

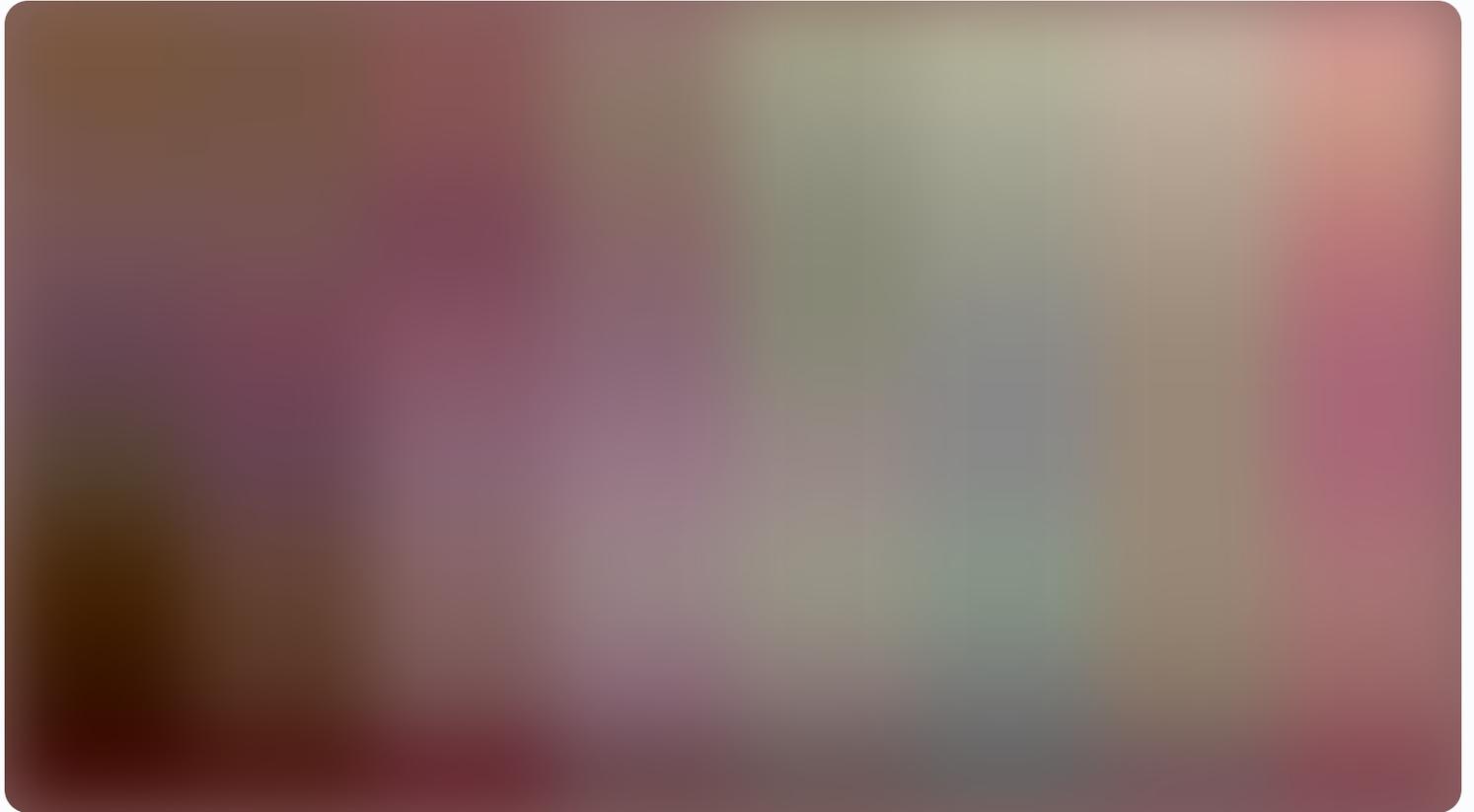
Customer Spotlight

How MERIT Beauty inspires through video

Founded in 2020 and based in Los Angeles, MERIT Beauty is a clean cosmetics brand focused on minimalist makeup. The company emphasizes effortless beauty through high-quality, versatile products. Committed to sustainability and community, MERIT aims to empower individuals to enhance their

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Challenge

MERIT Beauty needed a visual, approachable way to showcase its products' simplicity and effectiveness. As a brand that appeals to working parents, professionals, and anyone short on time, MERIT's goal was to prove how seamlessly its products could integrate into everyday life.



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technical questions received by its customer experience (CX) team. MERIT also wanted to differentiate itself by offering behind-the-scenes content and tutorials that added a personal touch to its brand story.

“We really have learned a lot from adding video from the get-go to our site, and I think it’s something that we’ll definitely continue to invest in as we see it grow for MERIT.”



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Solution

MERIT integrated Vimeo into its product pages to create tutorial videos led by its founder. These videos offered step-by-step guides on how to use the products, answered commonly asked questions, and showcased the thought process behind each product's design.

MERIT then leveraged Vimeo to share behind-the-scenes content for its collaborations, such as the making of the brand's signature bag with British designer Tove. By embedding videos seamlessly on the website and using Vimeo's tools to manage content, MERIT enhanced both customer engagement and internal efficiency.

Outcome

With the help of Vimeo's video solutions, MERIT has seen measurable improvements in customer experience and operational efficiency.

Customers are engaging more with MERIT's



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into their everyday routines.

These product page tutorials have served as a useful answer to technical application questions, freeing up MERIT's CX team's time to focus on other requests. "The stats really don't lie," explains Heaven. "It's how we've been able to maintain such a high customer satisfaction score. We're able to be fast, we're able to be nimble, and we're also able to send video to add a little context where needed."

“Our product page tutorials are really there to help free up any questions about technical application, which also directly impacts our CX team.

– Heaven Schydrowsky, Director of Digital Product and E-commerce



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MERIT has strengthened its community and built more buzz around the brand.

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