



CASE STUDY

Make Up For Ever Increased its Ship-to-Post Rate from 40% to 97% After Switching to Skeepers



4.7

Star Rating

95%

Average Recommendation Rate

ABOUT



Make Up For Ever is an LVMH beauty brand with 35 years of history. Created in 1984, Dany Sanz entered the world of makeup with her palette of 100 colors designed for everyone. Since then, the brand has grown through its artistry to inspire and empower people.

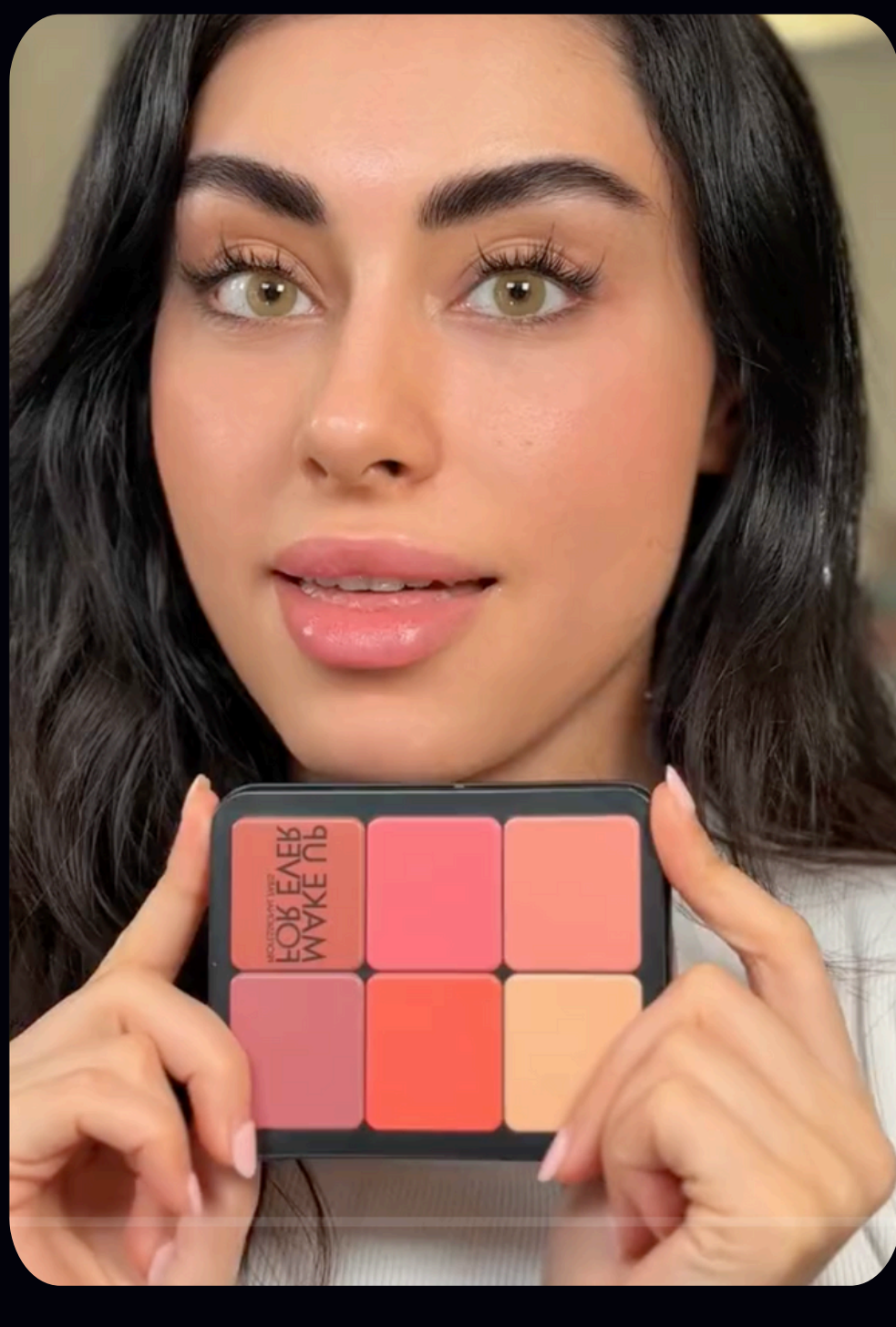
At the heart of the brand's mission lies education and transmission. Make Up For Ever stands out as the only brand with a global network of makeup schools spanning from Paris to Shanghai.

CHALLENGES

Make Up For Ever sought a new partner for gifted reviews following numerous challenges with their provider. They faced issues like low ship to post rates and poor review quality, leading to ineffective campaigns and minimal consumer engagement. After testing partnerships with two companies, Make Up For Ever ultimately selected Skeepers as their preferred solution.

Prior to partnering with Skeepers, the team encountered difficulties with a ship to post rate as low as 40% leading to a low ROI, waste of product and time. This prompted them to reevaluate their strategy, emphasizing the importance of both response rates and the quality of reviews.

Make Up For Ever wanted its community to authentically share their thoughts about the products and help potential buyers make an informed decision. Skeepers' top-tier community consisting of beauty experts resulted in high quality reviews written by people who used and understood the products they were gifted.



SOLUTION

The transition to Skeepers led to improvements in ratings, ship to post rates, and review quality. They attributed this success to the enhanced campaign setup options and targeting capabilities offered by Skeepers, allowing for more effective communication of product features and benefits. Make Up For Ever deemed it a worthwhile investment given the superior outcomes achieved.

With Skeepers, the brand conducts gifted review campaigns for their A-plus product launches to obtain reviews for Sephora and their own ecommerce website, aiming to consistently feature new and fresh reviews on product pages.

