



Hop On
Beautiful!

There's a reason every gal ADORES these Top Sellers.

Celebrate the new BenefitCosmetics.cn!

start shopping

MAKEUP → SKINCARE → FRAGRANCE →

REPLAY

BENEFIT COSMETICS SITE REDESIGN

PROJECT

Benefit Cosmetics challenged Fluid to capture and convey the brand's playful spirit as part of a complete website redesign, while not losing sight of the most important objective: conversion to sale. Benefit's strong and quirky brand language were combined with Fluid's signature digital shopping DNA to make online shopping fun and aspirational.

To mirror the consultative approach that a Benefit customer experiences at their Boutiques, Fluid collaborated with Benefit to develop a series of "Beauty School" sections that offer stunning, achievable looks and then provide step-by-step products with tips and tricks to "get the look."

The new product section pages were designed to extend Benefit's unique design language by eschewing the traditional grid of thumbnail images in favor of big, bold product images. Clicking on these images leads the shopper to product detail pages on which each product literally jumps off the page with spotlights on the packaging and other elements.

A playful 'Buy Me!' button is displayed everywhere to invite strong shopping conversion. Benefit's Facebook, Twitter and YouTube brand pages are also tightly integrated to connect customers with the brand's social communities.

RESULTS

With two new localized websites (USA and China) launched, Benefit is now well positioned to deploy additional sites in the UK, Continental Europe, and Korea. Benefit is famous for its quick and easy solutions to every beauty dilemma; the new website matches that reputation by being accessible and easy to use. The new website captures the essence of Benefit, a cosmetic company known for its free-thinking and free-spirited approach to makeup, and for its creative packaging, irreverent names and instant beauty solutions.

QUOTES

"Benefit is known for our sense of humor and fun, and the new site really gets that across. What I really love about the design is the way our products are larger than life – they break out of the grid in surprising ways. Even our product detail pages for top-selling products feature fun background patterns that mimic components of our packaging," said Valerie Hoecke, VP of digital experience and commerce at Benefit Cosmetics.

"Together, Fluid and Benefit have done a great job surfacing and highlighting our most popular products, removing the number of clicks to find a product, and making the checkout process much easier and more efficient. We believe this will result in higher conversion."

BENEFIT COSMETICS FAN GATE

PROJECT

Fluid partnered with Benefit to leverage a platform on Facebook that enables the retailer to offer exclusive promotions, such as sneak peeks, discount codes for new fans, feature top selling products, and advertise flash sales specifically for Facebook fans. The platform, Fluid Fan Gate, was created in two days and put into action immediately by Benefit. The first campaign offered 20 percent off Benefit's top sellers to their Facebook fans. The goal of the promotion was to engage existing customers to get excited about a rare discount offer, to spread the word around social media channels and to drive traffic to their newly-launched ecommerce website. Visitors to Benefit's Facebook page had to "Like" the fan page to gain access to the discount code.

RESULTS

Benefit conducted a two-day promotion using the Fan Gate platform and gained 11,000 new Facebook fans, a four percent growth in 48 hours. Benefit also increased benefitcosmetics.com traffic by 32 percent in the same time period. The promotion led to Benefit's biggest two days of sales ever for their ecommerce website!

FLUID FAN SHOP™

Fan Shop embeds unique and highly branded shopping experiences directly into your Facebook fan page, or any other site, such as a promotional micro-site.

FLUID EXPERIENCE™

Deliver richly interactive shopping experiences that improve conversion, engagement, and customer loyalty.

ABOUT FLUID

Fluid delivers award-winning digital agency services and transformative SaaS-based solutions that are focused on innovating digital commerce. Our work for world-class customers like The North Face, Quidsi Brands (Diapers.com, Soap.com, Wag.com), Sears, Benefit Cosmetics, JELD-WEN, and Brooks Brothers spans consumer experiences across the web, social and mobile. Brands and retailers tap our unique combination of custom consulting, design and development services, and our scalable, easy-to-implement Fluid Experience, Fluid Configure, and Fluid Socialize products to delight and engage today's digitally savvy consumers, while building engagement, increasing brand loyalty and driving conversions.

RACHEL ROY



NINE WEST



JELD-WEN
WINDOWS & DOORS



Reebok

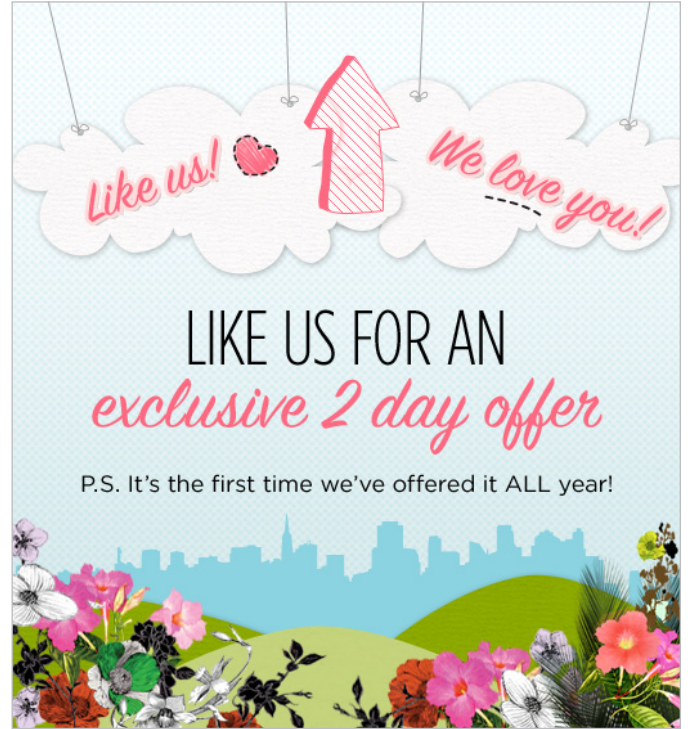


FLUID SOCIALIZE™

Maximizing social shopping experiences by bringing together the social web with interactive merchandising with onsite co-shopping, share, and like functionality.

FLUID CONFIGURE™

Customized products like never before, with immersive customer experiences and tight social integration.



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