

cleanCART

How Jones Road Increased Cart Completion Rate And Protected their Revenue

+32,000

Recovered Revenue
In The
First Two Months

+2,500

Orders Protected

+15%

Increase In Cart
Conversions
When Blocking



JONES ROAD

Founded on the philosophy that the world needs better, not more, beauty products, Jones Road Beauty uses clean, strategic, high-grade formulas that work for every skin type and tone.

Their formula guidelines eliminate over 2,700 potentially harmful ingredients while being the make-up equivalent of a Swiss Army Knife: easy, cool, multipurpose, and easy to master.

Jones Road Beauty's Growing collection of simple, smart products can be used to nail any look, from no-makeup makeup to the most dramatic of looks.



Their Story:

Coupons and discounts are core to Jones Road's outbound marketing, but as many online retailers come to learn, Jones Road discovered that handing out digital coupons can come with a handful of risks.

As traffic increased to their site, they began to notice an abnormal amount of coupon code redemption. Many codes were designed as rewards for customers who exchanged targeting information, but when compared to the actual subscriber lists, the numbers didn't add up.

It became clear that codes were being leaked to discounting sites and coupon extensions, allowing customers access to discounts without the desired trade-offs that allow Jones Road to grow its business, while also cutting into its marketing ROI.

After installing cleanCART onto their Shopify store, Jones Road saw almost immediate results, earning back their investment and growing their average order value in just 30 days.

cleanCART has given Jones Road the confidence and security to market their business as they choose, without the threat of leaking codes beyond their intended audience.

This has allowed Jones Road to recover thousands in potential losses, while still maintaining their ability to reach new customers and reward repeat business with discounted products.

"CleanCART is a powerful tool for any online retailer. Not only has it put a permanent end to injections from Capital One and Honey, but their dashboard also gives us insights into where our coupons are leaking to, and how they are affecting each checkout"



Jones Road Beauty, Senior Director of Customer Experience and Retention

Key Results:

68%

Average Cart Completion
Rate With Protections

15%

Decrease In Cart
Abandonment

+\$27,000

Total Sales
Protected

Want to learn more? Visit clean.io.