Magic is in the Quality of Connections

After migrating to Skeepers, Make Up For Ever discovered a deeply knowledgeable community. The team noticed that the reviews come from individuals well-versed in beauty. They exhibit the ability to craft engaging posts and create top quality content that looks like they have been produced in-house.

In contrast, it was more challenging with their previous solution provider. The team had to fill out forms in Excel, resulting in less precise targeting and limited options. With Skeepers, targeting is straightforward, with detailed criteria such as skin care preferences, makeup preferences, and age range. This streamlined approach ensures that reviews reach individuals who are genuinely interested in the products, contributing to their quality and authenticity.

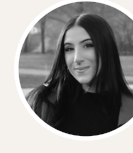
Ultimately, it comes down to how you brief your community.

Typically, when evaluating a product, such as a concealer, the team focuses on its key attributes, such as hydration and lightweight feel, to see if they are validated through reviews. Instead of instructing reviewers to echo specific claims, they encourage them to organically describe their experience, emphasizing aspects like how it feels on the skin and its finish.

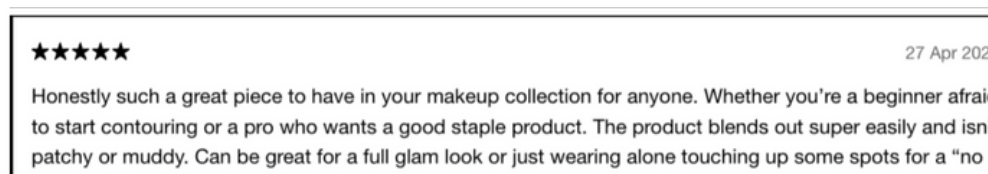
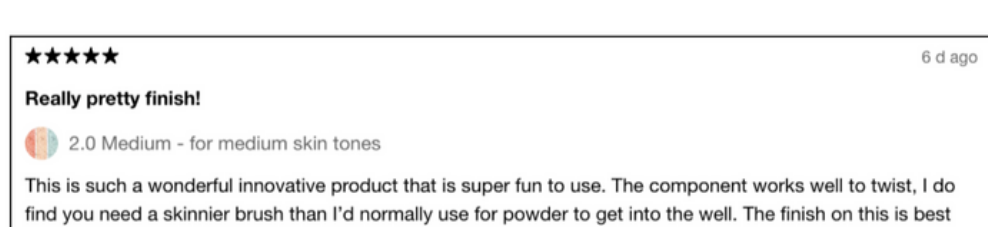
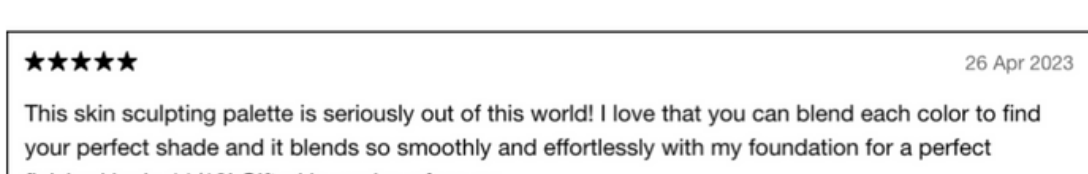
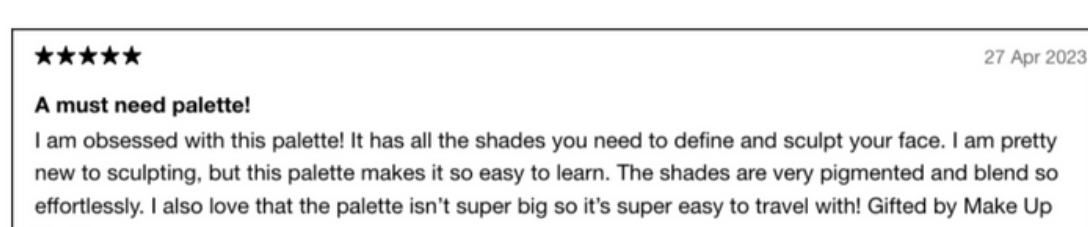
The brand avoids injecting claims directly into the instructions, reserving such details for the product bio. Instead, they prompt them with questions about the product's standout features, allowing them to naturally convey their experiences and how the product performs on their skin.



It's important to make sure that you always have fresh reviews, especially when a product is in the spotlight during campaigns. Imagine someone's on your website, ready to add-to-cart, and then they see the last review was from like a week ago. Might throw them off a bit. So, it's super important to keep the reviews updated and fresh.



Jenna-Lee VOTTO,
Marketing Coordinator
Make Up For Ever



RESULTS

Skeepers has had a significant impact on Make Up For Ever's community and Sephora and their e-commerce site. For instance, when conducting a complexion campaign, Make Up For Ever aims to appeal to a diverse audience, ensuring inclusivity. They typically determine the quantity of shade ranges based on their best-selling products, leveraging insights about their audience. This information guides their decisions when selecting shades to sample through Skeepers.

The team appreciates the platform's user-friendly interface, which simplifies the process of managing variants and shades. Make Up For Ever also values the feature that allows them to save variants for future campaigns. Additionally, they utilize swatches and assets for each shade, making it easier for participants to identify their desired shade.

Following the collaboration, Make Up For Ever has utilized Skeepers' influencers and community of consumers to generate close to 1000 genuine reviews on both Sephora and their e-commerce site. **Achieving an impressive ship-to-post rate of 97%, they have more than doubled what they were achieving with their previous influencer marketing solution.** Additionally, they garnered a **star rating of 4.7 out of 5.0** and an impressive **recommendation rate of 95%**.

When asked about their long-term influencer marketing plan, Jenna-Lee VOTTO said, **"Skeepers is our long term plan"**



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