



Uncomplicated
Skin Care for Men®

How did customer reviews help Tiege Hanley **increase its organic revenue by 179%?**

Case study– TIEGE HANLEY



Client

Founded in 2015, Tiége Hanley is a high-quality-skin care and grooming company for men.

Tiége Hanley's mission is to help men look and feel amazing. They do it by providing uncomplicated Skin Care Systems for all skin types and lifestyles.

Tiége Hanley's simple, affordable and effective skin care routines were a hit with their customers early on. As their subscriber base has grown, the conversation about their products has become louder and louder on the internet.

With traditional online advertising getting stale quickly, the fast-growing startup needed to highlight their relevance in other ways.



I heard somewhere that customers see four- to-ten thousand ads a day. Who wants to see that many ads? As marketers, we need to be more dynamic and thoughtful. That's why we're leaning more and more on customer reviews. I have a strong desire to shift the conversation about our products and our mission from brand- -to-consumer to consumer-to-consumer.

Akin TOSYALI

V.P. of Growth Marketing



INDUSTRY
Health & Beauty



SKEEPERS CLIENT SINCE
2018



WEBSITE
www.tiege.com



SKEEPERS PRODUCTS
Brand reviews – Product reviews

Challenges

Reassure customers about the product quality

One of Tiége Hanley's main objectives is **to reassure its potential customers about the quality of its products**. As a young brand, it needs to multiply its efforts to build its reputation but also to prove that its products are adapted to a variety of men's skin care needs.

As **Akin Tosyali**, V.P. of Growth Marketing, states, the traditional advertising scheme is becoming obsolete. Consumers are overwhelmed by ads and no longer retain the messages that brands want to convey .

Breaking out of the traditional advertising model

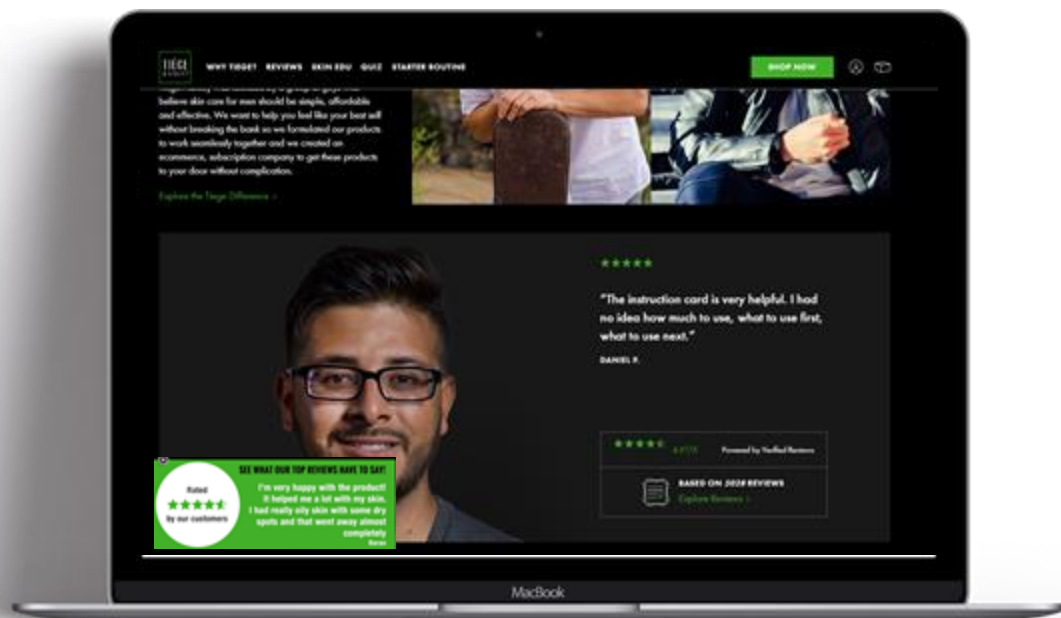
Consumers today are more confident in what their peers are saying about your brand than what you are trying to convey. We are at the start of a new era in advertising. We must be open to change and customer reviews are a key element to integrate into a brand strategy.

