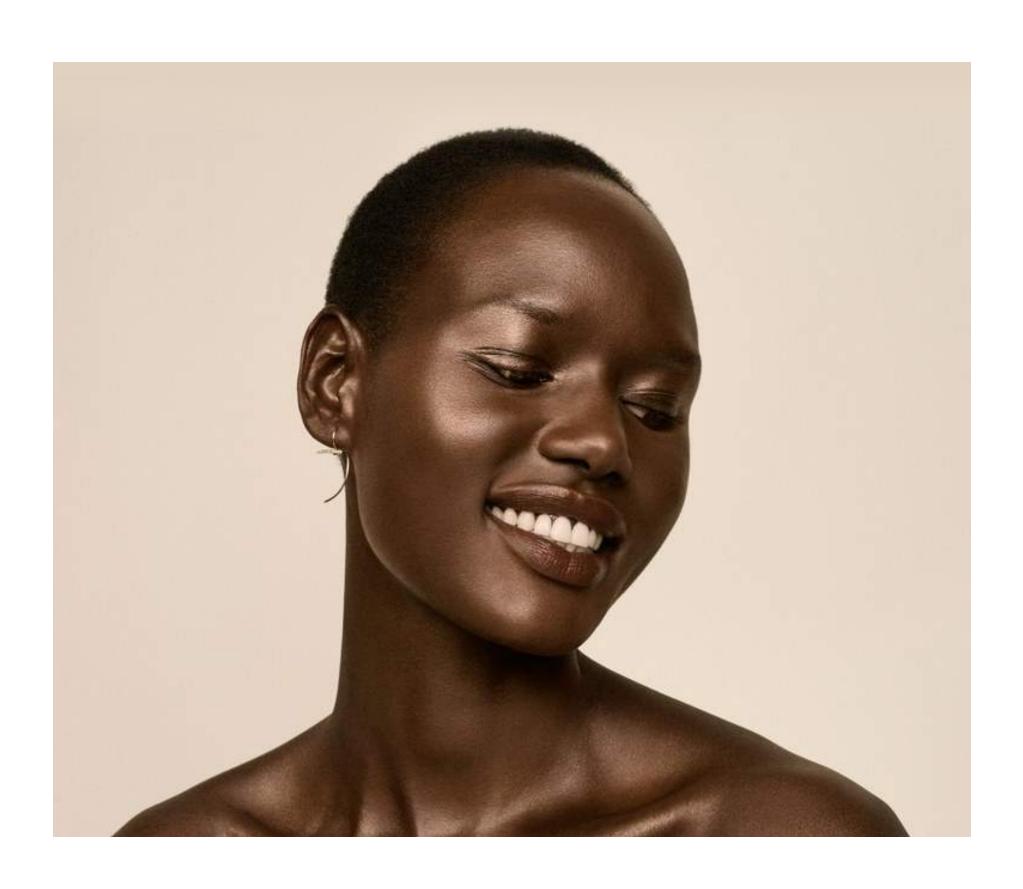


Cover Fx



How we transformed the ecommerce presence of Cover FX to improve the user experience, ultimately turning their site visitors into loyal customers who come back over and over again.



