"The strategic advice and direction we got from our Client Success Director allowed us to build a strong and vibrant social community, not only on our site but everywhere that we have a social presence," explains LaFranchise.

"That community is an incredibly powerful force for driving brand strength and sales."

Next: Diving deeper into consumer content to identify important themes and insights

Urban Decay plans to use this tremendous consumer data asset to identify themes and insights around their products. This data will help them make informed decisions about product development and marketing. For example, the company has already determined that nearly a quarter of all comments focus on one particular product attribute: longevity. Other findings include correlations between key product attributes and overall ratings as compared to the brand average.

About Urban Decay

Urban Decay is a different kind of beauty brand; one that harnesses an edgy image to develop products that are truly fan-worthy. This "beauty with an edge" company's most popular offerings are eye products, especially eye shadows and liners; other offerings include face, skin and body products, makeup brushes and other tools, and gifts and gift sets.

Solution at a Glance

Challenge

Capture word-of-mouth generated by Urban Decay's passionate fan base to increase awareness and sales.

Solution

Add reviews to Urban Decay's website, Facebook page and mobile app.

Benefit

Drive 237% increase in website conversion rate and 230% increase in revenue per visitor.

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PrincessSara11 ★★★★★

I love this product. It smells fresh and clean. I spray on after eyeshadow primer potion but before I apply my foundation. It helps my eyeshadows stay put and last all day and night. I got this instead of the long lasting makeup spray because I have oily eye-lids and even with primer potion sometimes my eyeliner would crease on the upper lid. I think this product defiantly helps my eyelids. As far as the rest of my face it does a great job keeping my blush on- but my foundation does tend to wear off on my forehead and chin areas by the end of the day. Overall- this does a great job holding my makeup in place and most days I do not need to freshen up my makeup as this does a great job. *Tip: Apply this before foundation and when you are done with your makeup. Also apply BEFORE your mascara! Because I noticed it tends to make my eyelashes clump together if I spray on after my mascara. So I just do all of my makeup spray this and then lastly, apply my mascara.



De-Slick Oil Control Makeup Setting Spray - XL

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