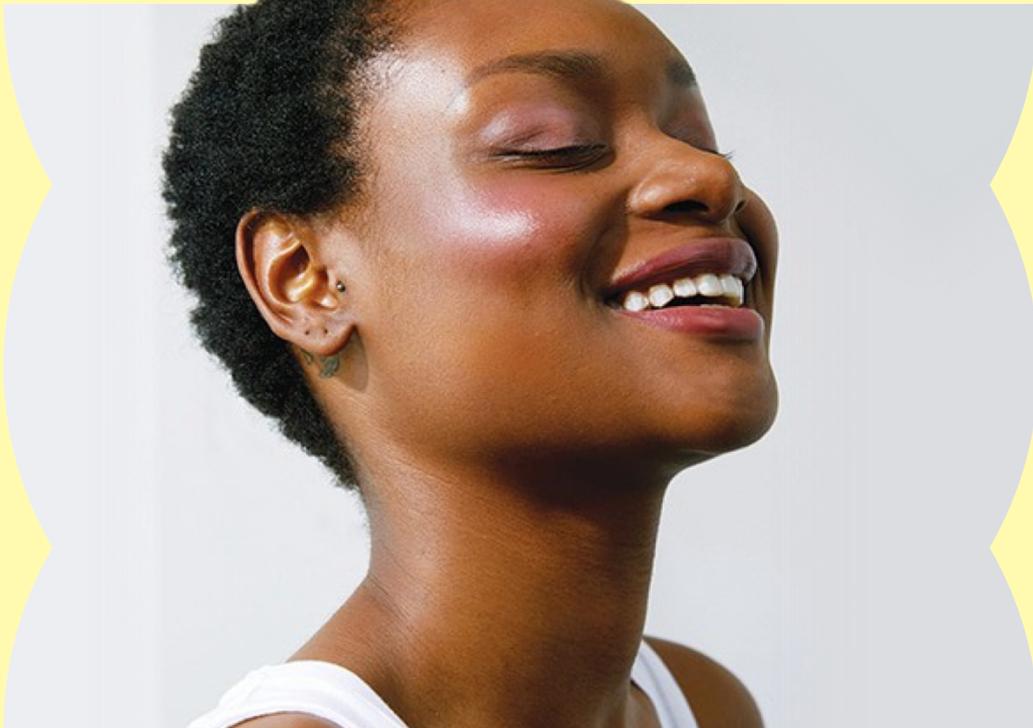


Bringing cleaner beauty to more people.

How Credo helps online shoppers find the right
beauty products with Virtual Shopping.



Who is Credo?

In 2014, beauty category veterans Shashi Batra and Annie Jackson joined forces to launch Credo Beauty, a brand focused on providing customers with the cleanest, most effective, independent, and luxury brands. Because the beauty category is one of the least regulated consumer categories, Batra and Jackson saw an opportunity to build a sustainable brand that could simultaneously educate consumers and improve production standards. Credo's mission was born, seeking to change the beauty industry for the better while also focusing on inclusivity, transparency, and education.

Today, Credo is known globally as the largest clean beauty store brand, recognized for introducing stringent product requirements through the Credo Clean Standard and The Dirty List. In June 2020, Credo advanced its mission further, introducing Sustainable Packaging Guidelines, which provide brands best practices for everything from packaging design to end-of-life management.



Challenge

Credo's in-store beauty experts' most commonly received questions centered around the true shade of products. Beauty and wellness products are very personal by nature and Credo saw how often customers would rely on in-store experts for advice and tips on which products would best work for an individual person, and how to best use them. For their online customers though, Credo realized there was no practical way to get answers for these open-ended questions, leading the brand to seek a solution that could empower online shoppers.

Additionally, Credo wanted to drive more conversions online, helping turn shoppers hesitant about a particular product into active buyers, sure of what they were getting and how to best use it. In making more conversions, Credo also hoped to see increased online AOVs.

“Virtual shopping takes what works exceptionally well in our stores and translates it to our website.”

DAWN DOBRAS
CEO AT CREDO BEAUTY

Solution

In 2019, Credo launched Virtual Shopping to offer online shoppers the same level of expertise, care, and service they receive in-store. Credo's entire team of experts across all 10 locations leverage Virtual Shopping to assist online shoppers in real time. Through photos, videos, and live virtual consultations, store teams provide online shoppers authentic, personalized content, giving them the confidence to follow through with a purchase.

Within a few months, Glossy named Virtual Shopping the beauty industry's Best In-Store Technology Innovation: with Virtual Shopping, Credo's beauty experts go beyond the four walls of their stores to share their knowledge of clean beauty, greatly expanding their sphere of influence.

“Every day, our goal is to help new customers understand how to move away from conventional, toxic beauty and skincare products and try equally effective, non-toxic products. But understanding clean beauty can be complicated,” said Dawn Dobras, CEO, Credo Beauty. “Virtual shopping takes what works exceptionally well in our stores and translates it to our website.”



Results

With nearly 80,000 chats initiated between February 2019 and January 2021, Credo's Virtual Shopping online sales now convert at over 29.6%, with an average order value of \$117.

"Virtual Shopping provides us with a platform for exceptional customer connections and personalized service. CredoLive has greatly improved our conversions and enabled better customer engagement." Dawn Dobras, CEO, Credo Beauty.



DAWN DOBRAS AND ANNIE JACKSON

By the numbers

80,000

Chats over a two-year period.

\$117

Average Order Value (AOV).

29.6%

Conversion rate with Virtual Shopping.

"Virtual Shopping provides us with a platform for exceptional customer connections and personalized service. CredoLive has greatly improved our conversions and enabled better customer engagement."

DAWN DOBRAS, CEO AT CREDO BEAUTY

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