



Improved subscriber experience delivers 230% in monthly new subscription growth.



SNAPSHOT

- **230%**
Increase in average subscriptions created per month.
- **40%**
Increase in average subscriptions per subscriber
- **28%**
Increase in average annual subscription revenue

COMPANY

Clarisonic, a L'Oreal Luxe brand, invented sonic skin cleansing in 2004 and today has sold over 10 million of its patented devices that help to reveal healthy, younger-looking skin.

CHALLENGE

Clarisonic was an early adopter of subscription services and built an in-house subscription service but was unable to realize the full potential of subscription e-commerce. Clarisonic had very little visibility into the data and had no benchmarks to evaluate program performance relative to its competitors. Its product offerings were growing, but Clarisonic did not have the technology or proven best practices to effectively convert and cross-sell subscribers.

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“OrderGroove’s seamless integration and user-friendly interface made it really easy for Clarisonic to kick-start its auto-replenishment program. The OrderGroove team has been a great partner in helping us identify quick UI changes to enhance the uptake of the program.”

Susan LaDoux, CRM Manager Clarisonic

SOLUTION

Clarisonic partnered with OrderGroove to relaunch its subscription service in 2013 after an in-depth discovery and integration phase.

Immediately, Clarisonic customers were able to subscribe to their favorite products more seamlessly, resulting in a 230% increase in average new subscriptions per month. The new subscriber experience incorporates many OrderGroove best practices and gives subscribers greater visibility and control of their subscriptions. Clarisonic e-commerce and marketing teams now have access to real-time data to better manage their e-business and subscriber relationships. To meet Clarisonic's desire to grow average order value, OrderGroove's Impulse Upsell® product was integrated into the subscription experience. With one click, subscribers can quickly add items to their upcoming subscription orders.

RESULTS

By partnering with OrderGroove, Clarisonic was able to break through the limitations of its in-house subscription program and convert more one-time buyers into loyal subscribers. So, what's next? The OrderGroove Client Success team continues to work with Clarisonic to grow and optimize its subscription service through data-driven best practices and testing strategies, and the implementation of new features to further engage subscribers.

Results calculations were based on comparing 2014 vs. 2013 activities unless otherwise noted.



Learn more about turning one-time transactions into profitable relationships.

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