



**TWO THIRDS
DIFFERENT**

OUR CLIENT

MERLIN LASH & BEAUTY



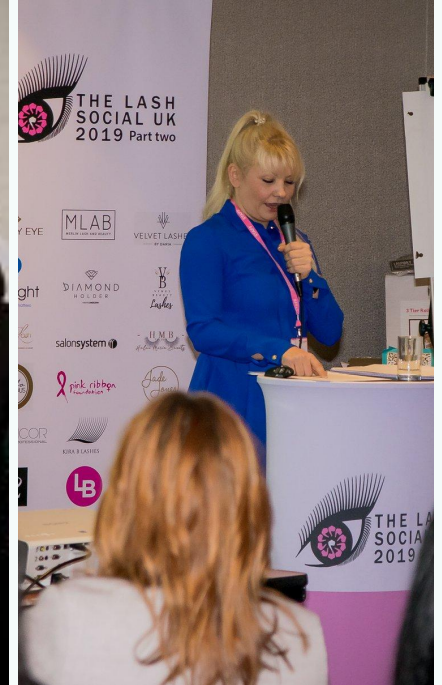
**EVERY DREAM
BEGINS WITH A LASH**

MERLIN LASH & BEAUTY

Most recommended eyelash extension supplier in the UK

Among lash artists, Merlin Lash & Beauty are the UK's number 1 most recommended professional eyelash extension supplier.

MLAB is a client with a large e-commerce store, containing multiple products and various categories. They also provide accredited training and beauty services.



THE BRIEF

E-commerce website

Website was non functional, and all communications were being handled manually

Tech Stack

Transfer their e-commerce business to a new platform, rebuilt their site from scratch, and modernised their business tech stack to lower costs and increase efficiency

Automations

Centralised customer data in a CRM and began to communicate with customers through automations using the newly centralised CRM infrastructure

WINS

The old site was non functional and costing over £800 a month in AWS fees. We cut this down to £100 in hosting and infrastructure costs. All while the client was facing high operating costs, the loss of management, and knowledge limitations for the necessary outcome



CUSTOMER JOURNEY

Training & e-commerce

Leads and clients separated into respective categories

New Leads

Internal notification sent to staff, welcome email with CTA for bookings and join the community sent to leads

New Bookings

Appointment reminder sequence set in place for new bookings

Website Contact Form

An internal notification is sent to the team with lead contact details

Course Invitations

Training course invitations are set up for new course intakes

DELIVERABLES



Enhanced
Customer return rate



Improved AOV
Per customer



Implement recapture mechanics
Abandoned Cart

READY TO CHAT?

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