



SELFOLOGI GETS GREAT TREATMENT FROM AMPLIENCE

Amplience & selfologi



Overview

selfologi is a comprehensive destination for cosmetic treatment. It allows customers to learn about and compare treatments before they make a choice and book online. The platform also enables clinics and practitioners to manage and promote their services directly to customers, schedule bookings and take payments.

Launched in March 2022 in the UAE, selfologi has been likened to Shopify for cosmetic treatment. Its aim is to provide a cohesive, informative and easily navigated journey through the myriad of treatments that are available to the customer. And connect them directly with the right clinic. Being able to deliver this digitally was a matter of finding the right technology.



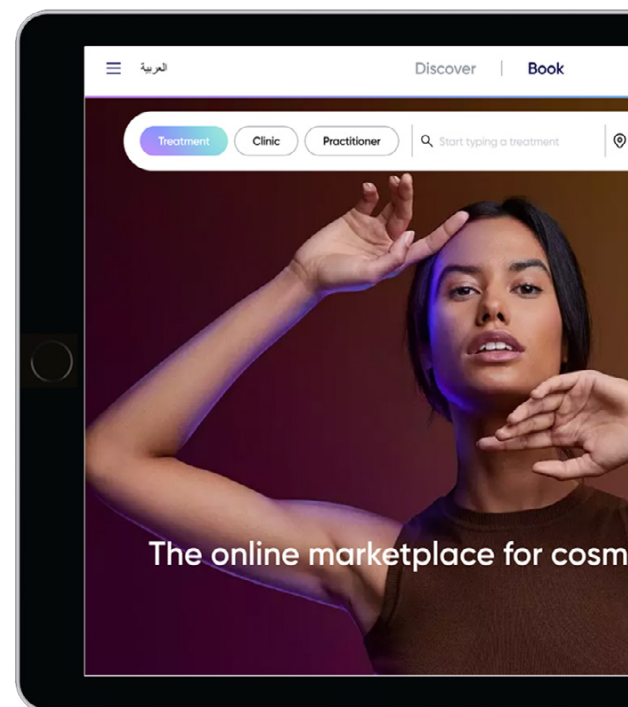
The Challenge

Cosmetic treatment is an extremely fragmented market with high search volumes. Customers were struggling to find a single source of truth that would answer their many questions, let alone book treatment. If they wanted laser hair removal, where could they go? If they were interested in fillers, who could they trust? The plethora of websites with varying degrees of quality, authenticity and credibility only made the search more complex and unsatisfactory.

selfologi recognised that, while the cosmetic treatment market was advanced, the industry's highly qualified practitioners who are using state-of-the-art technology and techniques were not adequately reflected online. This meant building a modern eCommerce platform combined with a full B2B (business to business) ecosystem that would serve both customers and practitioners to help solve some of these key challenges:

KEY CHALLENGES

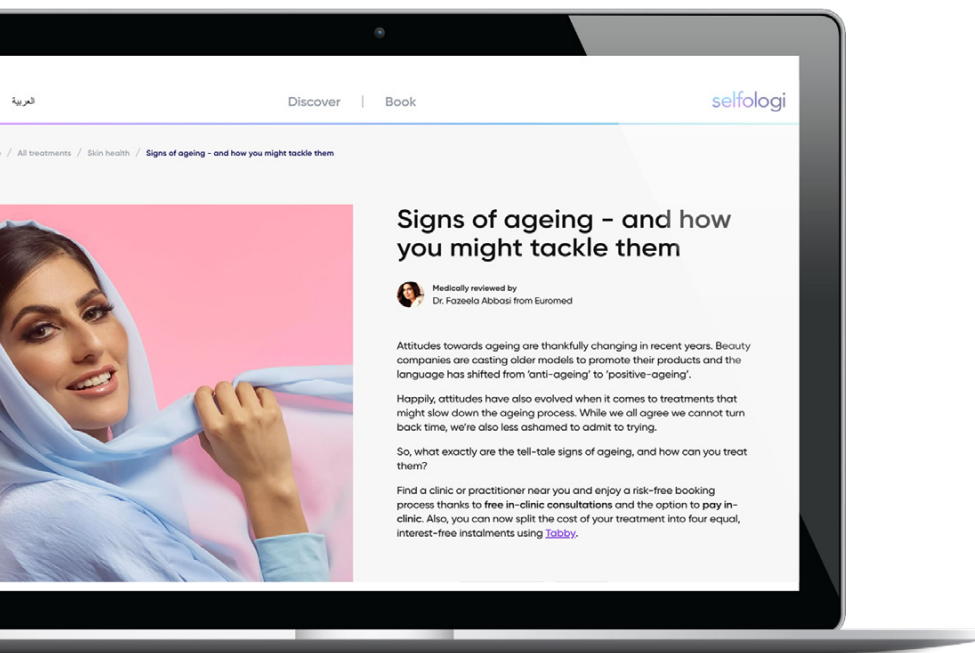
- Finding a technology stack that could deliver agile content management, eCommerce tools and functionality plus site search and recommendation
- The selfologi site was designed to sell third-party products, so it had no direct control of supply chain or logistics and needed a system that could cater for SKUs (stock keeping units) it didn't know existed
- The B2B element of the site needed to allow for clinics to manage their calendars, available hours, bookings, pricing, discounts and payments
- Matching the huge scope of the project with a pragmatic, flexible plan



