



# DERMSTORE

## reduce ecommerce providers from 30 to ONE with Ingenuity

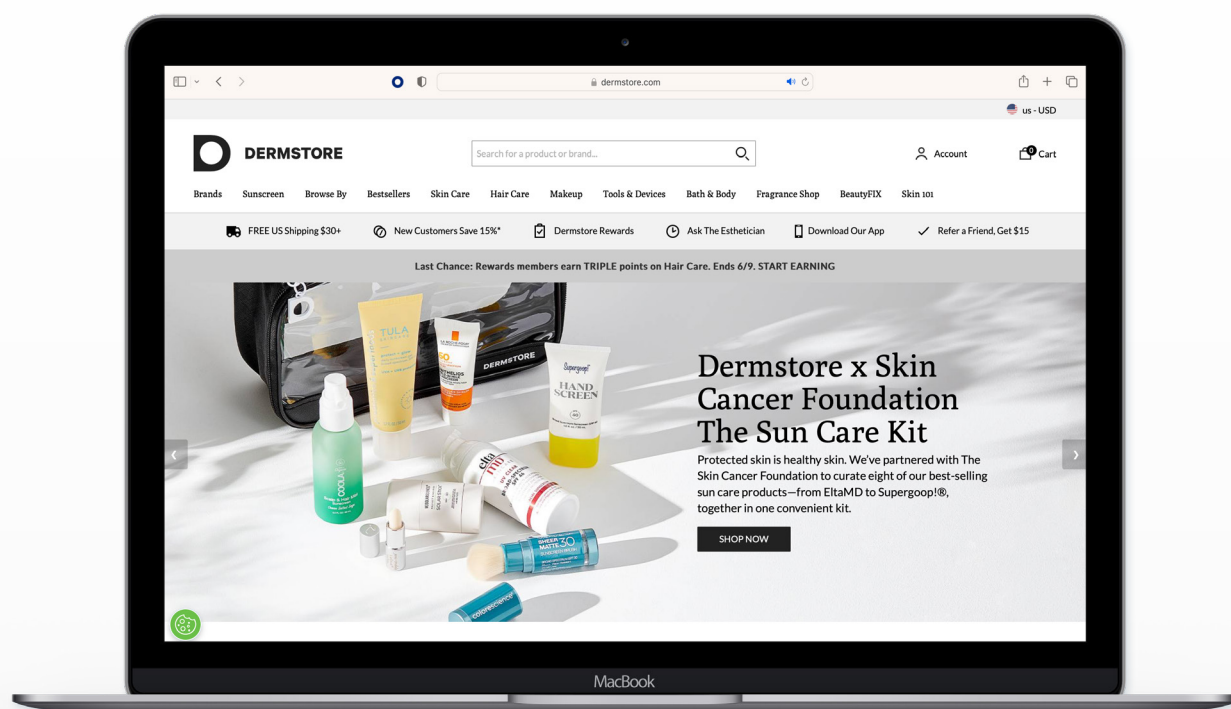


In 2021, US skincare brand Dermstore re-platformed to the Ingenuity solution, embracing the complete commerce offering to simplify their approach to digital commerce and gain efficiencies.

Re-platforming in five months, Dermstore was able to migrate to the Ingenuity solution with little-to-no impact on its performance, and immediately saw meaningful benefits such as a reduction in chargeback rate from fraud from 3% to 0.1%.

In re-platforming, Dermstore reduced its ecommerce relationships from over 30 providers to just one.

Since re-platforming, Ingenuity has enabled Dermstore to continually attract younger and more affluent audiences to the professional skincare line and through platform enhancements delivered consistent 20% growth in basket size and order frequency.



# 1

complete commerce provider in Ingenuity

# 5

months to re-platform

# x3

growth in younger, more affluent audiences

# 20%

growth in average order value



Discover how Ingenuity can simplify your approach to digital commerce and accelerate brand growth today: [www.thgingenuity.com/contact](https://www.thgingenuity.com/contact)