

fullstory ×  younique

\$1B beauty brand, Younique, revolutionizes digital product management with FullStory

CUSTOMER STORY





ABOUT

- **Industry:** Beauty; Direct Sales
- **Company size:** Medium Enterprise
- **Use cases:** Data enrichment, Optimize DX, Dismantle silos

Founded in 2012, Younique is a peer-to-peer cosmetics company with a mission to uplift and empower women around the world. Younique uses an innovative digital-first approach in which promotion happens almost exclusively on social media, as opposed to the event-based tactics of traditional multi-level marketing companies. This emphasis on digital experience for both sellers and shoppers has led to remarkable growth in recent years and an impressive \$1B valuation.

“ FullStory has changed the way we work. We’ve gotten so much value out of the tool across teams, from our Business Intelligence (BI) team using Data Export to enrich their data models, to being able to quantify the impact of pain points on our site, to smoother communication between customer support and product. It’s been a game-changer and we love it.”



— Matthew LeGare
Senior Director of Digital Product
Management, Younique Products

Younique increases on-site conversion rates, reduces time-to-checkout, and smoothes internal communication with FullStory

Revolutionizing communication between customer care and product management teams with FullStory

Before FullStory, internal communication between Younique’s customer care and product teams lacked efficiency; troubleshooting customer pain points was overly time-consuming and many issues would slip through the cracks. Using FullStory’s integration with Slack, Younique’s main communication channel, the appropriate teams are notified in real time when a user issue arises. This capability means that issues are identified and escalated quickly, and fixes that previously took days can now happen within an hour.

Building a business case for a minor but high-impact fix to the checkout experience

The checkout experience is one of the most important elements of any ecommerce store, and confusion here can be detrimental. Younique’s product team was aware that one element on their cart page—an unclickable bar labeled “Update” that looked like a button—was causing confusion for some users, but they were unable to quantify its impact. After implementing FullStory, they discovered that the “Update” bar was one of the most highly Rage Clicked elements on the entire website, and prioritized removing it from this critical point in the buyer journey.

Monitor correlation between feature engagement and conversion

When Younique launched a new Augmented Reality site feature called Beauty Guide, which lets shoppers virtually try on makeup, they could logically assume that customers who engaged with it would likely convert at higher rates than those who didn’t. However, without FullStory, they would have struggled to precisely quantify that impact. By using FullStory to monitor Beauty Guide user sessions versus non-Beauty Guide user sessions, Younique’s team was able to find and analyze actionable metrics that are specifically tied to engagement with this feature.

RESULTS

14%

Decrease in time to checkout

Days to minutes

Decrease in average time from support ticket to fix

5+

Younique teams using FullStory regularly

fullstory