



Uncomplicated
Skin Care for Men®

HOW DID CUSTOMER REVIEWS HELP **TIÉGE HANLEY** INCREASE ITS ORGANIC REVENUE BY 179%?

Business Case 2020 – TIÉGE 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 grew, the conversation about their products got louder and louder on the internet. With traditional online advertising getting a little stale, the fast-growing startup needed to highlight their relevance in other ways.

INDUSTRY
Health & Beauty

WEBSITE
www.tiege.com

VERIFIED REVIEWS' CLIENT SINCE
2018

VERIFIED REVIEWS'S PRODUCTS
Brand review, product review



“

« 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.»



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Akin Tosyali
V.P. of Growth Marketing



CHALLENGES

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 .

"People trust what others say about your brand more than what you say about your brand. We're at the beginning of a new age in brand advertising. We need to embrace change and customer reviews are an important piece of that for us."



BREAKING OUT OF THE TRADITIONAL ADVERTISING MODEL

REASSURING ON PRODUCT QUALITY

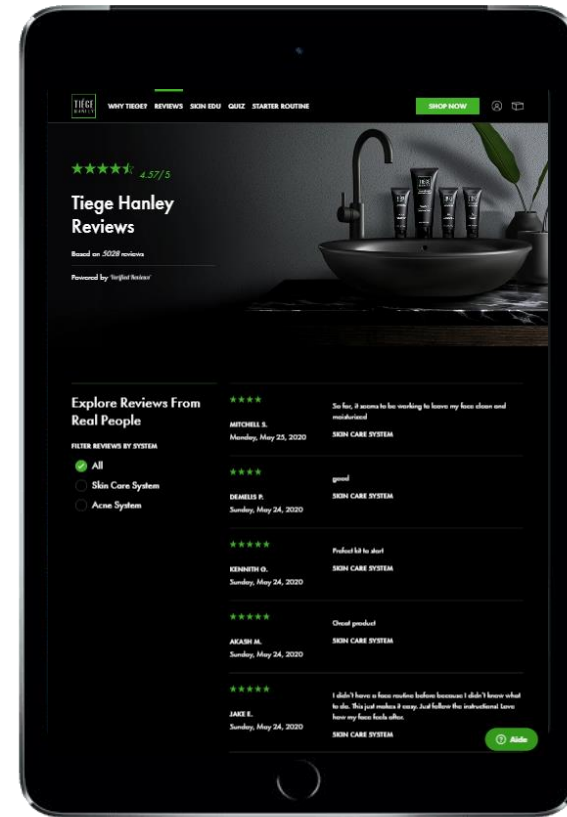
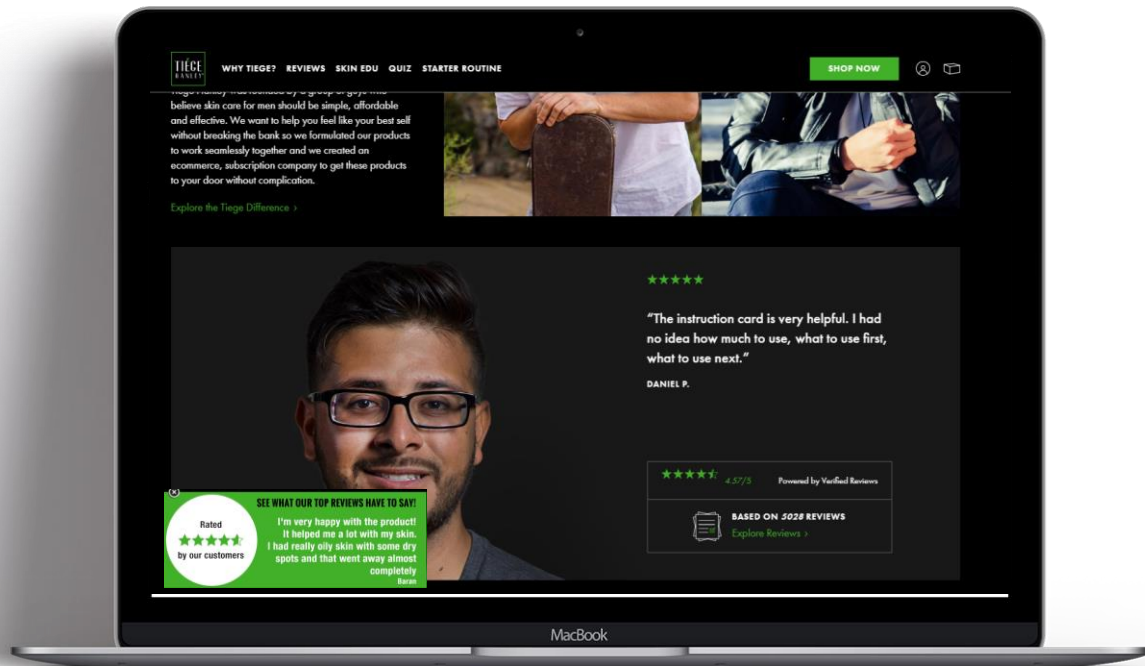


Tiége Hanley relies on customer reviews for two important reasons: **to improve its visibility on the web and stand out from the competition**, and **to convince its website visitors that men need skin care, their products are top notch**, and that Tiége Hanley is a brand they can trust.

