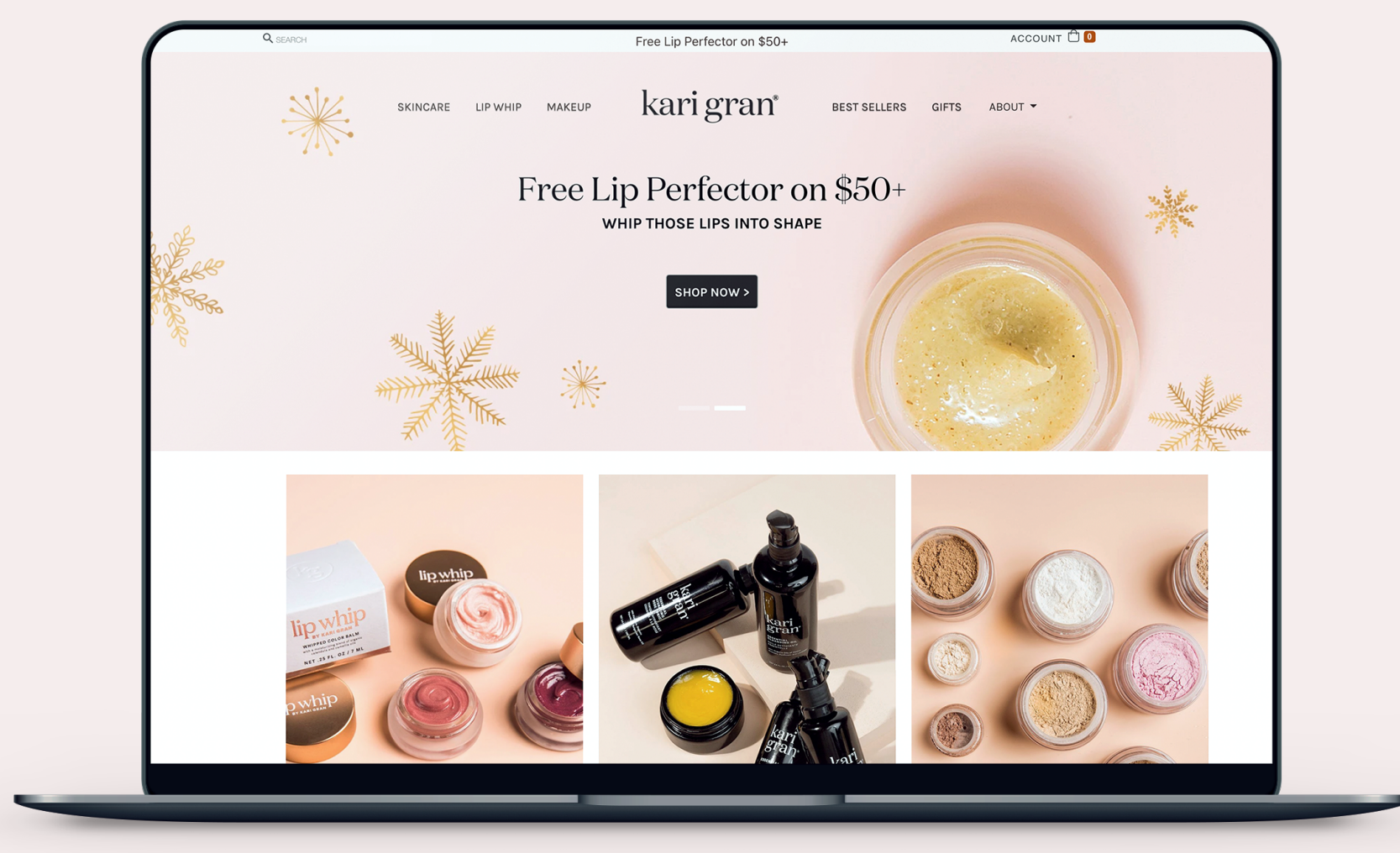


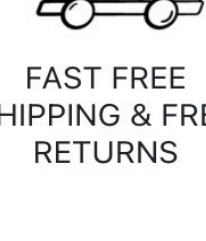
Case Study:

Kari Gran Skin Care & StoryTap



Kari Gran is a natural skincare company based in Seattle, WA that focuses on the health and hydration of aging and dry skin for women aged 40+. For 10 years, **Kari Gran has been thriving in the clean skincare industry.** All products are made with organic, naturally derived, wild-harvested and non-GMO ingredients. The brand believes in "health and hydration over youth and perfection."

skincare as simple as it should be.



