

Fashion & beauty platform
Purple used CustomerGlu
to improve their **sale
revenue by 4X**

Key Features Used

- Scratch cards
- Spin the wheel
- Memory games
- Slot machine



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We have seen a **4x uplift** in conversions against the previous sale, Engagement has been pretty good.



Neha Malhan

Director of Retention | Purple

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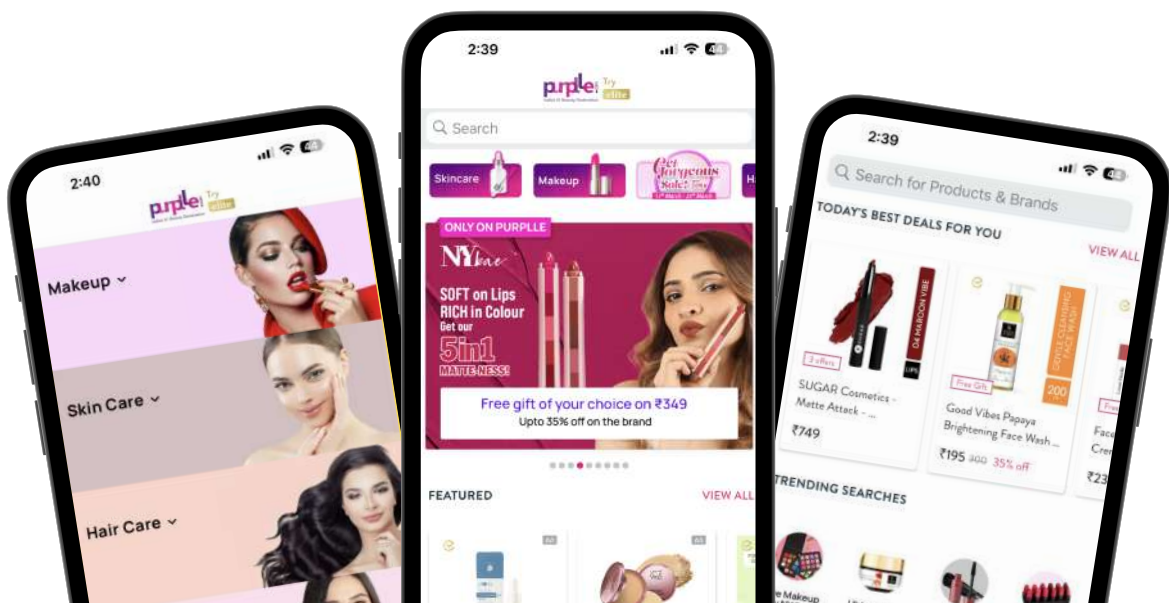
About Purplle

Purplle is one of India's leading fashion and beauty commerce companies, housing **over 650 brands and 300+ beauty-specific sellers**. Founded in 2011, Purplle has established itself as a trusted name in the Indian beauty industry, catering to the needs of millions of customers across the country.

At Purplle, customers can find an extensive selection of makeup, skincare, haircare, fragrance, and personal care products, all of which are carefully curated by beauty experts to ensure the highest standards of quality and authenticity. The platform also offers a range of beauty services, such as salon appointments, virtual try-ons, and personalized consultations, to help customers find the perfect products that suit their individual needs and preferences.

What sets Purplle apart from its competitors is its commitment to providing affordable, accessible, and inclusive beauty solutions to all. The platform offers a range of budget-friendly options without compromising on quality and also prioritizes diversity and inclusivity in its product offerings and marketing campaigns.

Overall, Purplle is a one-stop shop for all things beauty, offering a seamless and personalized shopping experience that caters to the unique needs and preferences of every customer.



Objective

Purplle has a monthly limited-time sale campaign where they give great deals and discounts on their products. When they partnered with CustomerGlu, their objective was to **drive more traffic to their platform, increase engagement, and ultimately drive more sales.**



Why did they pick CustomerGlu ?

Purplle needed a platform that could help them **launch their gamification experiments very fast, and without bringing in developers** into the mix.

They wanted a platform that gave them a **no-code builder** and allowed them to **run multiple experiments quickly.**

400%

Increase in
sale revenue

8.8%

Increase in
purchases and
add to cart

33.2%

Increase in
View cart and
add products

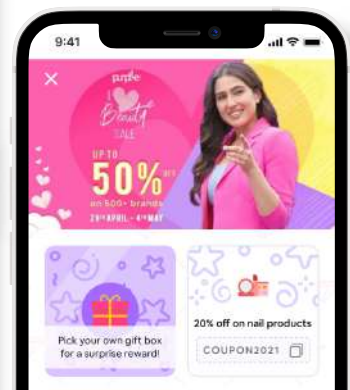
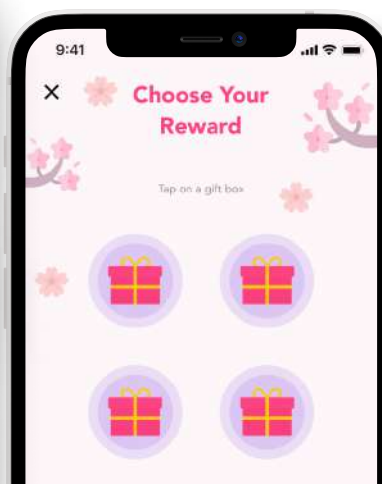
The Results

The gamification strategy proved to be a huge success for Purple, achieving remarkable results during the sale campaign.

The platform witnessed an **8.8% increase in add-to-cart and purchases** as customers were more motivated to make purchases and take advantage of the exclusive discounts and bonuses.

View cart and add products increased by 33.2% as customers spent more time on the app and completed more actions than before.

The gamification elements also drove more sales and revenue for Purple and they saw a **400% increase in sale revenue**.



Want to be our next success story?

Sign-up for a free demo with our gamification expert to understand how you can leverage CustomerGlu to drive retention and engagement for your platform.

[Sign-Up](#)