Key Statistics

215% Mobile conversion growth

27% Sales growth

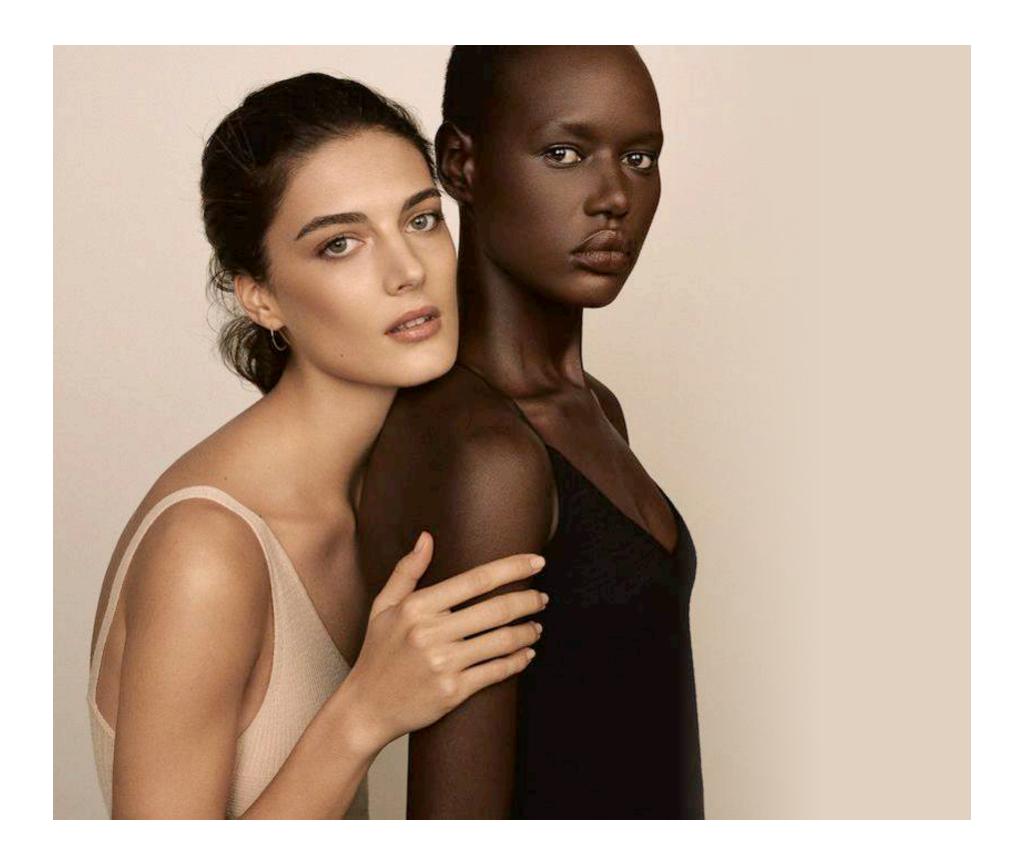
9% Increase in average order value

Platform

Shopify Plus

Services Applied

Digital Strategy, UI/UX Design, Front & Back-end Development, Conversion Optimization, A/B Testing, Integrate Facebook Chat Bot



Cover FX needed an injection of fresh ideas to enhance the User Experience

Cover FX is a cosmetics brand from North America. Their goal was to create high-quality makeup products for a diverse audience.

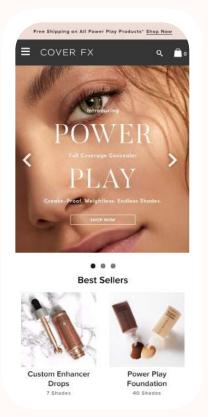
While the company was already making strides, the team knew that real growth would require something more.

They spotted the potential in mobile traffic and wanted to respond with a more flexible, refined online shopping experience that would connect with a young, digital-savvy audience.

They knew they needed to go above and beyond so that people wouldn't just make one-off purchases but instead would become loyal fans of the brand.

For that to happen, they needed a website that was about more than just the products. It had to be an enjoyable online shopping experience.

HOME PAGE







Implementing wholesale changes to their site functionality, such as redesigning the home page and product pages would give the website a new lease of life.

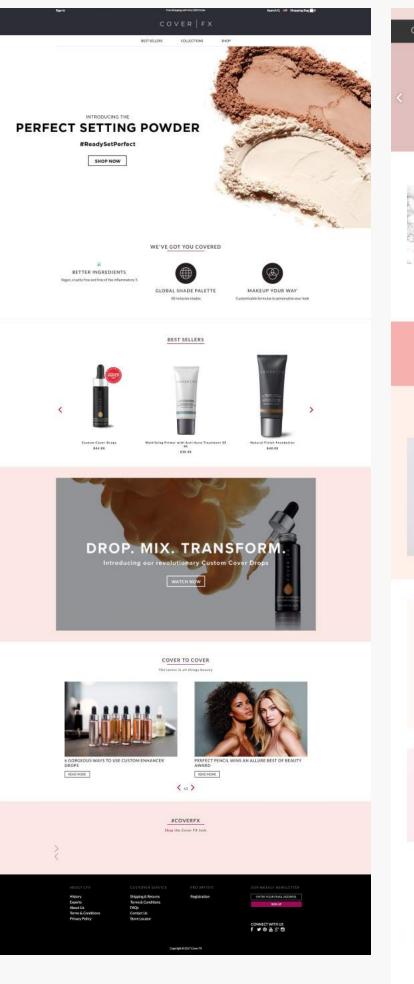
Moreover, the addition of advanced machine-learning tools on the front-end would allow the company to learn more about their site visitors, and how best to serve them.

