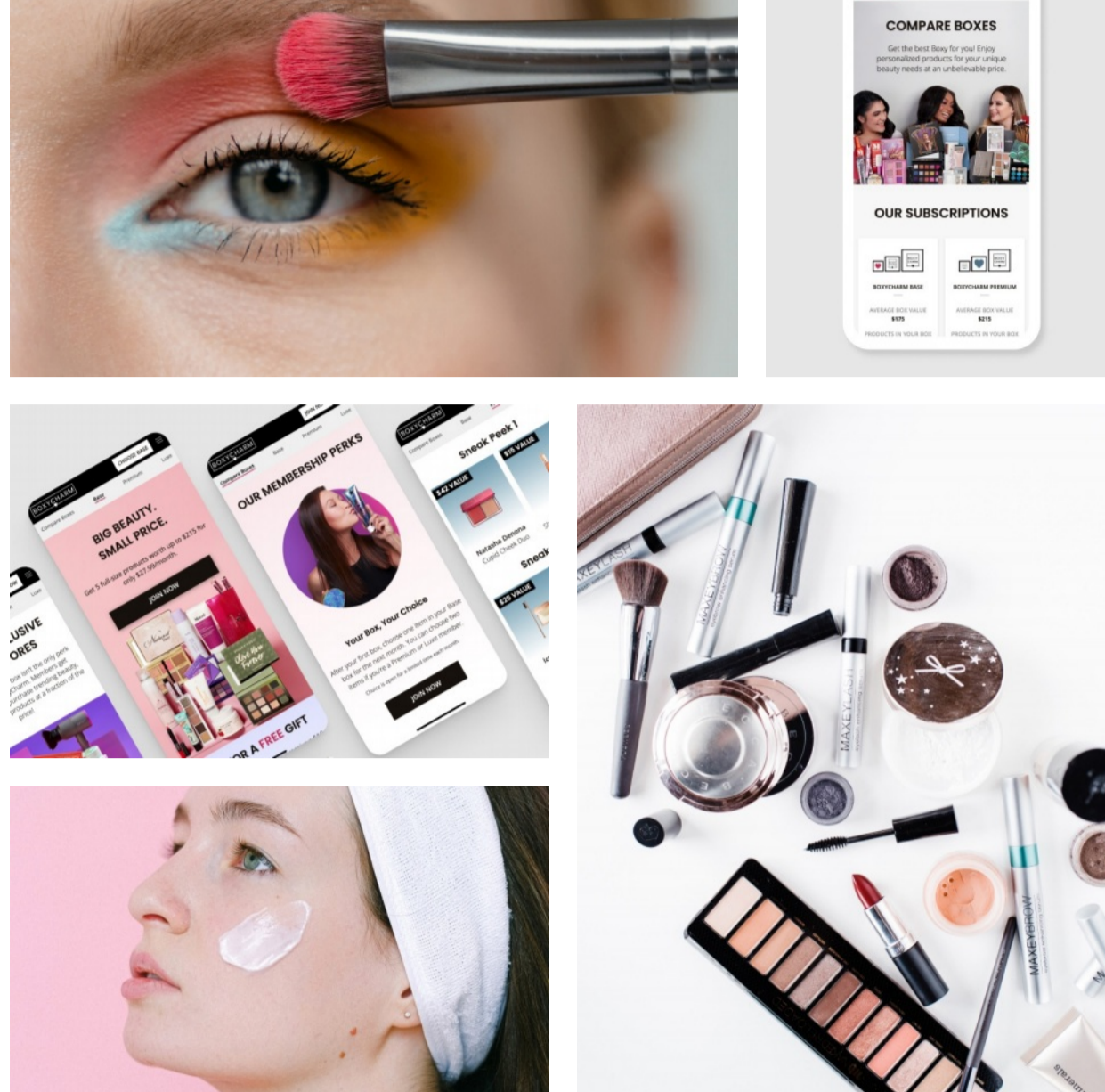


BOXYCHARM

Innovative Experiences for Truly Charming Results

Subscription Services Never Looked So Good

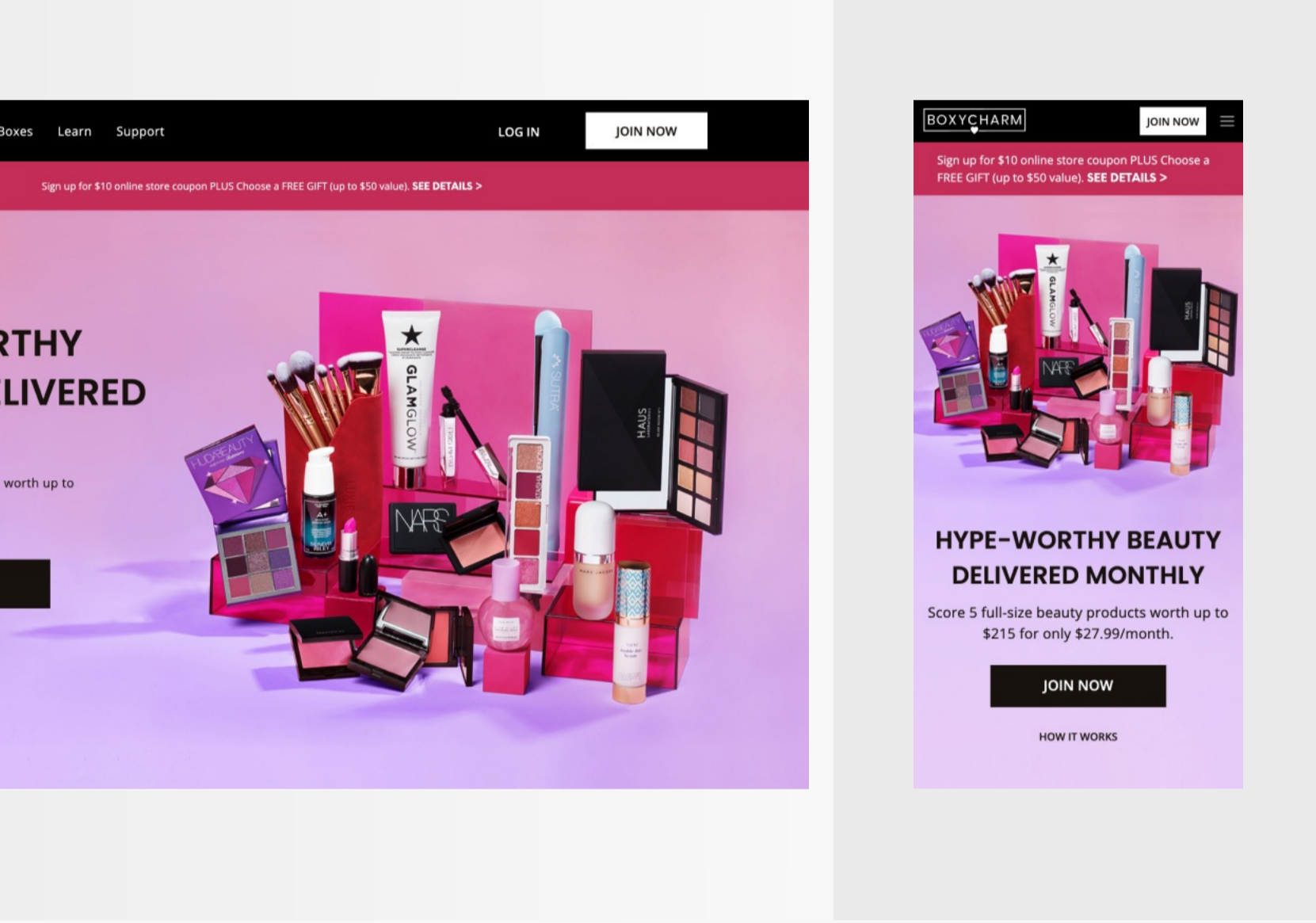
BoxyCharm brings innovation to the beauty industry with hype-worthy beauty products delivered monthly. Through an online monthly subscription model, its customers (affectionately called "Charmers") enjoy the hottest brands and incredible deals. Exclusive access to must-have products at significant savings has created a loyal customer following for the company.



CHALLENGES

Boxed in by Capacity and Capability Constraints

01 Despite fast growth, constraints with capacity and technology expertise posed challenges for BoxyCharm when scaling. Limited by resources and capability, the company needed to enlist a global commerce expert to support an ambitious, rapid-growth roadmap. A mutual connection recommended that BoxyCharm should speak to eWave.



STRATEGY

Applying a Broader Brush to Revenue Growth

BoxyCharm had seen great success with its monthly beauty-box subscription model but wanted to broaden its range of products. Additionally, the company recognised an opportunity to increase average order value and revenue by improving the UI/UX and personalising customer interactions. Automation to reduce manual processes and overheads was also a priority.

EXECUTION

Thinking Outside the Box to Accelerate Growth

eWave brought its exclusive Inside Agency model to add much-needed capacity and capability. Through Inside Agency, eWave built and managed a dedicated team of global experts who became an integral part of BoxyCharm's growth strategy. This team of 5 grew to 26 talented people who added value across UI/UX, project management, business analysis, front, project management, business analysis, front and back-end consulting and engineering, and QA.