SOLUTIONS

REVIEWS DISPLAYED ON HOME PAGE

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



A TAB DEDICATED TO REVIEWS

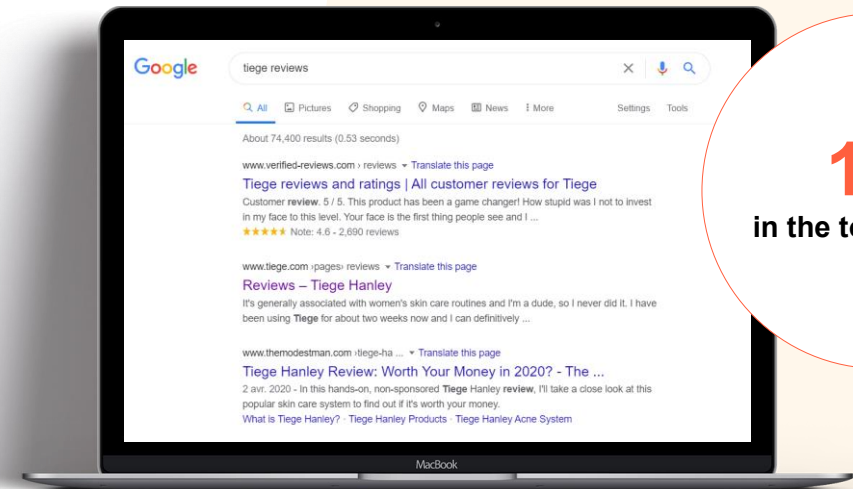
A whole page is dedicated to collected reviews.
They are listed in 2 product categories: Skin Care
System and Acne System.

RESULTS



+221%

INCREASE IN RANK POSITIONNING



1st
in the top position

+18%

INCREASE IN CONVERSION RATE



RESULTS



+179%

INCREASE IN ORGANIC REVENUE

+135%

INCREASE IN SESSIONS



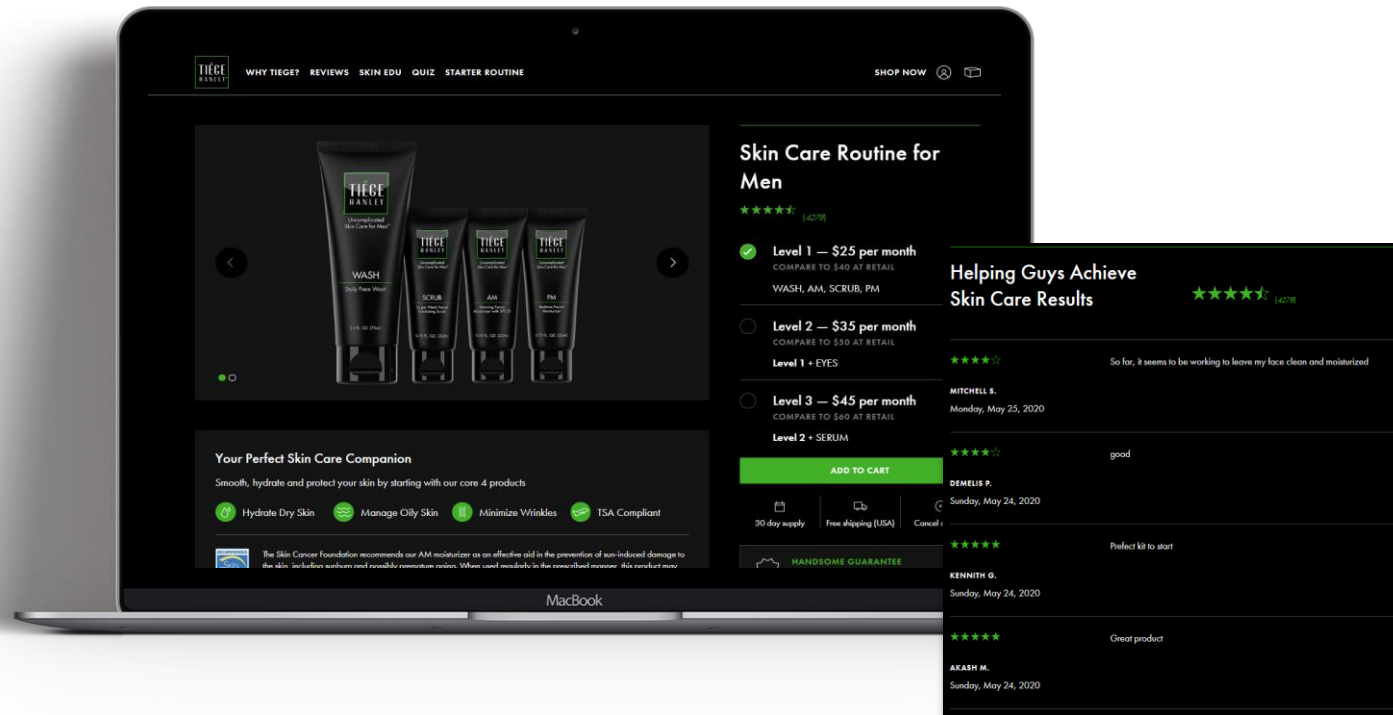
RESULTS

“

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

6286
REVIEWS COLLECTED
SINCE 2018

SOLUTION



ALL-IN-ONE



Brand reviews



Product reviews



Store reviews



Reputation Management +



Questions & Answers

Verified Reviews
by Net Reviews

www.verified-reviews.com