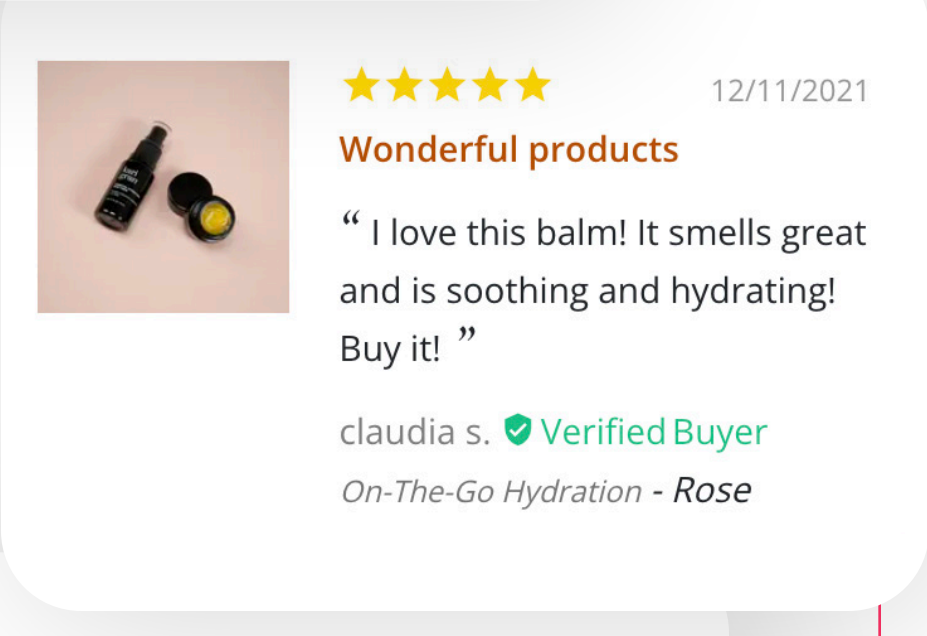
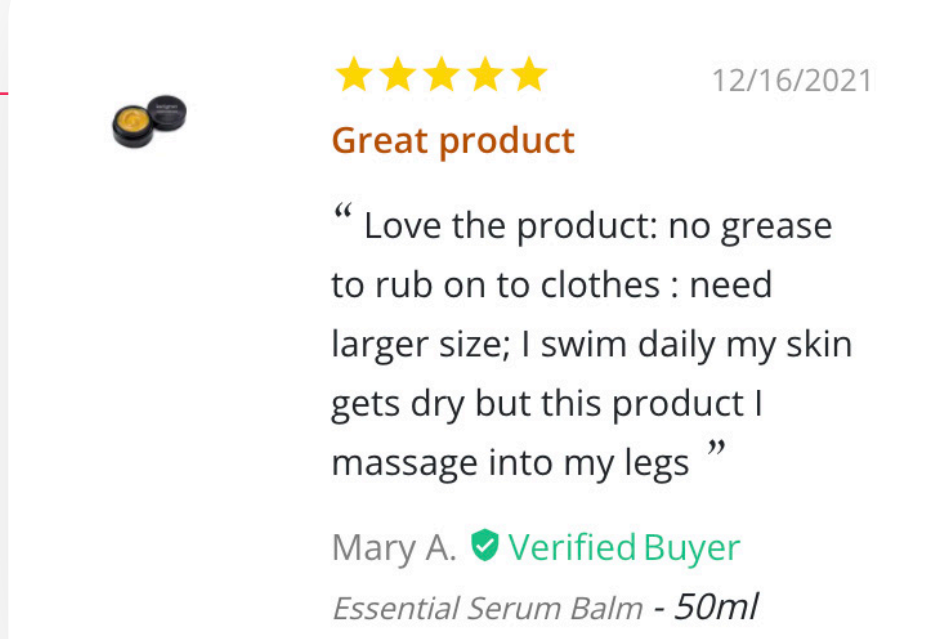
“We don’t call it aging, we call it living”.

Challenge

The challenge Kari Gran faces is connecting with their customers directly in a personal way. The brand has thousands of 5-star written reviews but wanted to build a personal connection via video. It goes without saying, people are much more likely to trust a recommended brand. **Compared to written reviews, video reviews show authenticity that triggers an emotional response.** Video is more powerful because we can see and hear the nuance in a person’s dialogue and non-verbal cues, making it more engaging than written reviews. Written reviews will only encourage customers to shop, but lacks the ability to help customers build confidence to purchase.

