

# Uniqodo

CASE STUDY

## Beauty Bay Student Loyalty and Staff Rewards Success

Nik Southworth, CTO, Beauty Bay

*"We have a very positive relationship with Uniqodo, I've been very impressed with them. By the nature of our business, Beauty Bay needs strategic partners who are as agile and fast-paced as we are. Uniqodo has responded well to my feedback on the architecture and moved quickly to adapt the technology. It's important to me that we have a close collaboration and we're excited to work together going forward."*

### CHALLENGE - TECHNICAL RESOURCE FOR TACTICAL CAMPAIGNS

Founded in 1999, Beauty Bay's mission is to share their beauty obsessions with the world. Stocking more than 10,000 products from over 200 brands, Beauty Bay is Europe's largest independent online beauty retailer. With the pace of ecommerce, it was a challenge for Beauty Bay to run frequent tactical promotions which relied on systems updates. Instead Chief Technology Officer, Nik Southworth, needed to focus the company's technical capability on their strategic objectives.

When one of the product team spotted Uniqodo as an opportunity to develop exclusive campaigns using unique codes, Nik immediately recognised the value for other use case scenarios in their online service model.

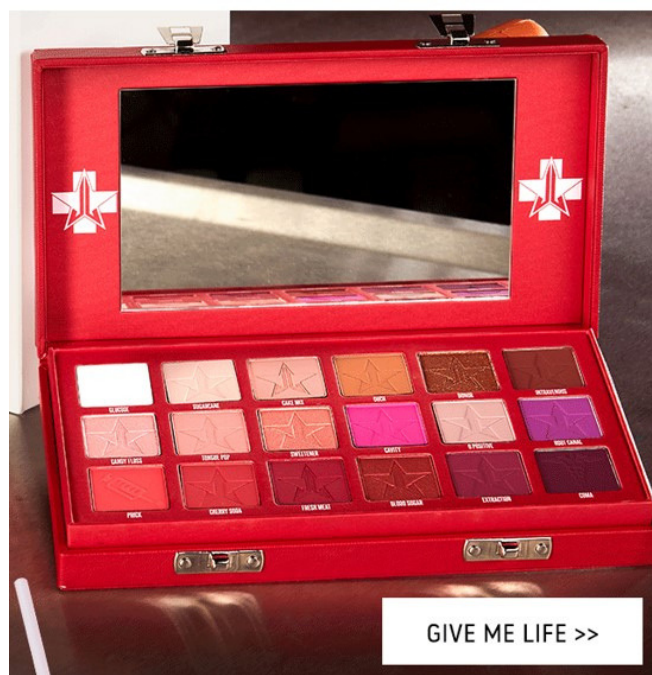
Beauty Bay has worked with Uniqodo to:

- Reward staff with exclusive discounts
- Amplify customer acquisition campaigns
- Implement brand loyalty strategies



**BLOOD SUGAR**

The sell-out palette is back



### SAVING TIME TO DELIVER EXCLUSIVE STAFF DISCOUNTS

With teams staffed by people who reflect the company values, a popular work perk at Beauty Bay is the discount on their independent brands. The first use case was to facilitate the staff benefits scheme, eliminating the internal processing burden. With Uniqodo, promotions can be set up very quickly and the codes are locked down for use only by staff and employees.

### PREVENTING DISCOUNT CODE LEAKAGE

To benefit UK students, Beauty Bay partners with Unidays and Student Beans to offer short-term promotions, making their popular cosmetics brands more affordable. To prevent any leakage of the limited period 15% or 20% discount offers, students must be registered with the site, who then supply each student with a unique, single use code.

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BEAUTY BAY @beautybay · Apr 3

You might wanna sit down for this... The #BloodSugar palettes have ARRIVED ✨  
Keep your eyes peeled for your dispatch notifications 📢💖



Jeffree Star

53 39 394

### CREATING A BRAND LOYALTY STRATEGY

Beauty Bay's customer team utilise Uniqodo technology to strategically target customer subscriber groups. Customers receive exclusive, short-term offers to drive loyalty.

In anticipation of high demand for an exciting new product, Uniqodo enabled Beauty Bay to run a personalised gated shopping experience for Jeffree Star's Blood Sugar Eyeshadow Palette.

Fans were able to sign up to be first to receive news of the drop, the news arrived with a unique code for them to pre-order the product. This improved the experience for dedicated fans to benefit from a faster service, using the bespoke code to grant access to the locked product page.

### IMPACT OF VOUCHER-LED MARKETING

Uniqodo has provided training for different departments to get familiar with the system and make the most of the capability. In three areas, Beauty Bay has seen high impact results:

- Administrating the refunds process for staff discounts was taking nearly a whole day for the Accounts team, reduced to zero by introducing the Uniqodo online ordering system.
- Uniqodo content gates on the website enabled a VIP experience where exclusive access is restricted for registered customers.
- Beauty Bay's social first approach to retailing means its customer base is highly engaged with the brand's channels.
- Examples of customer tweets included "10/10 for your pre-order system" and "Beauty Bay really came through with the wait-list this time" and "The pre-order and unique code thing truly helped me get this."
- The Student Beans promotions have generated significant interest. A number of existing customers benefited from either 15% off in March or 20% discount in April, plus a large volume of new customers signed up. Redemption of codes was the highest Beauty Bay has ever seen.

