

CASE STUDY

Skeepers Elevates Brand Advocacy for MBX's Kaja Beauty and I Dew Care



ABOUT

Kaja

I DEW CARE

MBX, formerly known as Memebox, is a multi-brand Korean beauty and personal care company. MBX owns brands like Kaja and I Dew Care and teams up with major US retailers like Sephora, Ulta, Macy's and Nordstrom.

Embracing the essence of K-beauty, I Dew Care and Kaja Beauty produce its products in Korea, harnessing the latest innovations in formula, packaging, and speed-to-market.

CHALLENGES

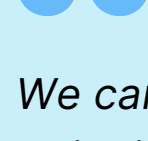
Before partnering with Skeepers, the brands faced the challenge of establishing robust brand advocacy for both Kaja Beauty and I Dew Care amidst a competitive market landscape. In this competitive beauty market, MBX knows that ratings and reviews are gravely important as they increase conversion for online as well as in-store shopping.

With the proliferation of online shopping, they aimed to leverage ratings and reviews as a key performance indicator (KPI) to drive conversions both online and in-store.

However, ensuring a consistent influx of authentic reviews while managing multiple brands and retailers posed a significant challenge.

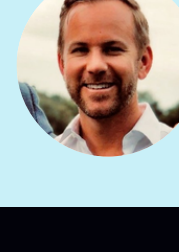
Internally, MBX's team was grappled with who to partner with for their UGC solution. They chose Skeepers over a competitor because of the rapport built by the customer service team and the smooth service extended to the brands.

They observed that the versatility and flexibility of our solution was top-tier compared to our competitor. With Skeepers they could easily execute campaigns in a quick and efficient way.



We can swiftly distribute products to individuals within a matter of days, ensuring our campaigns go live promptly. This flexibility and adaptability in Skeepers' services, particularly with ratings and reviews, really appealed to us. It proves incredibly beneficial, especially in scenarios where products arrive late for a launch.

Skeepers makes scaling effortless. It's built for scalability. It's very easy to use and it saves a lot of time and money, eliminating the need to individually reach out to people to ask them to review our product. It's a great tool to help cut down on a lot of other expenses and time. It would take an army of people to execute a campaign like what we do with Skeepers.



Brian Murdock
General Manager, MBX

10.5K +

Reviews collected by Kaja

96%

ship-to-post rate for Kaja

99%

ship-to-post rate for I Dew Care

4.8/5

ratings for Kaja and I Dew Care

SOLUTION

Leveraging the expertise within Skeepers' community, I Dew Care and Kaja Beauty devised a holistic strategy to redefine their brand advocacy. The primary goal of each campaign is to accumulate a minimum of 1000 reviews per SKU. They also aim to maintain a rating of 4.5 or above across all their products and core SKUs. This criteria extends to new product launches as well. I Dew Care and Kaja Beauty identify 5 to 8 key SKUs per brand for focused seeding efforts, ensuring they garner a substantial volume of reviews, ideally exceeding 1000, while upholding exceptional ratings.

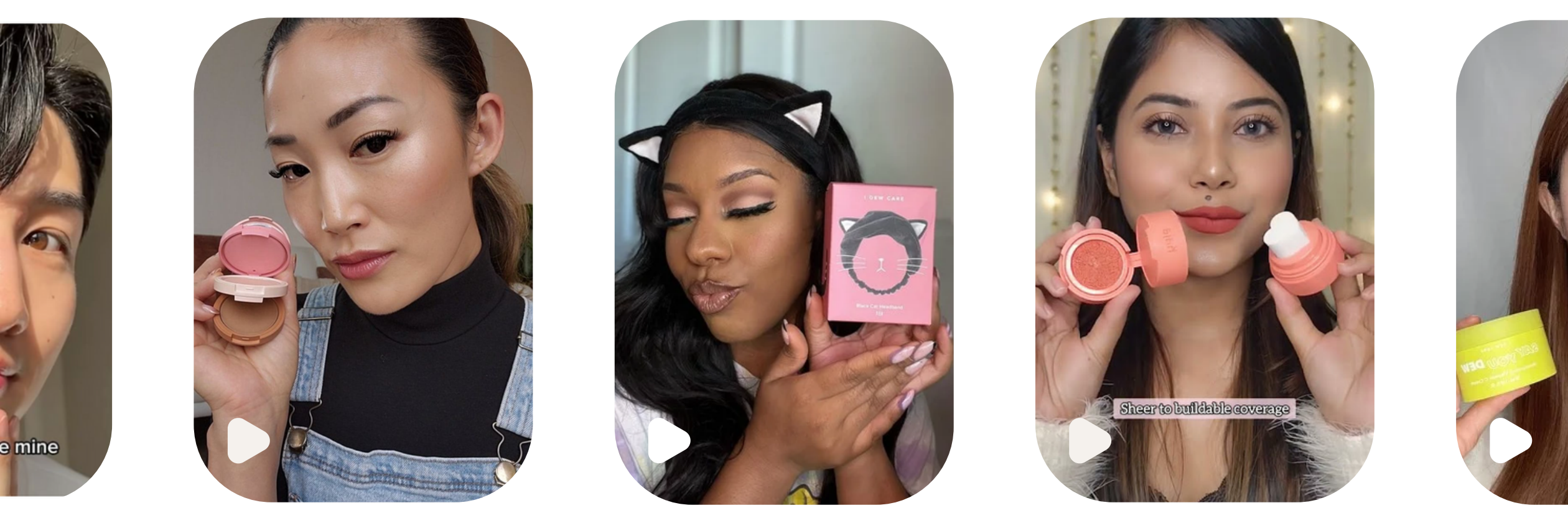
Utilizing Skeepers, MBX executed campaigns aimed at generating reviews for various retailers and brands simultaneously. Leveraging the abundance of reviews at their disposal, they effectively catered to all their retail channels and brands. Previously, Kaja Beauty exclusively operated on Sephora and they directed all reviews to that platform. However, with its expansion to Macys and Nordstrom, there arose the necessity to syndicate and distribute reviews across other retail channels.

