Kentico

ALPHA·H

Alpha H
Web Design Magic

BEAUTY
COSMETIC SKINCARE

Alpha-H set out with the goal of increasing sales across their beauty product ranges. To do this, they needed to find a local developer who understands E-commerce and was big enough to service their company. After implementing Kentico with the help of Web Design Magic, this area has increased within the business dramatically and has demonstrated that Kentico is a beneficial product that provides professional results.

Background

Alpha-H are global leaders in corrective and preventative skin care. They are an Australian owned and operated company who formulate their own products and supply the professional beauty industry globally. They have more than 1000 clinics worldwide and are now a global phenomenon stocking in more than 25 countries. Alpha-H has owned the category of skin resurfacing for more than two decades, long before it became fashionable to develop exfoliating products. Director of Alpha-H, Michelle Doherty, epitomises the company based on her own skin struggles and personal needs for effective skin treatment, and is responsible for their global sensation.

Goals

Alpha-H was seeking to improve their marketing process as well as iron out a few issues they were having with their current site. Their goals relating to marketing were:

- increase sales
- improve localisation and accessibility of their website
- automate mundane marketing processes
- improvement of new member sign-ups

Moving forward, some grander goals were set in place to implement all segmentation features of EMS. It has been quoted that Web Design Magic has exceeded the company's expectations and continue to work closely with them to accomplish their goals.

"It is my belief that all women and men deserve to feel beautiful and confident in their own skin. Alpha-H was founded on the promise of replenishing and rejuvenating the skin through highly active professional skin treatments"


Michelle Doherty
Director
Alpha-H
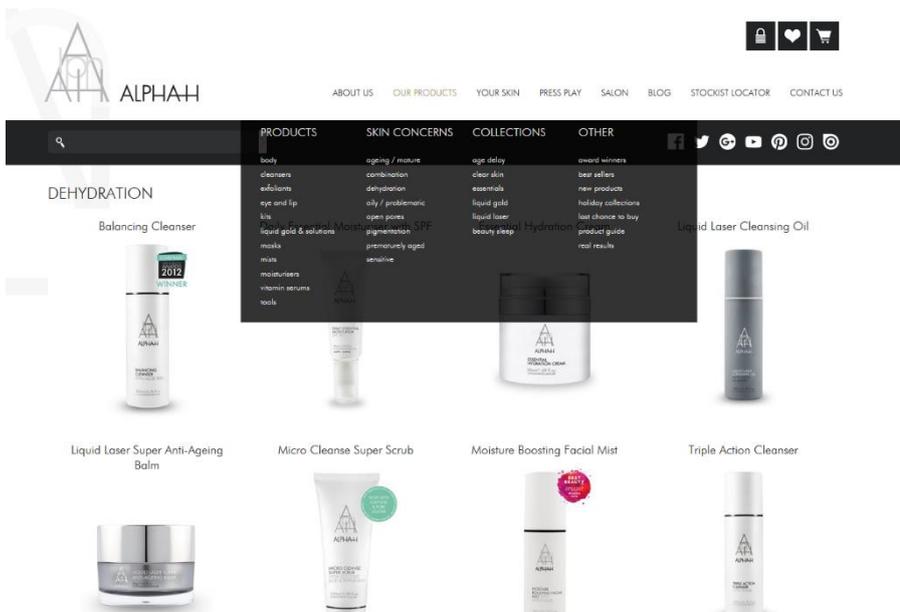
Challenges

- making sure that seasonal products were marketed to the right regions at the right time
- region-based newsletter promotion
- persona-based home page product promotions

Solution

- **Kentico Segmentation** was used to identify customers in different geographic locations. The segments were presenting different information as each country is in a different season and products are seasonal.
- Using **Contacts** and **Contact Groups** that categorise site users into the different regions of Australia, an email marketing newsletter was implemented to help with the promotion of new products.
  The contents of the newsletter varied depending on the customer's region.
- **Marketing Automation** is used to nurture the customer through the purchasing cycle and increase the chance of making a sale. Marketing Automation is also used in the abandoned cart system enticing customers to complete unfinished orders.
- **Personas** were created to identify different types of customers depending on their skin care requirements. Using personalisation variants to change the display of content and using Kentico's **Banner Management** system, it was possible to create complex homepage promotions of products.
- **Advanced Workflow** was used to automatically push news items to social media, allowing the marketing team to focus more on new and existing campaigns than time-consuming social management tasks.
- Everything is monitored using **Kentico Analytics** and **Campaign Management,** allowing the management team to ensure campaigns are bringing a return and/or require change.
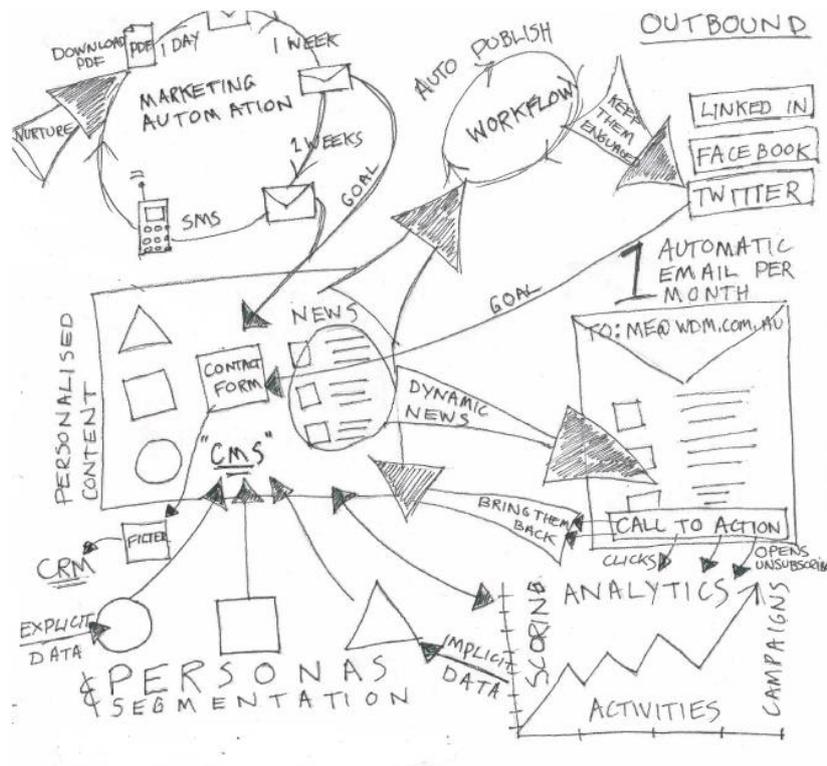
Results

Alpha-H has seen a dramatic increase in online sales and improved
efficiency in mundane processes which can be directly attributed
to the utilisation of the Kentico EMS Automation, Segmentation,
and Personalisation features. These features saved time and money.

Examples of quantifiable increases for Alpha-H include:

- 50% increase in online revenue
- an increase in average visit duration
- 20% increase in user sign-ups
- hundreds of dollars saved on development fees

Key Criteria for Choosing Kentico

Alpha-H chose Kentico as they offer local development support.
Improvements are made in all newly released versions of Kentico
and the system is really easy to use. Kentico's online support and features
met all the requirements to make Alpha-H become a global phenomenon.

Web Design Magic

Web Design Magic provides professional, powerful, reliable and robust website design solutions to enable medium and large enterprises achieve their online business objectives. We use tried and tested technology, comply with e-legislative requirements and underpin our delivery with great customer service and support.

WEB DESIGN MAGIC™
SOFTWARE & INTERNET DEVELOPMENT

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