

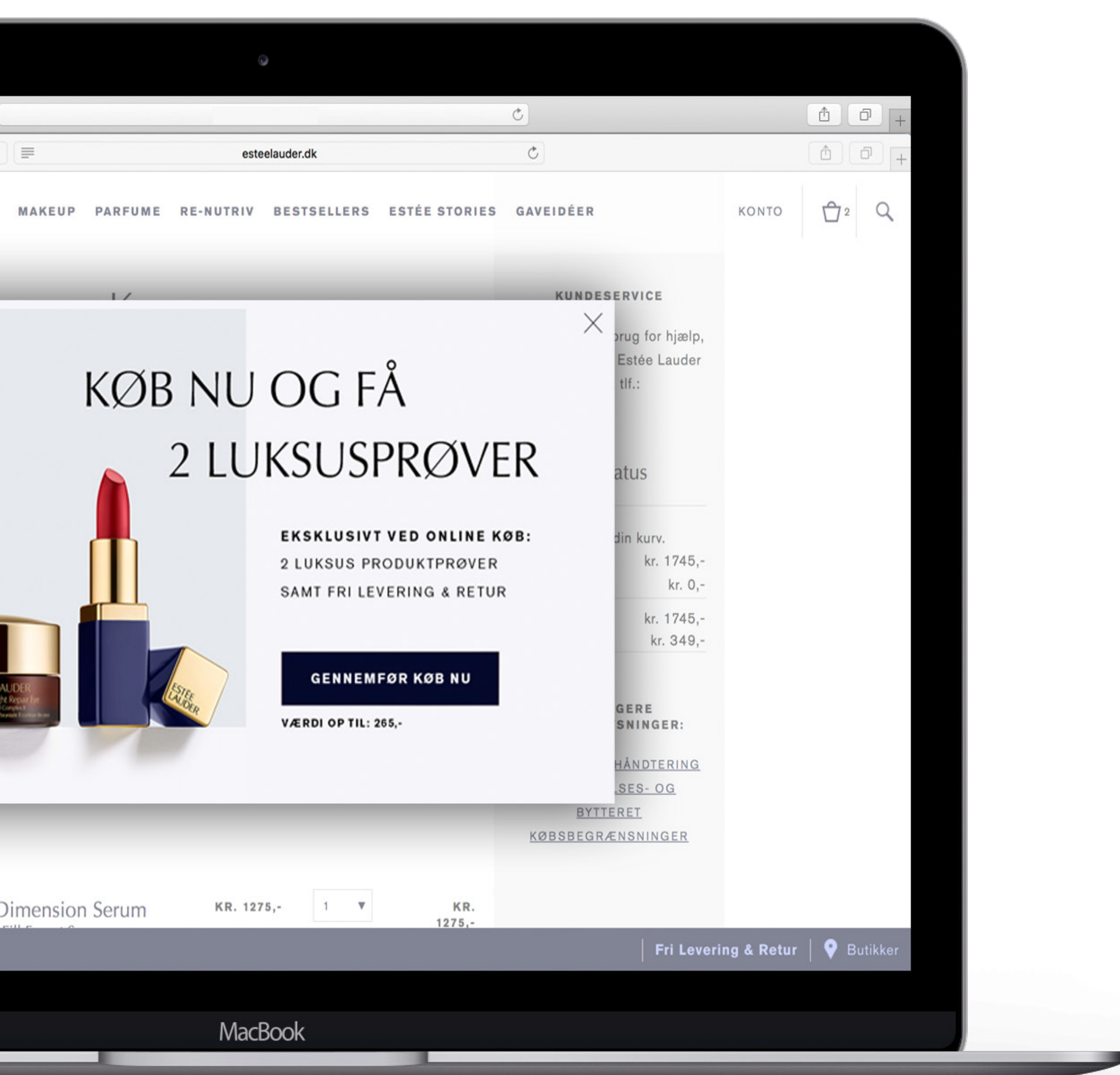


SITECAMPAIGN

ESTÉE LAUDER

WINNING BACK LOST SALES

Estée Lauder used an Abandoned Basket SiteCampaign across multiple brands to win back visitors who were showing exit intent before completing an order.



GOAL

Minimize the number of visitors abandoning the site before completing their purchase.

SOLUTION

An Abandoned Basket SiteCampaign where message, algorithms and design was customized to fit each of the 5 brands - Estée Lauder, MAC, Origins, Clinique & Smashbox.

RESULTS

Win-back rates of up to 18%, contributing to ~ €65.000 in sales.

ABOUT ESTÉE LAUDER

Estée Lauder is a leading skincare, makeup, fragrance, and hair care products company that built their brand with the perfect combination of know-how, engagement, tenacity, passion, and strong family values. The company is represented internationally in over 150 countries and owns a diverse portfolio of brands including Clinique, MAC, Smashbox, and Origins.



SiteCampaign has been important for Estée Lauder in improving the customer experience & conversion rates across multiple brands, including MAC, Estée Lauder, Smashbox & Origins. SiteCampaign was able to adapt the solution to match message, algorithms, and design to our different brand identities and goals. This has given us the ability to stop lost sales, with win-back rates as high as 18%.

ANJA SCHEIBEL, NORDIC CORPORATE E-COMMERCE MANAGER

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