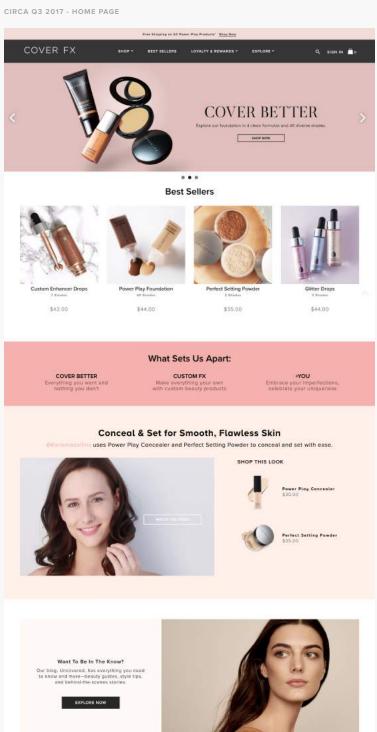
"We needed to bring in another developer to improve our platform's front- and backend."

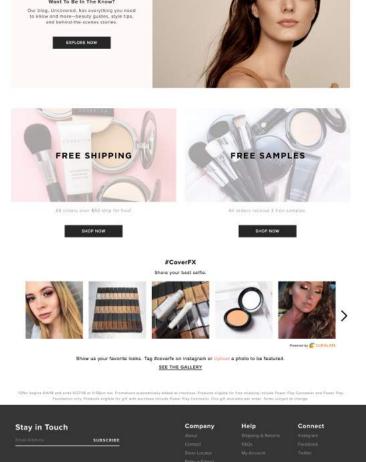
Ultimately, a major overhaul for the digital age would enable Cover FX to compete with the very best in the business, establishing their brand and online presence among beauty influencers and trusted professionals in their niche.

CIRCA Q1 2017 - HOME PAGE











Just as their new 'Natural Finish' campaign was to be released, they knew it was time to look for a new partner.

"We were unhappy with our previous e-commerce agency and weren't seeing the progression we intended."

Not only did they need new content areas, but everything had to be optimized for conversions on both mobile and desktop. Furthermore, they needed fast results to ensure the success of the campaign.

When the Cover FX team were pointed in the direction of Huemor, they soon knew it was a perfect match.

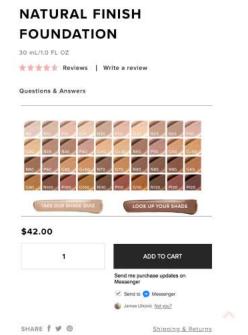
"We interviewed numerous vendors, but our Shopify manger recommended Huemor as a preferred Shopify partner.

In addition to this relevant experience, we also appreciated their analytical approach to development and believed it could greatly benefit our small team.

We enjoyed speaking with them and were comfortable with the price point."







DETAILS INGREDIENTS

Contains:

Water (Aqua, Eau), Polyglyceryl-2 Triisostearate, Isohexadecane, Caprylic/Capric Triglyceride, Polyglyceryl-4 Isostearate, Diethylhexyl Carbonate, Glycerin, Dimethicone, Squalane, Tribehenin, Hydrogenated Polyisobutene, Cetyl PEG/PPG-10/1 Dimethicone, Triacontanyl PVP, Ethyl Linoleate, Ethyl Linoleate, Disteardimonium Hectorite, Ethyl Oleate, Magnesium Sulfate, Tocopherol, Caprylyl Glycol, Phenoxyethanol, Erythritol, Butylene Glycol, Sodium Stearoyl Glutamate, Bisabolol, Tetrahexyldecyl Ascorbate, Lauroyl Lysine, Sorbitol/Sebacic Acid Copolymer Behenate, Disodium EDTA, Phytosphingosine, Xanthana Gum, Homarine HCl, Tetrapeptide-21, Potassium Sorbate, Hexylene Glycol May Contain/ Peut Contenir: Titanium Dioxide (CI 77891), Iron Oxides, (CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288)

Does NOT Contain:

Parabens, Sulfates, Phthalates, Fragrance, Gluten, Mineral Oil, Talc

Does NOT Contain: Parabens, Sulfates, Phthalates, Fragrance, Gluten, Mineral Oil, Talc



How To

For brush application, place a small amount of product on the flat top of the Liquid Foundation Brush and apply to the face until well blended. Set with loose powder for optimum wear. Can also be applied with the fingertips or a makeup sponge.