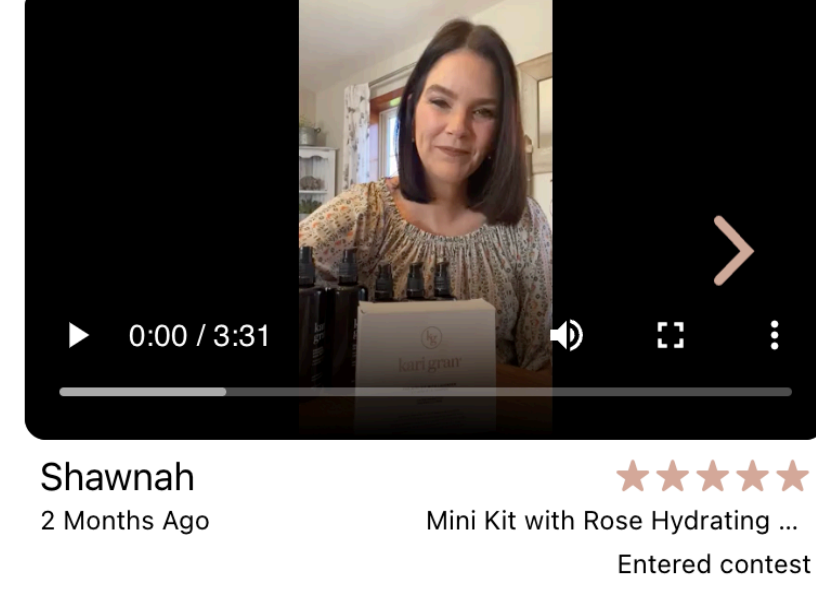
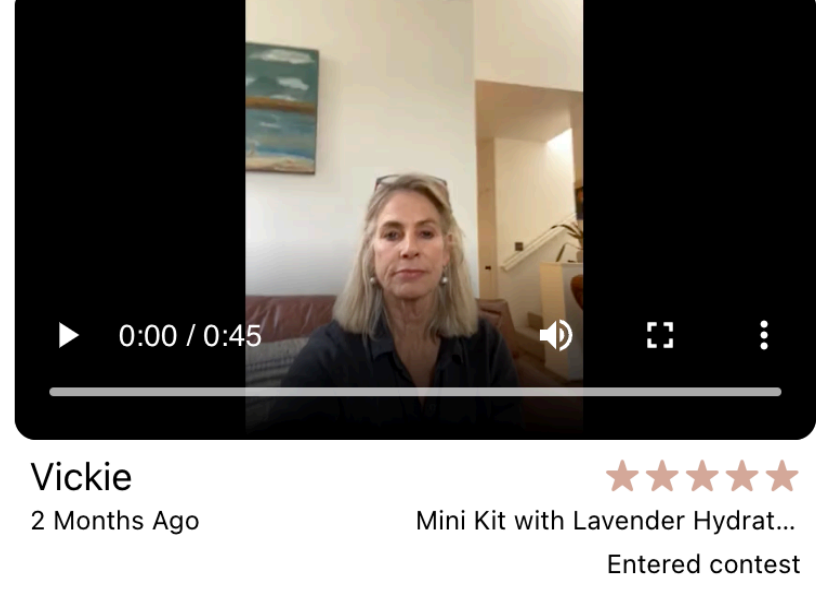
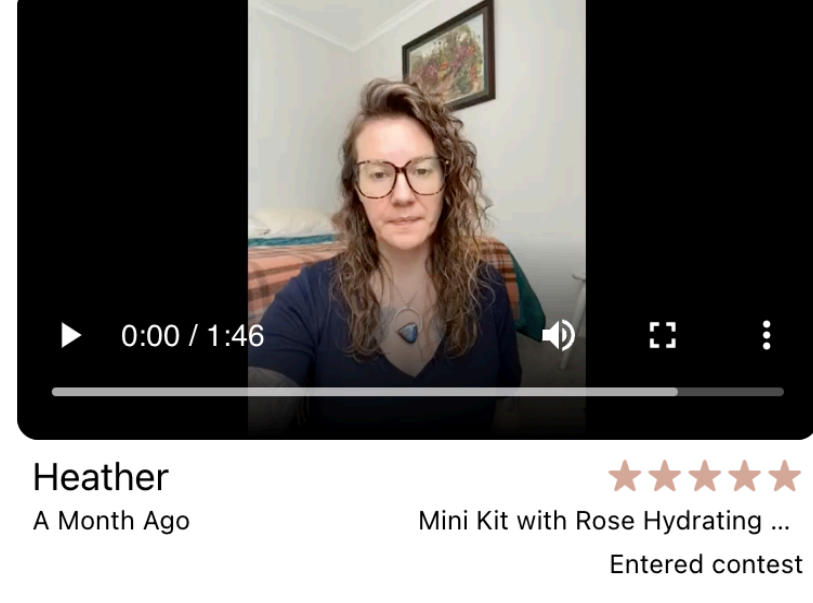
“We have thousands of 5-star reviews – but they aren’t personal.”

