



ADOREBEAUTY

SUCCESS STORY - ONLINE RETAIL

# How Adore Beauty Reduced Customer Acquisition Cost by 64% with Personalized Landing Pages



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# Winning in Online Beauty with Cutting Edge Personalization

Adore Beauty is one of the fastest-growing online cosmetics and beauty products retailers in the world, growing by 625% in the past four years to \$100 million in annual revenue.

Their secret -- personalization. Founder Kate Morris says, "Customers are going to expect a shopping experience that is highly personalized, that gives them all the information they need, and that's super-convenient." The challenge: "upgrading our website to offer some really amazing personalization as well as integrated beauty information."

Part of upgrade was adopting **Longtail UX** to help Adore Beauty provide a perfect, personalized experience for every customer's search.

## The Challenge

Adore Beauty wanted to first focus on personalizing search experiences for the types of searches that are hard to serve --



## Impact

- 98% increase in buyer conversion rate
- 64% reduction in new customer acquisition cost
- 169% increase in return on ad spend (ROAS)

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-- **Kate Morris**

Founder,  
AdoreBeauty.com

the top queries that lacked a landing page with many buying options to meet a very specific need. This included a lot of the forward-thinking cosmetics and beauty elements that women increasingly care about: vegan, cruelty-free, parabens-free, certified organic, and so on.

## The Solution

The Longtail UX optimization team first rounded up these terms and worked with the Adore Beauty marketing team to select about 2,500 in all. The Longtail UX front end team then took over, building out the best landing page experience for conversion -- then built and launched the pages.

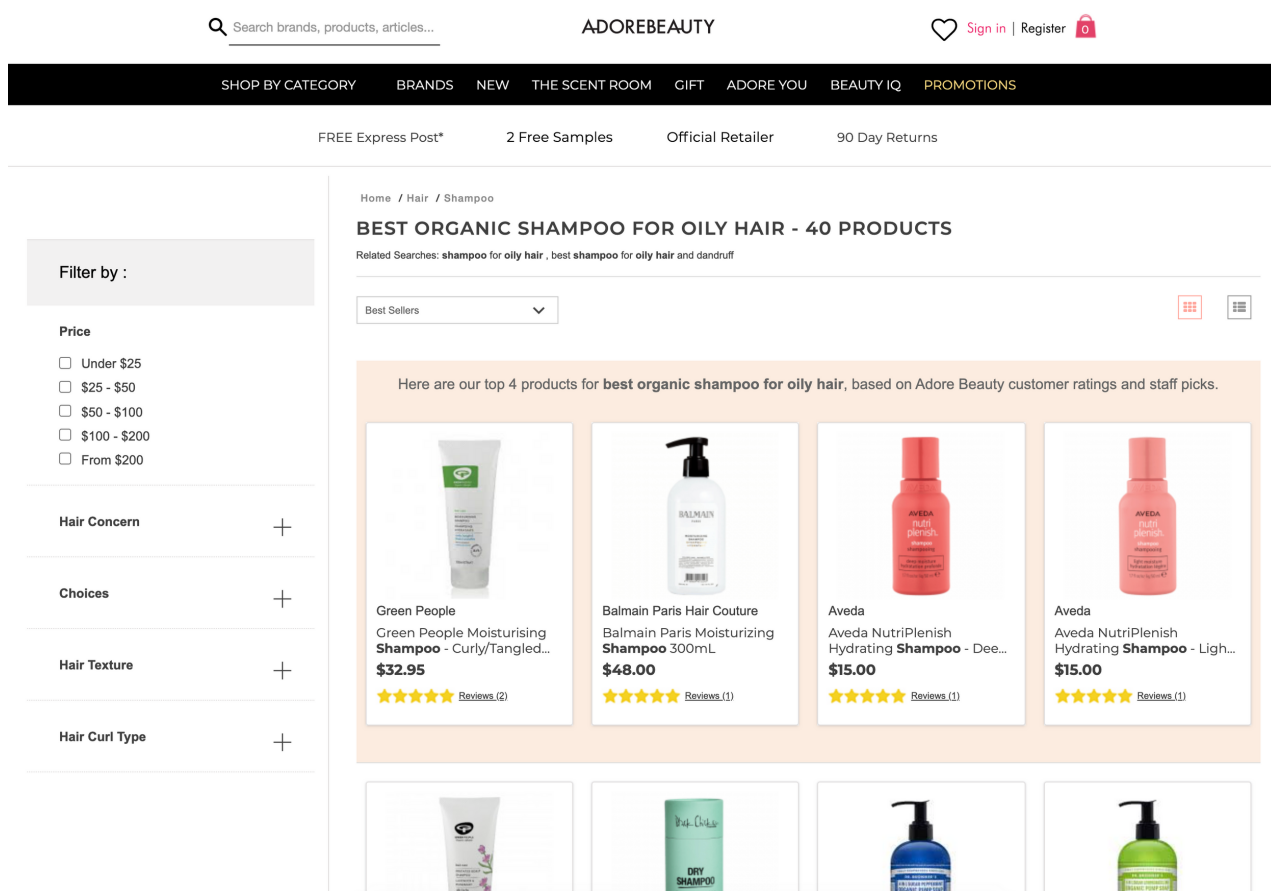
Below are the landing page "before and after" for a highly personalized search term, "best organic shampoo for oily hair." In the past, customers would have been presented with a single product detail page that matched this search term:

The screenshot shows the Adore Beauty website interface. At the top, there is a search bar with the placeholder text "Search brands, products, articles...", the Adore Beauty logo, and user account links. Below the search bar is a navigation menu with categories like "SHOP BY CATEGORY", "BRANDS", "NEW", "THE SCENT ROOM", "GIFT", "ADORE YOU", "BEAUTY IQ", and "PROMOTIONS". A secondary navigation bar lists "FREE Express Post\*", "2 Free Samples", "Official Retailer", and "90 Day Returns". The main content area shows a product landing page for "Green People Moisturising Shampoo - Curly/Tangled Hair 200 mL". The product image is a white tube with a green label. To the right of the image, the product title is displayed, followed by a 5-star rating and "5 of 2 reviews". The price is listed as "\$32.95". Below the price, there is a payment option: "Or 4 instalments of \$8.24 with afterpay". A quantity selector shows "1" with a dropdown arrow. To the right of the quantity selector is a red "ADD TO BAG" button. Further right is a "Favourite" button with a heart icon. Below the "ADD TO BAG" button, there is a status bar indicating "IN STOCK - Order by 2PM for FREE Same day dispatch". At the bottom of the product section, there is a button labeled "OFFICIAL STOCKIST".

*Before - single product landing page experience for the search term, "best organic shampoo for oily hair." The "best" keyword triggers Longtail UX to rank the products by online review rating.*

However, studies show -- and Longtail UX customer performance numbers confirm, that offering only one product on a landing page reduces the buy rate by an average of 48%.

For a search like this, a customer expects to see many organic products for oily hair -- and only those that customers rate highest. So Longtail UX built these pages to rank products on their online review rating:



*After - multi product landing page experience for the search term, "best organic shampoo for oily hair," with variations by price, hair concern, hair texture, and hair curl type.*



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## The Results

Adore Beauty wins thousands of new lifelong customers each year with their new landing pages from Longtail UX.

By presenting multiple matching options and pages full of items matching the shopper's personalized needs, conversion rates increase significantly -- shoppers are 98% more likely to buy on a Longtail UX page.

This increase in conversion rate also mean much lower customer acquisition costs -- 64% less. And because shoppers are willing to spend more when presented with a personalized shopping experience, Adore Beauty's return on advertising spend is 169% higher, too.

In the end, it's all about caring for shoppers and giving them the experience they crave when they search for something special. "The secret to our success is that we respect our customers," explains Morris. "Listen to what they want, and provide them with the sort of service that they want to tell their friends about."

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## Next steps

*Option 1: Get a live demo.*

To see what the Longtail UX experience would look like for your website, [schedule a free session now](#) with one of our search experience experts.

*Option 2: See the opportunity.*

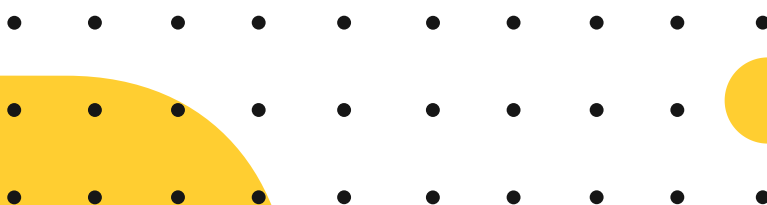
If you prefer first to see how much additional revenue your shopping website could be generating with personalized search experience, run a free Longtail UX Search ROI Calculator [here](#).

You will need to authorize read-only access to your Google Analytics to run the report -- it analyzes your search terms reports to find out which pages are insufficiently personalized to customer searches.

## About Longtail UX

Founded in 2013 by Andreas Dzumla, a product specialist team lead from the early days of Google, Longtail UX is obsessed with providing personalized search experiences for online customers. They work with many billion-dollar brands such as Kogan, Woolworth's Group, Yellow Pages, and Booktopia.

The company headquarters are in Sydney, Australia; and support offices exist in Seattle, London, Madrid and Nagano. The company is backed by investment firm Investec. Learn more at [www.longtailux.com](http://www.longtailux.com).



**Longtail** UX