Goes Well With



Anti-Aging Primer \$38.00



Illuminating Setting Spray \$31.00



Glitter Drops \$44.00

#NudelsNotBeige

Show us your perfect match.







02. The Solution

Fast Changes & Big Results

In order to learn more about the customers, the team at Huemor studied analytics and heat maps of user sessions, drawing valuable insights that could then guide their approach.

Huemor implemented various Shopify scripts, as well as customized scripts that enabled Cover FX to provide the very unique promotions and services they wanted to offer.

"They're a great team to work with and have a "yes" attitude. They quickly implemented the tasks we assigned."

By adding data integrations on the front-end, Cover FX suddenly had a way of learning much more about the needs and interests of their customers.

Huemor's Project Manager, Pete Shelly, believes this project was a little different than the norm because this client had a very unique vision. This meant Huemor had to truly innovate to find the solutions that Cover FX wanted.



"They had a lot of very specific needs, due to not only their business needs but also to offer their customers the best experience. There weren't many times we would find an app that does something they needed right off the shelf, so we built a lot of custom elements to exacting standards", Pete recalls.

Armed with a list of key tasks and core functionality changes that were required,

Cover FX and Huemor put their heads together to develop custom scripts to create
the UX that was desired.

"They didn't want to just offer standard promotions", explains Pete,

"They had highly customized needs that we were able to deliver, along
with outside data integrations to allow them to collect customer
preferences and make full use of the custom-built quizzes we designed."

While the Cover FX platform is Shopify Plus, Huemor incorporated Shogun and multiple custom features to extend the site functionality. This not only set the stage for a better UX, but Pete stated that it also makes it easier for the client to customize the content going forward.

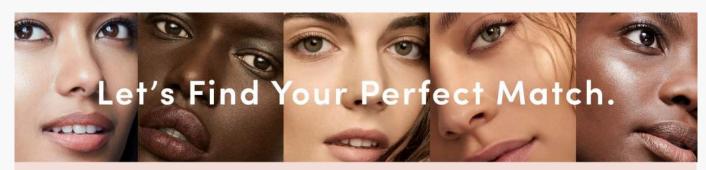


"We were able to offer them highly customizable options when it came to content on the site and being able to make updates themselves without needing to know code."

Once the project specs were outlined, Huemor mapped out the deadlines ahead and recommended several task management tools to help everyone stay on top of things. Pete headed up the team, with Alex Filippone managing the strategy and design.

The heat maps indicated that people were struggling with the site navigation, especially between the cart and checkout. Alex recognized the value of a clear user interface (UI) on the homepage. With the goal of boosting engagement in mind, he simplified the page to make it easier for visitors.

Now, with fewer touchpoints in play, the UI is no longer cluttered, and those CTAs are more powerful than ever before. Shortly after making the changes, clickthrough rates skyrocketed by 875% on mobile devices.



Select your undertone



Golden: I have warm or olive undertones.
I tan in the sun and rarely burn.



Neutral: I have equal parts cool and warm undertones. I tan but can burn after too much time in the sun.



Pink: I have cool undertones. I burn easily.



Light



Medium



Medium Deep



Deep

select the skintone closest to you



medium-deep to deeply tanned skin



medium-deep to deeply tanned olive skin



warm caramel skin

Based on your choices, here's your perfect match.



