

# CASE STUDY: Augmented Merchandising Drives Increased Shopper Engagement and Purchase Confidence for Urban Decay

18 years ago, Sandy Lerner and Wende Zomnir set off on a mission to bring to market the alternative products and colors that makeup wearers craved. In creating Urban Decay, Lerner and Zomnir encouraged shoppers to express their uniqueness and independent spirit through beauty products. Now owned by L'Oreal, Urban Decay has a worldwide fan base and is known for their cutting-edge, high-quality products and colors.

Urban Decay's commitment to innovate and excite extends to their online store experience. With the intention of creating a more inspiring and personalized product discovery experience, the company partnered with Edgcase to launch Product Discovery.

Preliminary shopper response to the new unique navigation has been positive with **an average engagement rate of 17%**. And when shoppers engage, they engage a lot, **interacting an average of 9 times per session**.

The tools are also helping shoppers who engage more easily find the right product for them which is reflected in a **16% higher conversion rate (CVR)** when compared to a control group running simultaneously.

## A NEW WAY TO NAVIGATE

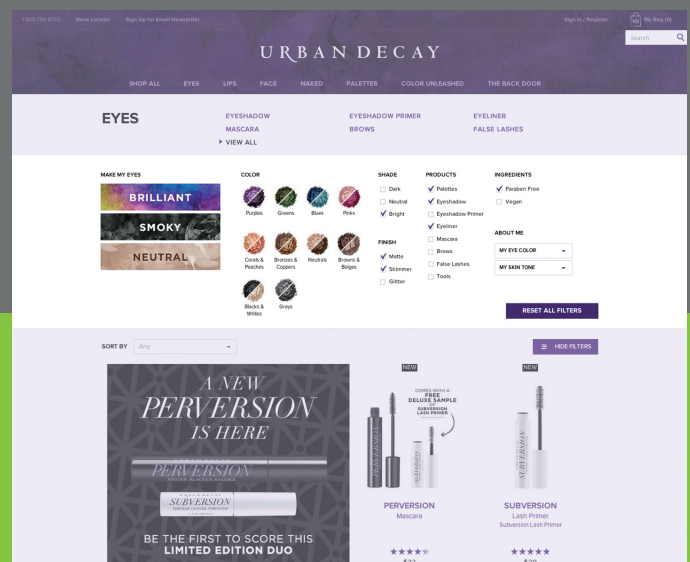
The Edgcase solution for Urban Decay includes Content Curation, Adaptive Navigation and Shopping Scenarios. The collective result is a new form of customizable navigation, styled to meet the incredibly high bar set by the Urban Decay brand.

## ENHANCED PRODUCT DATA FOR EASIER DECISION MAKING

The Edgcase Content Curation Team was able to utilize existing product detail page content to create some attributes like "finish," but decision-critical attributes like "color" and "shade" had to be created and tagged as new product data. The team carefully curated each product to make important decisions about their classification and merchandising. For example, the team found that products like the eye shadows *Grifter* and *Rockstar* would be more easily navigable when classified as "purple," and that the *Vintage Brow Box* and *Sin Eyeshadow Primer* products should be displayed more prominently when shoppers are looking for "light," "medium" and "neutral" shades.

This new set of rich merchandising data is the key to the Urban Decay shopper being able to browse and filter by what matters most to them, narrowing their selection to the most relevant and enticing set of product options.

## Adaptive Navigation & Scenarios on the Urban Decay site



Inspiring Better Decisions.

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