



## > Introduction

Julep (julep.com) is the world's fastest-growing omnichannel beauty brand. Taking a social approach to product development, the company launches more than 300 Julep-branded, toxin-free nail, color cosmetics, and skincare products each year. By infusing "tech startup DNA" with the latest beauty innovations, Julep brings products to market 10 times faster than traditional beauty brands.

We caught up with Mary Lee Picatti, IT project manager at Julep, regarding her company's experiences using Worldpay for their payments processing.

Julep was founded in 2007 as a brick-and-mortar nail parlor business. We started with one parlor

and eventually expanded to four in the Seattle metro area. In late 2011, we reinvented ourselves and shifted our focus to eCommerce. We offer a monthly subscription program that consists of three tiers: Maven, My Maven, and Maven Luxe. Maven offers five beauty boxes curated to the specific style profile of our customers at a \$20 per-month price point – but members can also order additional items. My Maven and Maven Luxe offer a completely customizable box each month.

Our members get a window from the 20th to the 24th of each month to visit our website, and select what they want to receive that month. After the items are selected during that time period, we ship the boxes directly to our members' doors.

## ⊙ Situation

**"We thought it was a great opportunity to give women the option of having salon-quality products delivered straight to their homes."**

Since Julep's inception, we've always developed our own products. It started with nail polish and hand/foot care, and then expanded rapidly. We recognized the opportunity to market those products outside of our retail locations.

Between 2007 and 2009, people were doing more at-home manicures and pedicures, and our CEO got the idea for the monthly subscription box. We thought it was a great opportunity to give women the option of having salon-quality products delivered straight to their homes. We started

ramping up our website by adding more products and making the online shopping experience easier.

We still operate all four nail parlors and they're a fantastic resource for researching and testing new products. They give us an opportunity to talk to real women every day and inquire about what works for them, what doesn't, and what they're looking for when it comes to beauty products. We test all of our products with customers and technicians in our parlors before production.

## ✓ Solution

"The Worldpay consultant was really helpful and worked closely with our two developers assigned to the project."

The implementation was a long-term project for us, with many moving parts. In particular, we had to make sure everything ran smoothly with our subscription billing system. It was a lot of work, but Worldpay's implementation team was great. The Worldpay consultant was really helpful and worked closely with our two developers assigned to the project.

We were largely driven away from our previous payments processor by Worldpay's value-added

solutions, including Tokenization and Account Updater.

When we were onboarding, we created a file of all our previously-collected card data and sent it to Worldpay to batch tokenize. And we continue to tokenize new cards we're accepting.

Before utilizing Worldpay's Account Updater, we used all manual outreach and email. If a monthly billing attempt failed, we would notify customers manually and hope they would check out again with new card information.

## ||| Results

"Worldpay has been of great service to us."

Over a 12-month period, we were able to capture an additional \$629,000 in sales that we otherwise would have lost due to bad card data. Those were really good results to see.

Worldpay has been of great service to us. Generally speaking, every time we contact your support teams the service is great and we get a response quickly. Everyone is always

helpful and friendly, and reaches out to us about new features or how we could be doing other things better. That's important to us.

**12 = \$629K**  
months in additional sales