

# + *cult* **BEAUTY** sees a **30% boost** in conversion rates after re-platforming to **Ingenuity**

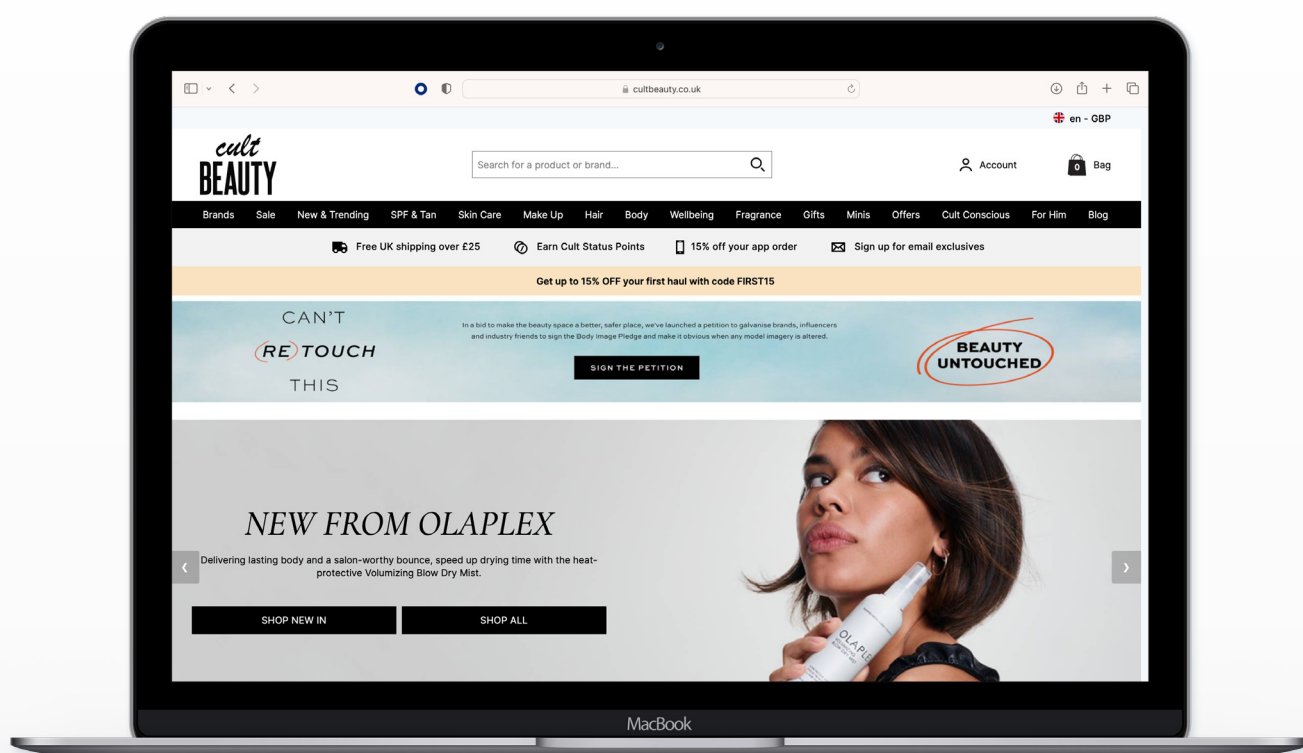


The successful 10-week migration allowed Cult Beauty to experience first-hand the ease of switching ecommerce platforms. The UK-native online beauty reseller not only avoided disruptions during the re-platforming, but also completed the migration to Ingenuity's solution at speed and with immediate results.

In addition to a 6% increase in AOV and a 36% decrease in page load time, the platform makeover resulted in a 30% boost in conversion rates.

Cult Beauty was able to reap the benefits of Ingenuity's DTC solution on Black Friday, the period when ecommerce businesses are challenged the most.

Following the transition, the cosmetics brand experienced substantial growth in web traffic and a subsequent sale of 11,500 units of its advent calendar in two hours on one of the busiest shopping days. The resilience of the Ingenuity platform ensured trading success and a positive customer experience.



# 10

weeks to  
re-platform

# 6%

increase  
in average  
order value

# 30%

boost in  
conversion rates

# 36%

quicker page  
load time



Discover how your ecommerce business can meet and exceed its growth ambitions by switching to Ingenuity's complete commerce platform [here](#).