



TOUCHCODE

CASE STUDY

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# SMASHBOX



# Increasing Customer Lifetime Value with Exclusive “How-to” Content



## THE CHALLENGE

Estee Lauder’s Smashbox brand wanted to launch an experiential marketing campaign aimed at increasing product usage, raising awareness of additional products and increasing customer lifetime value among consumers who purchased the brand’s products.

Smashbox’s campaign involved teaching consumers how to apply makeup techniques that professional makeup artists use to create different looks. The campaign was called “Shape Matters,” and focused on three core areas: Face, Brow and Eye.

# THE TOUCHCODE SOLUTION



1,300%

INCREASE IN WEBSITE  
ENGAGEMENT

Integral to the campaign was Touchcode's conductive ink solution. With minimal disruption to the manufacturing process, Touchcode printed an invisible code on a small card that was included in the product's packaging. The card included promotional copy inviting customers to watch exclusive online video tutorials where they could learn professional makeup tips, helping to drive brand loyalty.

Because the code was invisible to the consumer, it did not interfere with the graphic design or copy on the card. Consumers simply typed a short URL into their mobile device, then touched the "connected" card to the screen to unlock the content.

23%

ACTIVATION RATE



50%

RETURN USERS

## THE RESULTS

Over three million cards were deployed within a 12-month period, yielding a 23% activation rate with a return user base of 50%.

Additionally, by incorporating Touchcode's connected card into its marketing mix, overall engagement time for Smashbox's website increased from an average of 30 seconds to 7 minutes per user.



# TOUCHCODE

## Ready to Innovate?

We'll show you the way. Get in touch to learn how Touchcode's connected packaging solutions can help you deliver digital experiences your consumers will never forget.

[WWW.TOUCHCODE.COM](http://WWW.TOUCHCODE.COM)

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