Tiége Hanley relies on customer reviews for five important reasons: **to improve its visibility** on the web, **to stand out** from the competition to convince its website visitors that **men need skin care**, that their **products are top notch**, and that Tiége Hanley is a **brand they can trust**.

Solutions

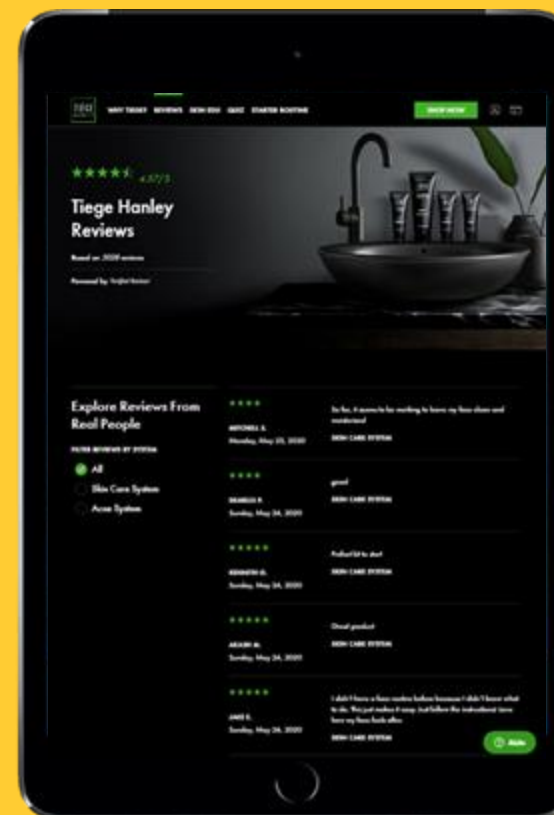
Reviews displayed on the homepage

Reviews are displayed on the home page in two ways : Pop-up box, and a testimonial with customer picture.



A tab dedicated to reviews

A whole page is dedicated to collected reviews. They are listed in 2 product categories: Skin Care System and Acne System.

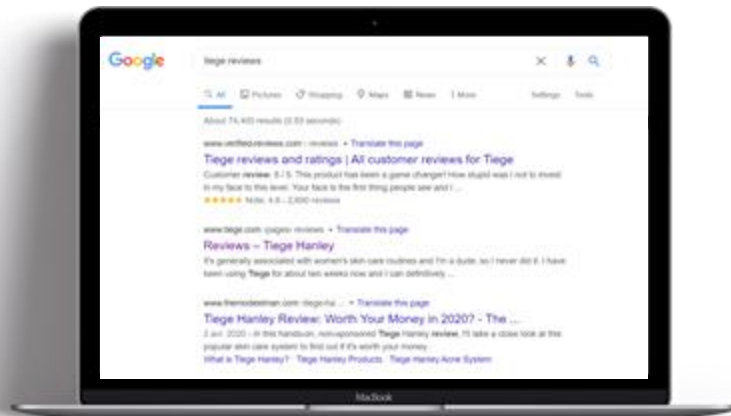


Results

221%

Increase in **SEO position**

1st – In the top position



18%

Increase
in conversion rate



Results

179%

**Increase in
organic traffic**

135%

**Increase in
time on page**



Results



*People that visit the reviews page are golden for us. They bounce **50%** less. They also spend around **20%** more time on the site. But more importantly, they convert **three times higher** than the site average. Reviews help visitors and potential customers understand that Tiége Hanley is a good brand and sells a super high-quality product that's worth trying."*

Akin TOSYALI

V.P. of Growth Marketing

4.6/5

Global rating

7759

Review collected
since 2018

SKEEPERS

Are you ready to create value
from and for your clients?

ENGAGE

IMPROVE

ACTIVATE