Managing multiple brands and retailers simultaneously presents significant complexity, yet Skeepers simplifies the process for the brands' team on various fronts.

I Dew Care and Kaja Beauty recognize the importance of maintaining product relevance and seo benefits by consistently having fresh reviews sets of reviews. The brand proactively identifies outdated reviews or products in need of a review update and allocates resources through Skeepers to ensure they receive renewed attention. This proactive approach allows the brands to keep their products updated and reflective of their current quality and performance.

Learn and Grow with Every Review

While many aim for a perfect 5-star rating and glowing reviews, the I Dew Care and Kaja Beauty team understand the value of all feedback. They actively listen to both negative and constructive reviews, identifying recurring themes and trends to inform product improvements. Utilizing feedback gathered through Skeepers and directly from customers, they identify strengths to build upon and areas for enhancement. This process may involve upgrading formulas, refining packaging, or making other improvements. Most importantly, they relay this feedback to their development team in Korea to ensure ongoing product refinement.



Through their collaborations with Skeepers, the brands have garnered a diverse array of reviews that have been instrumental in enhancing their offerings and meeting customer expectations. Additionally, they are on the verge of launching a new product inspired entirely by the feedback gathered from reviews. This upcoming launch has been shaped by insights from positive, negative, and constructive reviews alike, underscoring the brand's commitment to leveraging customer feedback to drive innovation and product development.

Both I Dew Care and Kaja Beauty boast a thriving community of influencers with whom they maintain active collaborations, viewing them as advocates who amplify their brand through ratings and reviews facilitated by Skeepers.

Product advocacy holds significant value within MBX, particularly as the beauty industry shifts away from traditional beauty advisors and in-store experts.



So my mom used to visit Nordstrom or any department store and have this long-standing relationship, possibly for years, with a trusted individual who was knowledgeable about ingredients, formulations, and all the wonderful aspects of beauty products. What's intriguing is how this expertise, once confined to a select few in specific retail settings, has now been greatly expanded. It's evident wherever various platforms, whether it's influencers, skincare enthusiasts, or whatever term you prefer to use.

If we need to allocate units for a specific campaign or require additional review support, the platform's flexibility allows us to address these needs in real-time, provided we have the necessary inventory available.



Brian Murdock
General Manager, MBX

RESULTS

I Dew Care and Kaja firmly believe in the quality of their products and strive to ensure that a larger pool of customers can share their honest opinions, validating their confidence in their offerings. Naturally, they prioritize seeding these products to elicit feedback and reinforce their value proposition. Let's consider one of their flagship SKUs is a top performer in their line up to bolster this figure to provide a more comprehensive perspective for potential customers.

This strategy aligns with their core business objectives, pinpointing areas where they may fall short of their KPIs and devising tactics to bridge those gaps effectively.

Furthermore, when launching new products, their focus remains on generating substantial feedback. By seeding these products extensively, they aim to secure a minimum of 1000 reviews upon launch. This not only enhances consumer confidence but also provides a wealth of data points for prospective buyers to consider, helping them make informed decisions.

Since its partnership with Skeepers, MBX executed a total of **22 campaigns** for the I Dew Care brand, resulting in a remarkable collection of **3,090 reviews**.

These campaigns were met with high enthusiasm from consumers, as reflected in the outstanding **recommendation rate of 98%**. Impressively, the average rating for I Dew Care products stood at **4.8 out of 5**, indicating the exceptional satisfaction levels among consumers. Furthermore, the **ship-to-post rate remained consistently high at 96%**, ensuring efficient delivery and campaign period.

For Kaja Beauty, MBX undertook a total of **28 campaigns**, culminating in an extensive collection of **10,864 reviews**.

The focus on gathering authentic reviews proved highly successful. Similar to I Dew Care, Kaja witnessed a commendable **recommendation rate of 97%**, emphasizing the positive reception of its products among consumers.

The impressive average rating of **4.8 out of 5** further attests to the brand's commitment to quality and customer satisfaction. Notably, the **ship-to-post rate reached an outstanding 99%**, indicating seamless order fulfillment and delivery processes.

The team is excited about the outcome from their campaigns with Skeepers' cutting-edge solution and expert guidance.



Without this platform, we would have faced significant delays in our seeding campaigns. The ability to work with influencers through Skeepers allows us to expedite the process and obtain authentic reviews efficiently. That's what truly stands out about Skeepers for us.



Brian Murdock
General Manager, MBX

Skeepers
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