ABOUT NYX PROFESSIONAL MAKEUP

NYX Professional Makeup, the LA-based professional makeup brand known for high-quality, professional makeup at accessible prices, is a leader in the global color cosmetics industry. The global cosmetics brand, available in more than 70 countries at thousands of retailers, is also one of the most socially savvy cosmetic brands in the world, boasting an almost cult-like online following, including 5 million followers on Instagram.

THE CHALLENGE

Shopping for makeup on the web is a challenging process due to the many factors that impact a buying decision, i.e. skin type, skin color, eye color, and more. NYX was seeking a seamless way to efficiently produce & feature high-quality, authentic visual content that would inform a user's purchase decision and enhance the overall e-commerce experience. Furthermore, NYX was looking to extend the online experience to the offline environment and create a more engaging experience in store for its consumers.

THE SOLUTION

With Salesforce Commerce Cloud powering their commerce operations, NYX turned to Olapic and utilized its Salesforce Commerce Cloud integration to seamlessly publish user-generated content (UGC) throughout their site. With Olapic's help, NYX is able to leverage its loyal fan base to build a large library of images that provide consumers with a realstic and accurate portrayal of what its products look like on users with similar features. What's more, NYX is able to easily tag it UGC to specific products - down to the shade level, which has become invaluable to consumers, as well as the brand. In order to translate that online experience offline, NYX introduced digital screens throughout their stores, allowing users to scan a barcode and see UGC associated with that product, implemented a "Selfie Wall" to encourage consumers to share their photos via #NYXCosmetics, and developed new tools to educate on their products.

THE LOOK

NYX Professional Makeup uses Olapic's gallery to leverage UGC throughout their site.

Olapic | salesforce commerce cloud

NYX
PROFESSIONAL MAKEUP
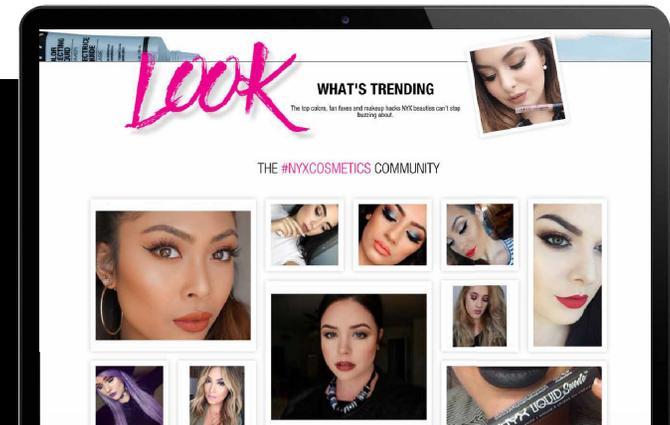
THE RESULTS

By reimagining the way consumers shop for cosmetics in store and online, NYX has improved the customer journey and created a true omni-channel experience. Olapic's robust analytics tool enables NYX to measure the revenue impact of each piece of user-generated content, as well as identify crucial brand ambassadors that have shown ongoing loyalty and explicit brand affinity. Overall, NYX experienced an impressive increase in content engagement, conversion rates, and average order value through their online site. What's more, the success they've experienced has inspired their decision to launch Olapic across ten additional regional sites in 2016.

7
Shoppers interact with an average of 7 user-generated photos per visit

320%
Shoppers who engage with UGC on the site convert to customers at a rate 320% higher than shoppers who don't

93%
Customers who interact with UGC have a 93% higher AOV than those who don't

"We couldn't be happier with NYX's relationship with the Olapic team, who've been true partners at every step of the journey. The speed with which Olapic has developed and grown its platform has exceeded my expectations—every time I log in, I discover a new feature that significantly improves the experience. The results to date have been tremendous."

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Associate Vice President, Digital
NYX Professional Makeup