The Solution

With recommendations from systems integrator Grid Dynamics, selfologi chose Ampliance to help it drive the core of its new online experience – the content hub. Using Ampliance’s unified platform for commerce content, which includes Dynamic Content, Dynamic Media and Content Hub, selfologi was able to take advantage of a hierarchies feature in Ampliance to create a dynamic sitemap and frontend navigation. This allowed the company to quickly build its offer and soft-launch the site in October 2021. selfologi was, in effect, given a kick-start to grow an audience, generate leads and build rankings in Google before the official launch the following March.

The headless CMS from Ampliance allowed selfologi to quickly achieve its ambition to be a truly accessible, user-friendly, editorially-driven and educational consumer platform. Images, videos and analytic workflows could be easily developed by the company to create smart product pages designed to deliver outstanding customer experiences.



The structured content is linked to the commerce experience powered by commercetools, with all written content directly linking to the marketplaces so customers can view, select and book from the list of clinics and practitioners offering treatments. All clinics, practitioners, treatments and prices have been indexed and made available using Algolia to link to eCommerce content in commercetools and CMS (content management system) content supported by Ampliance.

To drive the customer marketplace, a bespoke B2B platform was built to provide an easy to use interface for clinics and practitioners. This allows them to manage all aspects of presenting their treatments and managing bookings through the selfologi platform. Grid Dynamics built a pre-defined and structured product taxonomy which guarantees standardization of product terminology for customers, but also enables thousands of treatment variants to be offered.

How Amplience Made The Difference

Content was the central pillar in helping selfologi to achieve its ambitions to be an educational hub that could answer questions and steer customers to the right provider for their cosmetic treatment needs. Amplience's ease of use allowed selfologi to efficiently manage its images and content. And adapt quickly once the site went live.

By being able to access a consolidated process from creation to delivery, selfologi could try new approaches and test them quickly, so it can now deploy changes multiple times a week. This has been essential to how the platform has evolved as it responds to both customer and practitioner feedback.

“We have developed our online brand quickly and successfully based on the structure of our site and how technically well-supported it is. It's partly strategy and planning but it's the tech stack that allows it to happen.”








