

Charlotte Tilbury

TURNING MAKE UP ARTIST ADVOCATES INTO VALUABLE AFFILIATES

Charlotte Tilbury is one of the world’s fastest growing beauty brands and some of its most loyal users are top makeup artists. In order to magnify this affinity via digital, and reward these superfans, the company created the Magic Makeup Stars program. This performance marketing program exclusively for leading makeup artists gives them VIP brand access and compensates them for every new customer they drive. This transformation of the traditional brand referral program sparked huge interest and differentiation and has quickly grown to account for 13% of total partnership revenue for the company.

11% CLICK-THROUGH TO SIGN UP RATE

With the program continuing to add Magic Makeup Stars

13% INCREASE IN REVENUE

vs traditional affiliate program within four weeks of launch

91% REDUCED CPA FOR CAMPAIGN

compared to average affiliate programs

1217% CAMPAIGN ROAS

Magic Makeup Stars is Born

Magic Makeup Stars Program launched in 2019 as an extension of the Pro Artistry Program targeted to professional makeup artists. Magic Makeup Stars is designed to differentiate Charlotte Tilbury Beauty in the industry by inviting popular makeup artists to work as advocates for the brand and attract high-value new customers. This program originated from a referral campaign for makeup artists to have first access to new product releases, but Magic Makeup Stars transformed it into a performance marketing initiative that gave these makeup professionals a financial stake in the brand’s success.

To enable precision tracking and program automation, Charlotte Tilbury leveraged the Partnerize Platform to track and redeem offline coupon codes distributed by the artists to their clients. Previously, the brand had been unable to track or identify referrals through the partnership channel. Initially launched with 20 top professions, there is plans for rapid program expansion to 6000 pro artists in the UK and 17,000 artists worldwide.

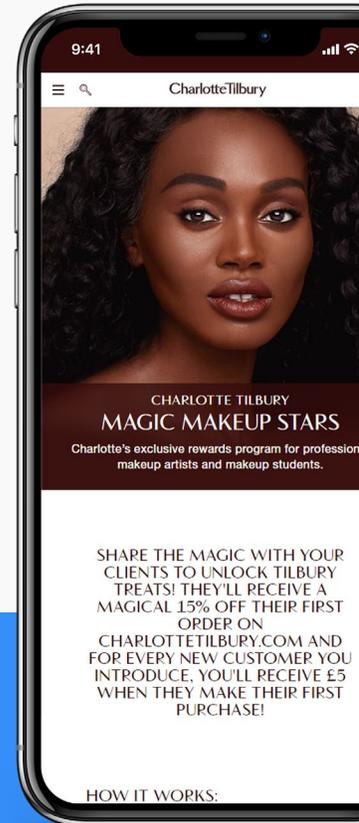
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MAGIC MAKEUP STARS

Unleashing Brand Influencers

Charlotte Tilbury Beauty recognised that its makeup artists were unlikely to be familiar with a performance marketing program or technology. The brand worked in tandem with Partnerize to quickly launch a unique campaign to communicate with and bring the artists into the Magic Makeup Stars program within 4 weeks. Partnerize and Charlotte Tilbury Beauty leveraged built-in email automation tools to develop and deliver direct email communications to the individual influencers.

Performance metrics for the program were outstanding. Magic Makeup Stars boasts 11% click to join, and now accounts for 13% of the brand’s partnership revenue. That figure is growing steadily as more artists sign up. The program delivers a 97% lower CPA for new high value customers and delivers an ROAS of 12:1. Just as important, the program enhances the Charlotte Tilbury brand through its connection to the best cosmetics artists in the world!

With the Partnerize technology enabling Charlotte Tilbury Beauty to track each unique code, issue a commission and collect individual influencer referral data, program success was immediate and feedback from the artists has been outstanding. **Here are a couple of the rave reviews:**



"I love Charlotte Tilbury products. I always recommend them to my clients because I truly believe in them myself as a professional makeup artist. I like that the Magic Makeup Stars program makes me feel unique and that I can offer my clients special deals and earn commission!"

Model Makeovers

"It's a pleasure working with Charlotte Tilbury as a professional makeup artist. The company is investing in my business, giving me the tools to be successful and helping me build my career. The Magic Makeup Stars programme has been an easy way to earn commission and be an advocate of the brand."

Amazing Grace Hair & Makeup Artist

ABOUT PARTNERIZE

Partnerize is the leader in partnership management technology. The AI-powered Partnerize Partnership Management Platform delivers data-driven intelligence and industry-leading management tools that are essential for materially improving ROI from this fast-growing sales channel. The world's leading companies, including 63 top retailers, 12 international airlines, 10 of the largest telecoms, and hundreds of other global brands rely on Partnerize's platform to drive and manage more than \$6B in partner sales and \$500M in partner payments every year. For more information on how Partnerize can grow your partnerships and business, please visit partnerize.com