01 The Inside Agency model was essential to enhancing the BoxyCharm online experience and helping the company reach ambitious growth goals.

02 BoxyCharm leveraged eWave's eCommerce platform expertise to thoroughly audit and recommend technical improvements while upskilling internal teams.

03 eWave also implemented cutting-edge commerce experiences to deliver an expanded product range, premium options, and enjoyable perks for BoxyCharm customers.

04 Innovative technologies brought personalisation and optimisation to the customer experience, including:

- Adobe Target to create hyper-personalised website and campaign experiences.
- Salesforce Marketing Cloud to boost marketing campaign performance.
- Akeneo PIM for more effective product management.
- Additional payment methods, including Stripe and PayPal.
- Treasure Data CDP to connect and unify the customer experience.

05 Lastly, eWave delivered best-in-class commerce experiences by re-platforming to a headless solution. This future-focused architecture allowed BoxyCharm to provide exciting, memorable customer experiences - and scale at increased speed.

SERVICES

Exceptional customer experiences

Strategy



- > Consulting
- > Technology Selection
- > Ecosystem Design

Experience



- > Campaign Management
- > UX Design
- > UI Design

Delivery



- > Commerce
- > PIM
- > Marketing Automation
- > System Integration
- > Infrastructure

Growth



- > Experience Optimization
- > Inside Agency

RESULT

Delivering the Most Charming Results

100% YoY growth

• Peak 1-day site loads of 262K users without breaking a sweat

• \$2.2 million revenue written in under 12 hours with USD\$51 average order value

Unlock faster online growth for your brand
Schedule a 30 min discovery session.

BOOK A SESSION

Next in Case Studies