selfologi

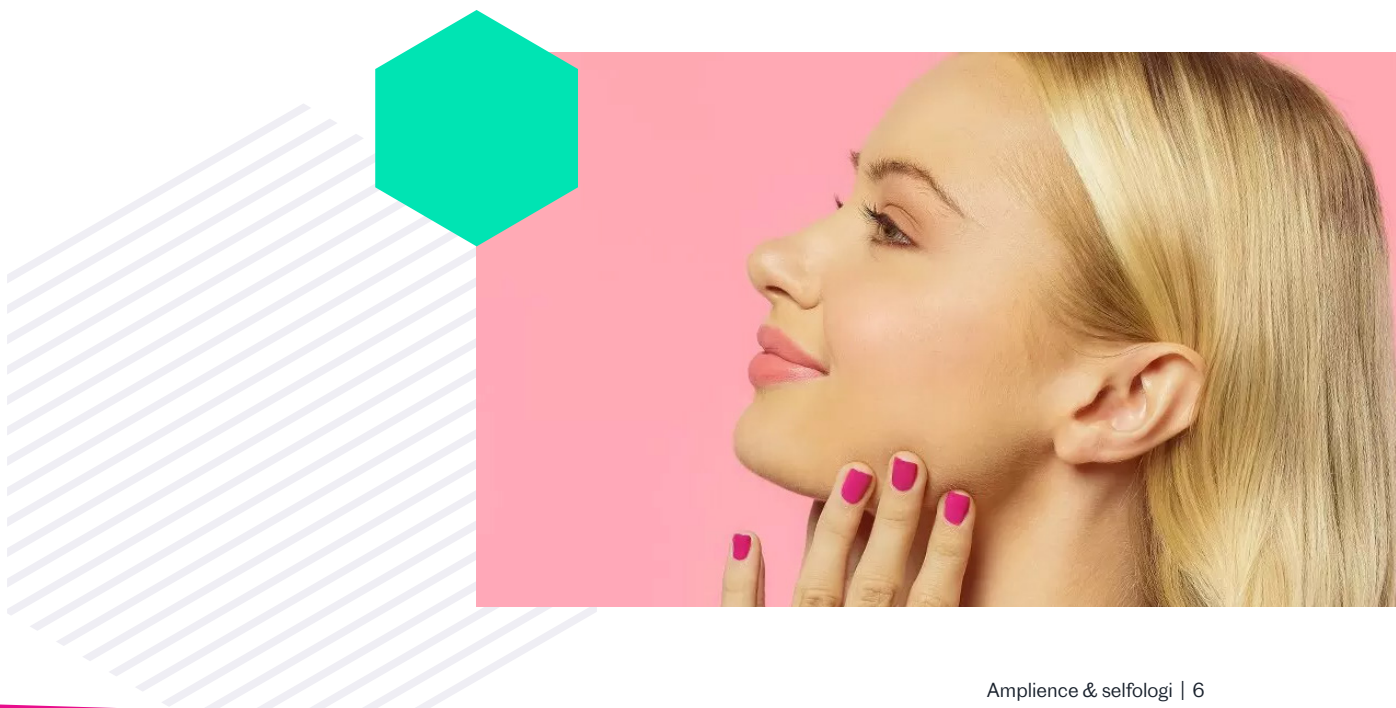
Amplience has become an essential element in the structured taxonomy of selfologi. From day one, all SKUs and products were categorized consistently so they could be linked to content via Amplience through APIs (application programming interface). This joined up experience means that customers can see an article in Arabic on hydrafacials, for example, select to translate it into English and then link to the relevant treatments from practitioners listed on the site, before making a booking.

While selfologi could have opted to use a monolithic commerce system - which would have allowed it to enhance its new site - it acknowledges that, by using a MACH (Microservices-based, API-first, Cloud-Native and Headless) approach, it has had the flexibility to iterate rapidly and be efficient at scale.

Since March 2022 product deployments have averaged twice weekly, while multiple enhancements such as ratings and reviews, new product page designs, product structure, new checkout journey, buy-now-pay-later, a new search results page design and B2B platform performance enhancements have all boosted site performance.

The Results

-  selfologi has grown from a start-up online brand to appearing in millions of searches since it went live, thanks to its content-led approach with Amplience
-  From initial discovery to launching the first phase of the site with a content-led approach took just seven months. This accelerated lead generation ahead of the commercial launch and maximised SEO optimisation
-  The ability to build a new audience from scratch, deliver an outstanding customer experience and support a B2B commerce offer is due to the fully composable approach of the tech stack deployed at the start
-  The features within Amplience have allowed selfologi to focus on presenting content that helps customers to get answers to their cosmetic treatment questions and connect them with practitioners they can trust
-  Daily changes - including small features, large features and feature toggles - have kept content constantly fresh and engaging
-  Streamlined processes allow the development team to progress with multiple workstreams, test and go live smoothly and without delay
-  The success of the site has driven triple-digit rates across key eCommerce metrics and allowed customers to confidently book cosmetic treatments online for the first time



Next Steps

For now, selfologi is focused on building its brand presence and proposition in the UAE (United Arab Emirates) and will launch in Saudi Arabia later this year. The longer-term plan, however, is to take it globally over the next two to three years. This is why it was built from the start as a global platform.



Amplience powers digital-first brands and retailers with the freedom to do more. Our low-code CMS, DAM and Digital Experience Management platform allows more than 350 of the world's leading brand teams to manage content, not code. The result is a rapid ROI for our clients who are delivering data and insight-driven customer experiences that drive deeper, more valuable customer relationships. Amplience supports the industry's transition to Microservice, API-first, Cloud and Headless (MACH) technologies, is MACH certified and an executive member of the MACH Alliance.

Named a Strong Performer, Amplience was recognized by Forrester in The Forrester Wave™: Agile Content Management Systems (CMSes), Q1 2021 report with the highest possible scores attained in the criteria of decoupled delivery, deployment and system performance, components, and marketplaces.

Powering customer experiences for the world's most innovative brands, Amplience's customers include Ulta Beauty, Coach, GAP, Crate & Barrel, Harry Rosen and Missguided.

Experience FREEDOM



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