

# Case Study – Helping a US beauty brand test & expand into new markets

# VEGAMOUR

## The Objective

VEGAMOUR is an LA based high-end beauty brand that produces sustainable, plant-based wellness products that draw on advances in molecular science to boost hair and scalp health. The brand, its sourcing ethics and its mission play heavily into their marketing communications.

They came to us to help them launch and expand their e-commerce D2C business and digital presence across international markets. They wanted help to understand and define which countries to tackle first and to create a rollout roadmap. As a lean and data-driven business, they wanted to see tangible outcomes and improved e-commerce performance before unlocking further investments.

## Our Approach:

### **Step 1: In-Market Research**

We conducted desk research which was focussed heavily on media insights, affinity audiences, competitor communications, competitor marketing and distribution costs. We identified six markets that we believed would index highly in terms of success and then used these as the basis for our agile testing framework.

Proposed Languages: German, French, Arabic, Hebrew, Chinese Simplified & Chinese Traditional.

### **Step 2: Digital Advertising Localisation & Media Testing**

We built localised digital advertising campaigns for Paid Search, Paid Social and Display platforms. We took a selection of key products and focused on a few core terms. We then ran a two month performance media test to generate 1st party data and understand demand, CPCs, CTRs and engagement potential with key Vegamour products.

Although the ads were localised, the landing page remained in English. This meant that conversions were impacted by the English proficiency levels of the local market. This was intentional as there is a more sizable cost associated with fully localising the website for each market, which would not necessarily pay off unless we knew the media acquisition activity was effective. Across the 2-month testing period, we continually optimised campaigns and paused two markets that were underperforming compared to the others in order to save budget and reallocate into better performing countries.

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修愈

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深渗透养  
丰盈滋润

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Market	Avg. Session Duration	Avg. Pages per Session	Duration of Converting Sessions	
			G-Search	Meta
UK	00:00:39	1.7	43 sec - 1 min	1 min - 2 min
FR	00:01:25	2.2	1 min 30 sec - 3min 30 sec	31 sec - 1 min 20 sec
HK	00:01:02	2.5	1 min - 4 min	31 sec
DE	00:01:06	2.0	56 sec - 2 min 30 sec	26 sec - 2 min
IL	00:01:01	1.7	1 min - 4 min	32 sec - 44 sec
AR	00:00:36	1.5	2 min 3 sec	1 min

## Step 3: Website Localisation

Following the test period, we were able to look at the data and build a roadmap for website localisation. We decided to localise full website content for the two best-performing languages first: French and Chinese Simplified.

When working on the website localisation project, we took a strategic and multi-methodology linguistic approach.

We created a MVP that leveraged Neural Machine Translation with Human-Post-Editing for the French website, but used a human-first localisation approach for Chinese (Simplified) as the quality of NMT in Chinese was, and still is, poor.

## Step 4: Measurement, Media Scaling & Optimisation

Once the localised websites were live, we tagged pages to understand how traffic levels changed from both paid and organic sources. We built out additional digital advertising campaigns and started to incrementally increase media spend and reach.

We then optimised media campaigns towards conversions and sales metrics, and within a 6-month period had achieved incremental revenue levels that far exceeded the total media and content investments.

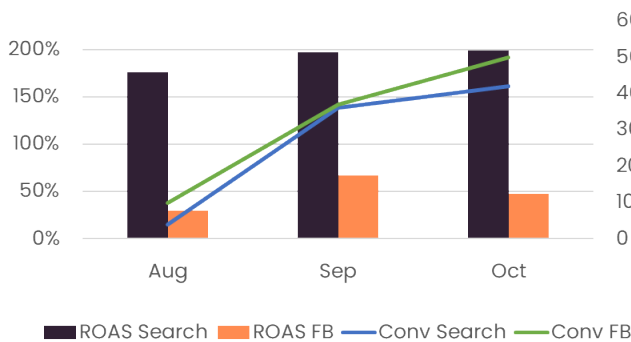
## Results

Having shown the impact of localised websites in both France (+62% monthly conversions) and China (+155% monthly conversions) as well as the ability to scale paid media acquisition campaigns efficiently, we were able to build an internal business case with the client stakeholder to unlock more localisation budget.

We then began testing more languages, including Arabic, Spanish (Mexico) and German again using an agile, low-risk, and performance focussed approach. We tested additional languages for paid media ads: French, Korea, Japanese, Dutch (Netherlands) and Spanish (Mexico).

The work in this space helped to drive incremental revenue for Vegamour, which has continued its growth as a brand, and is now driving \$100m+ in revenue a year from across the globe.

China 3 Month Performance:



France 3 Month Performance:

