

# Ulta Beauty Exceeds Customer's Expectations with Liveclicker

## About Ulta Beauty

Ulta Beauty is the largest beauty retailer in the U.S. and the premier beauty destination for cosmetics, fragrance, skin care products, hair care products, and salon services.

## Improving Key Email Marketing Campaigns

Ulta Beauty recently faced a challenge related to its email marketing efforts. The company was looking to create much more engaging emails, deliver a better overall experience for its customers, and streamline internal processes. Ulta Beauty also hoped that these improvements would help increase overall click-through rates and conversions, promote customer loyalty, and in turn, generate higher sales.

The company partnered with Liveclicker and used its RealTime Email platform to create highly personalized emails that exceeded its customers' expectations – and delivered significant results.

## A Look Back: More Effective "Year in Review" Emails

Ulta Beauty significantly improved its "Year in Review" emails, which used to be a complex, labor-intensive effort. These emails are sent to the company's top Ultimate Rewards loyalty members, and Ulta Beauty wanted to do more to personalize emails with customer data and capitalize on the opportunity year-end review emails presented.

With Liveclicker, Ulta Beauty created an elegantly designed email that displayed five different major points of personalization utilizing Liveclicker's Livelmage element. The email automatically pulled in each customer's specific real-time data to quickly highlight important information, such as how much they shopped, how much they saved, how many times they visited a store, and exactly how many points they earned toward free products



and services. Even better, the email used animation and other personalization to create a fun, engaging email customers loved.

This email was so successful because it made each recipient feel special while still quantifying exactly how much they saved. It also encouraged Ultimate Rewards guests to stay connected with the program and strive to reach the next loyalty tier to earn more rewards. The campaign was a success by all measures: Ulta Beauty's guests continued to open and engage with this email days after it was deployed and spend more time looking at it than other emails.

## Time for a Beauty Break

Ulta Beauty also used Liveclicker technology for another campaign – its standard “Beauty Break” email promotion. The company wanted a better way to overcome potentially frustrating experiences if a customer responded after a sale ended, or if a particular item sold out.

Now, Ulta's Beauty Break emails are carefully designed with Liveclicker's LiveImage element and targeting rules based on moment-of-open technology. They are also built with a fallback plan, so if a customer clicks too late, they are notified that the offer is over and directed to the website for “new faves to love.”

In this way, Liveclicker helped Ulta Beauty turn a potentially negative customer experience into a positive interaction and enabled customers to continue shopping for highly relevant items.

## Results



- Ulta Beauty experienced much higher open and click-through rates for all Liveclicker emails.
- Recipients spent nearly triple the amount of time – close to 20 seconds – in the “Year in Review” email as compared to the average Ulta email.
- Customers continued to open and engage with emails days after they were deployed

## About RealTime Email

Leading brands choose Liveclicker's RealTime Email solution to drive message engagement, conversions and sales. The intuitive platform leverages real-time data from multiple sources so that marketers can deliver truly personalized content, simply and at scale. Liveclicker's flexible integration architecture, rich partner ecosystem and extensive email expertise help clients execute highly relevant email marketing programs that respond to each recipient's constantly changing personal context.