



Tarte Delivers a Bold and Beautiful Digital Experience

Capgemini designs a sleek and stylish solution for the cosmetics leader

Tarte Cosmetics is an innovator in the beauty industry, offering eco-chic, cruelty-free cosmetics and hypoallergenic, vegan skincare. Since 2000, the company has traveled the world in search of the best natural ingredients for its products. Tarte's products encourage customers to "rethink natural" and never compromise the quality of their makeup for the health of their skin.

Tarte sells its full line of products at leading cosmetic retailers like Sephora and Ulta. The brand has also cultivated an industry-best social media presence with more than seven million Instagram followers and a robust influencer program. With no physical stores, Tarte wanted to create a digital experience that would resonate with its digital customers and drive long-term success for its growing brand.

HIGHLIGHTS

Capgemini Services

- Application Service
- Commerce Implementation
- Application Hosting and Support
- Digital Marketing
- Experience Design

Platform

- Salesforce Commerce Cloud

Key Integrations

- Tarte Custom OMS
- OrderGroove (Subscriptions)
- CrowdTwist (Loyalty)
- TradeGlobal
- Merchant e-Solutions
- Braintree Payments (Apple Pay and PayPal)
- Bronto
- TurnTo
- Bounce Exchange
- Pixlee
- Zmags

CHALLENGE

Over the last few years, Tarte has grown rapidly thanks to its high-quality innovative products and effective social media strategies. To keep growing, the beauty leader knew it needed to bring its brand story to life and evolve its digital experience.

The brand's previous eCommerce site was built on a custom platform that inhibited its ability to handle promotional and seasonal traffic spikes. The platform was also unable to support international business initiatives. Tarte's core foreign markets – the Middle East, UK, Australia, and Europe – drive considerable traffic and sales, but the brand could not personalize its shopping experience for these international customers.

Buying cosmetics is a very personal and interactive experience, and Tarte's website did not align with the brand that customers know and love. Clashing colors, inconsistent product imagery, and a complex online shopping process hindered conversion. On top of this, Tarte's mobile experience was missing the mark. More than half of the brand's core demographic site traffic comes from mobile devices, but nothing about Tarte's experience was optimized for mobile shopping. Despite the traffic, mobile engagement and conversion severely lagged behind other digital channels.

Tarte envisioned an all-new site that would embody its strong brand identity. Guided-selling tools and searchable, premium content would encourage visitors to shop, and mobile-first design would ensure that they received the same immersive experience on any device. Realizing this ambitious vision called for a strategic partner with an established industry track record and deep technical expertise.

SOLUTION

Capgemini's deep platform experience, award-winning design team, cutting-edge technical expertise, and holistic approach made it the perfect partner to bring Tarte's digital evolution to life.

Capgemini worked with Tarte to gain an intimate knowledge of its brand, customers, and business, and used this information to design an all-new, on-brand digital experience. Tarte's refined palette and messaging immerses shoppers in the brand's

mission and products. Responsive design and a mobile-first approach ensure that mobile shoppers receive an engaging, seamless, and easy-to-use experience on any device.

Design experts defined new product image standards and totally restructured product detail pages, allowing shoppers to interact with images, color smears, user-generated content, and ratings for every product. Capgemini built a unique page for Tarte's most popular content – makeup tutorial videos – enabling visitors to search for relevant videos and go straight to product pages from the content.

To further personalize the Tarte shopping experience, Capgemini custom-built the Shade Finder guided selling tool. Shoppers match their skin tones and undertones to models in real-time, and are presented with products personalized for their exact needs.

After designing the all-new Tarte experience, Capgemini built and implemented the site on the Salesforce Commerce Cloud platform. Commerce Cloud's scalability ensures that Tarte's engaging, on-brand experience can perform during seasonal traffic spikes and grow along with the business. Master architecture allows Tarte to easily generate, launch, and manage new sites as the brand continues expanding overseas.



It was critical to work with a partner that could understand our growing business and address all of our needs. From web design to post-launch service, Capgemini has been that partner.

Stephanie Urban

Vice President, Digital Marketing & eCommerce at Tarte Cosmetics

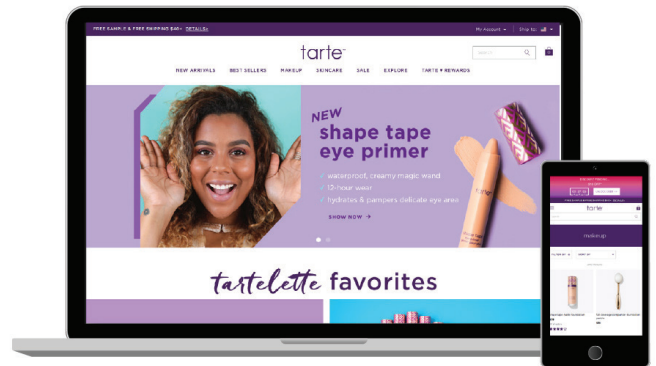
Numerous integrations help power the new Tarte shopping experience. The company's internal OMS and TradeGlobal's supply chain management solutions create a cross-border commerce system allowing Tarte products to be purchased in 190 countries around the world. Pixlee enables the site to leverage high-quality user-generated social media content, and new loyalty (CrowdTwist) and subscription (OrderGroove) integrations allow Tarte to interact with customers in more ways than ever before.

OUTCOME

Tarte's digital transformation has been a resounding success. The stunning new site captures the fun, natural spirit of the brand and immerses shoppers with an industry best eCommerce experience, driving significant revenue growth since launch.

Built on Commerce Cloud, the new site continues to drive operational efficiencies for Tarte. Faster load times and improved stability during key promotions have allowed for stronger conversion across all devices. Order management and content deployment is easier than ever thanks to key integrations. Tarte was even able to quickly launch a specific EU/UK site to more easily manage differences in tax calculations.

The new site was recognized by L2, a prominent business intelligence firm, which ranked Tarte number two in its "Digital IQ Index: Beauty." Tarte was also the first independently owned brand to be ranked in the Genius class by L2.



About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion (about \$15.6 billion USD at 2018 average rate).

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