N80

@ START OVER

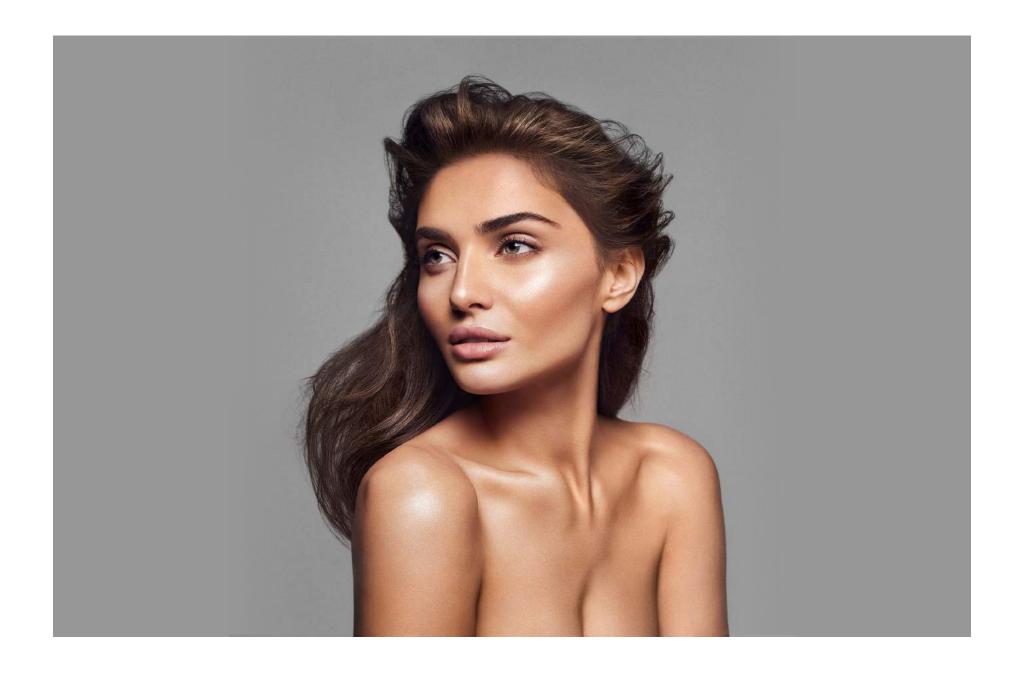
Get your results

Select your shade range

As with any large-scale project that involves multiple teams, there were a lot of moving parts and external factors in play. Some challenges arose as the seasonal marketing and various promotions of their client meant that the team at Huemor had to adapt to frequent changes.

"With quick turnaround times and rapidly changing priorities depending on the season, promotions, and other external factors that changed what our focus was on a whim, it was difficult at times to make sure the various projects stayed on track", recalls Pete.

Not to be undone, Huemor remained agile, adjusting to the demands of the project as needed. They recognized the need for clearer lines of communication and responded by facilitating more open discussion between the teams at Huemor and Cover FX.



"With quick turnaround times and rapidly changing priorities depending on the season, promotions, and other external factors that changed what our focus was on a whim, it was difficult at times to make sure the various projects stayed on track", recalls Pete.

Ultimately, this switch in communications helped streamline things across the line. Cover FX understood the scale of the project and were well aware of the inevitable pitfalls that can happen when juggling so many tasks.



"We have a million things we want to do, so it's difficult to prioritize things correctly and allow Huemor to do their best work. However, we're happy with their overall project management approach."

The initial project ran for three months, from August until November 2017. It finished up in perfect time to generate a successful holiday season for the client.

"The increased conversion rate has significantly grown our revenue across the e-commerce channel. The holiday season was exponentially larger than the previous season thanks to their improvements."

03. The Results

Fast Changes & Big Results

The success of the project was apparent almost immediately. Just two weeks after implementation, the numbers were up across the board, with a 9% increase in average order value.

Before teaming up with Huemor, Cover FX had a host of highperforming formulas in their hands. They were dedicated to finding a way to deliver their range of innovative and customizable products to their audience.

Pete explains how Huemor have made it much easier for Cover FX to utilize content marketing to build their audience.

"With the improvements we've made to the site, they have a lot more control over content on the product pages, but also now have the ability to create landing pages, blog posts, and other pieces of content to use for outreach."

The new platform has set Cover FX up for ongoing success, generating stellar reviews and great feedback, thus allowing them to continually grow their audience, and their brand.



"We've really enjoyed working with the Huemor team. They're flexible, produce great work and always make themselves available for our team!"

SPENCER WAYNE
ECOMMERCE MARKETING MANAGER
COVER FX

"They also have a stronger platform to offer promotions and sales, recommend products to customers, incorporate ratings and reviews where they couldn't previously for social proof, and take further advantage of the tools we've built for them", remarked Pete.

On their website, Cover FX claim they are here to empower people and help them unleash their creativity. With Huemor's help, they are doing that for a much larger audience.

"Huemor helped take our website to the next level. We look forward to making great strides with the website by working with them in the future."