

Search Insights Appointed to Handle Activeskin

Sydney based independent digital marketing agency Search Insights has been appointed to handle SEO, Social Media advertising and SEM for <https://www.activeskin.com.au/>

Billings are undisclosed and the incumbent was Amblique.

Activeskin is Australia's premium destination for professional and luxury skin, makeup, body and hair brands. The company also operates Activeskin Salon where patrons can treat themselves to an array of services including facials, peels, IPL photorejuvenation, IPL hair removal, injectable services and makeup applications.

The company's online store launched in 2006 and has thrived as an online retailer stocking over 60 brands and 5,000 products.

Search Insights prepared a full digital marketing strategy coupled with an ecommerce data science project to provide a level of clarity to the business on the best way to grow.

"Several insights into the customer lifetime value and lifecycle stage analysis lead us to new conclusions about the ideal marketing mix for the business and KPI metric for the future growth to be benchmarked against," said Jay Wright, Director Search Insights.

"This level of data science and strategic planning are unique in the marketplace for ecommerce digital marketing agencies and lead to our appointment," he added.

Commenting on the appointment, Yvette Wyeth, Director and Founder of Activeskin said: "I'm really excited to be partnering with Search Insights to cement Activeskin's position as the beauty experts in the online skincare and cosmetics space."

This latest gain follows the agency's recent win of fashion brand, Cooper St.

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