

# Global Cosmetics Brand Scales Digital Commerce and Personalization with FirstHive CDP



A leading global consumer goods enterprise, best known for its high-end skincare and cosmetics portfolio, sought to extend its luxury retail experience into the digital realm. The brand aimed to build an immersive online storefront that mirrored its offline prestige, while unlocking direct customer engagement and new revenue streams.



## Result Metrics

### What Success Looks Like with FirstHive

It’s not just automation – it’s intelligent engagement at scale

14%

Conversion Rate on the newly launched digital commerce store

2.5x

Increase in Daily Web Traffic via personalized, multichannel campaigns

Improved

Repeat Purchases, driven by churn prediction and targeted reengagement

*“With FirstHive, we didn’t just build a store—we built a living, intelligent brand experience. Every visit is now a personalized journey.”*

– Head of Digital Transformation, Global Cosmetics Brand

## Business Challenges

Despite strong brand equity and a loyal customer base, the company faced critical digital hurdles:

- **Limited Online Engagement:** The brand’s existing digital touchpoints lacked personalization, resulting in low engagement and underutilized marketing efforts.
- **Disjointed Customer Journeys:** Customer data was fragmented across marketing campaigns, offline purchases, and digital interactions—making it difficult to deliver unified messaging.
- **Lack of Flexible Infrastructure:** Existing e-commerce capabilities were insufficient for high-volume traffic, product catalogue complexity, and end-to-end fulfillment.
- **No Data-Driven Targeting:** Without behavioral insights, the brand could not proactively retain or upsell to online visitors or loyal offline buyers.

## Business Impact

By transitioning to FirstHive’s CDP-powered digital commerce infrastructure, the brand achieved:

- **14% Conversion Rate** from the newly launched digital store
- **Thousands of daily website hits** generated through personalized campaigns
- **Higher Customer Retention**, driven by churn prediction and timely re-engagement triggers
- **Upsell and Cross-sell Lift**, powered by dynamic basket analysis and tailored product recommendations
- **Consistent Brand Experience** across all digital touchpoints, improving customer satisfaction and repeat visits

This transformation highlights how FirstHive’s CDP and AI capabilities enabled a traditional luxury brand to evolve into a data-driven digital powerhouse. By merging seamless commerce with intelligent automation, the brand unlocked deeper customer relationships, measurable sales growth, and a scalable foundation for future product lines and markets.

## Solution Provided by FirstHive

To help the brand scale its digital commerce and drive deeper customer engagement, FirstHive deployed a white-labeled e-commerce storefront integrated with its AI-powered Customer Data Platform (CDP). This unified platform enabled real-time insights, personalized engagement, and consistent experiences across all digital touchpoints.

### Unified Digital Commerce Infrastructure

FirstHive laid the foundation for a seamless commerce experience by integrating storefront, logistics, and service layers into a cohesive ecosystem.

- White-labeled storefront reflecting the brand’s luxury aesthetic and optimized for mobile and desktop.
- Integrated Order Management System (OMS) for seamless logistics, returns, and fulfillment.
- Connected customer service and sampling channels to support end-to-end journey management.

### Intelligent Campaign & Engagement Automation

To deepen engagement and boost campaign ROI, FirstHive enabled intelligent automation across all outreach channels.

- Omnichannel marketing via SMS and email, triggered by real-time behavior and transaction data.
- AI-driven personalization, including:
  - Tailored product recommendations
  - Dynamic basket analysis for promotions
  - Churn prediction and automated re-engagement

### Scalable Data & Activation Layer

To ensure precision and agility, FirstHive unified and activated customer data in real time across all systems.

- Real-time data ingestion from browsing, purchasing, and campaign interactions.
- Automated cohort creation for segmentation and targeting, eliminating manual effort.
- User enablement across CRM, digital marketing, and fulfillment teams with dashboards and campaign tools.