

CASE STUDY

Beautyblender Triples Ship-to-Post Rate After Switching to Skeepers' Influencer Gifting Program



98%

Average Ship to Post Rate

99%

Recommendation Rate

4.9

Average Rating

ABOUT

Beautyblender®

Beautyblender has been the most sought-after makeup sponge in the beauty industry. Makeup professionals and beginners alike find this to be their go-to tool for achieving a flawless and blended complexion.

The category-creator quickly won countless beauty awards and continues to drive innovation with products that require minimal effort yet offer maximum results.

CHALLENGES

As a brand with a strong presence, Beautyblender aspired to elevate their engagement with influencers in the beauty industry. Prior to Skeepers, they encountered challenges within their influencer review platform, grappling with a low ship-to-post rate and escalating costs. Their goal was to have **100 reviews per SKU on Sephora.com and Ulta.com**.

The prevailing system generated only a 30% return on the multitude of products shipped, placing Beautyblender in a challenging position. **They incurred high costs and wasted a high number of products.** Additionally, they were offered no avenue for gaining insights, tracking, or reducing costs, and offering flexibility in product options.

The solution also imposed constraints on the range of products Beautyblender could seed in. This limitation had a profound impact on their ability to gain visibility and create a buzz in the market, particularly affecting the engagement on new product launches throughout the year.

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What did not work for me was the large number of products I had to ship just to get to that 30%. Even after giving directions from our end, those 70% of influencer products that we could sell to our customers went into an abyss. For us, it was money lost and not gained.



Arlene D'Antoni

Director, Retail Marketing, Beautyblender



SOLUTION

Driven by dissatisfaction with the previous partner and the need for a more strategic influencer marketing solution, Beautyblender teamed up with Skeepers.

Skeepers provided a solution to Beautyblender's challenges by **increasing the ship-to-post rate, from 30% to 98%**, reducing costs, and offering flexibility in product options.

By employing the influencer gifting solution through Skeepers' community, Beautyblender strategically targeted a curated group of beauty influencers. These influencers had a profound understanding of beauty tools and a sincere enthusiasm for delivering detailed and informative reviews. The objective was clear: to **elevate the caliber of reviews** and make a more significant impression on potential consumers.

"It's super important to me as a retail marketer in general to know people's feedback and one way to get it is to gift it", said Arlene.

These influencers not only comprehend the intricacies of product application and desired makeup aesthetics but also express these insights vividly in their reviews. This personalized approach ensures that when other consumers explore the products, they receive a comprehensive understanding of how the item works for an individual, moving beyond generic positive comments.

Arlene says that Influencer Marketing holds a paramount role for Beautyblender, as it allows consumers to intimately experience their products and witness firsthand the exceptional results that set their products apart in a saturated market.

This strategy is crucial in establishing a connection with their users, whether they are devoted consumers or those rediscovering the allure of Beautyblender through platforms like Skeepers.

They seek authentic feedback, inviting users to share their experiences and preferences. The tiered approach to gifting, focusing on both new launches and core products, allowed Beautyblender to maintain a dynamic and engaging presence in the market.

Strategically timed influencer gifting campaigns played a pivotal role in garnering immediate feedback for new product launches, providing authentic insights from influencers and consumers.

Focusing on core SKUs and hero products ensured ongoing brand awareness and a constant flow of reviews. This dual approach not only amplified the excitement around new releases but also maintained the brand's presence. It **met consumer expectations for latest reviews and optimized SEO with a steady stream of valuable content**.

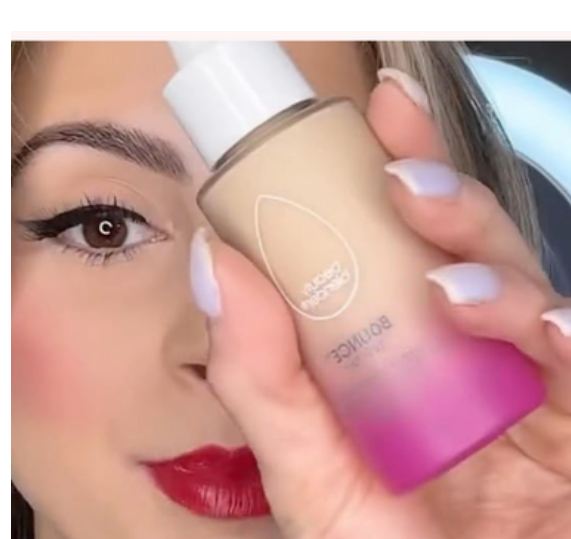
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Skeepers' user-friendly and highly customizable platform made the process seamless from the start. The efficiency was a breath of fresh air and the outstanding customer service stood out. The team was always available to address my queries, a stark contrast to my prior provider.



Arlene D'Antoni

Director, Retail Marketing, Beautyblender



RESULTS

The results achieved by Beautyblender through Skeepers' influencer gifting program surpassed expectations. The ship-to-post rate, a critical metric for the brand, soared from a mere **30% to an impressive 90% and above**.

The drastic improvement reflects how Skeepers holds influencers accountable through a credit system. The significant increase in reviews against the amount of product sent out demonstrated the efficiency and cost-effectiveness of the new approach.

The average post rate achieved an impressive 98%, surpassing both the industry average of 60% and Skeepers' average of 90%. Additionally, influencers gave an outstanding **average rating of 4.9 out of 5 through Skeepers**, exceeding the platform's average of 4.7. These results underscore the positive influence of Beautyblender's products within the influencer community.

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For us, going with Skeepers was more so creating a long-term partnership that we felt we could utilize for not only influencer marketing, but our social channels as well. So, we really saw it as a full-service marketing strategy for us, not just working with influencers, but also bringing it to the social side and understanding that there were multiple uses to working with your solution.



Arlene D'Antoni

Director, Retail Marketing, Beautyblender

The speed at which products were sold out was an indicator of consumer interest and excitement. **Campaigns typically closed within minutes**, reflecting a high level of enthusiasm and demand for Beautyblender's offerings. This quick sell-out phenomenon became an additional metric for assessing the success and popularity of each influencer gifting campaign.

By leveraging Skeepers' community, Beautyblender garnered **1,966 genuine text reviews on Sephora.com and Ulta.com** through 16 text review campaigns. It takes 2-3 weeks from campaign launch to start populating these reviews. Among the reviewers, an impressive **99% expressed a strong inclination to recommend the brand**. This surpasses the Skeepers' average recommendation rate of 97%.

In conclusion, the collaboration between Beautyblender and Skeepers has not only addressed the challenges faced by the brand but has also elevated its influencer marketing and review collection strategies. The partnership's success is evident in the remarkable improvement in key metrics, solidifying Skeepers and influencer gifting as a valuable and efficient solution for Beautyblender's marketing initiatives.