Kari Gran is looking for a way to connect and communicate its brand value to customers who cannot touch and smell its products directly. As a brand, they want to show that they are beyond big promises.



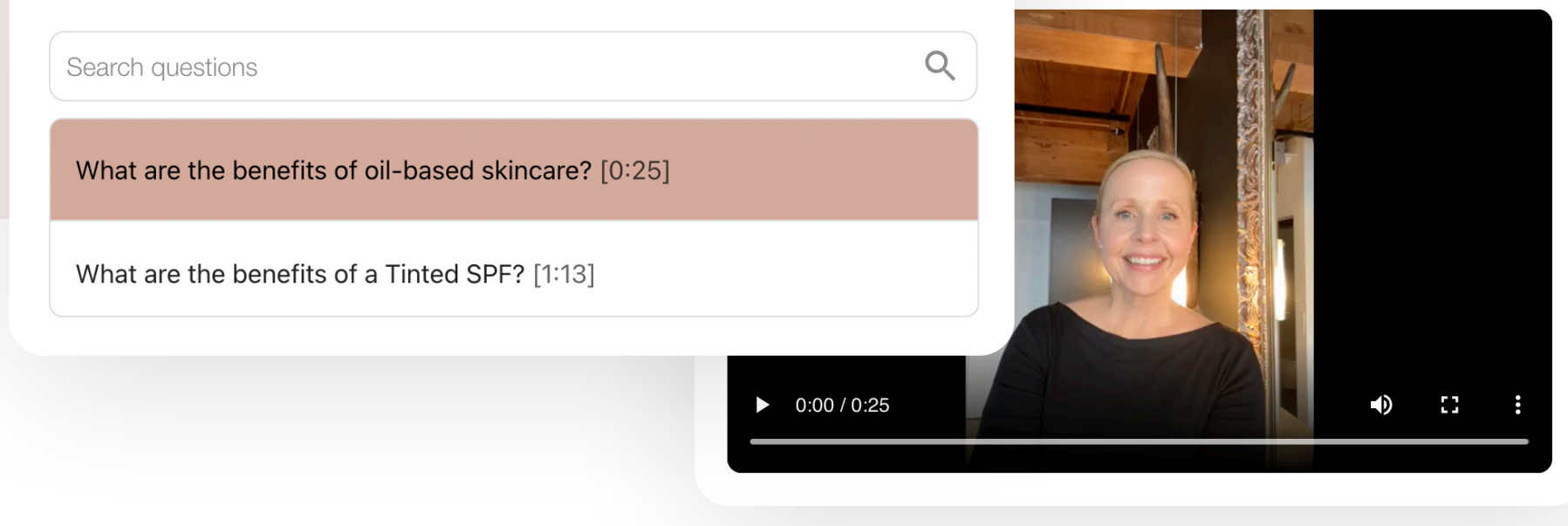
Solutions

To overcome this challenge, Kari Gran chose StoryTap to collect authentic video reviews and host FAQ videos. StoryTap enables leading organizations to easily create and share authentic experiences from real customers at scale. Kari Gran saw value in StoryTap’s technology to harness the power of narrative to collect brand-led video reviews.



“We don’t have customers telling us how much they love our traditional reviews - but we get them calling and thanking us for our video reviews”

- Laura Kirkland, Director of Ecommerce and Marketing.



Results

By choosing StoryTap, Kari Gran saw a dramatic shift in their customer engagement for video viewers and helped to convert fence-sitters. The brand saw success in experiencing a lift in conversion rates and website engagement after a StoryTap video was watched. As quoted by Laura Kirkland, Director of Ecommerce and Marketing, “We don’t have customers telling us how much they love our traditional reviews - but we get them calling and thanking us for video reviews”.



“StoryTap video has been successfully winning over these fence-sitters”.

The challenge Kari Gran faced was being able to build authentic connections and communicate through the noise. For many brands, a significant portion of their customer segment will be “fence-sitters” - customers who have brand awareness, interest, and are on the verge of purchase - customers you don’t want to lose.



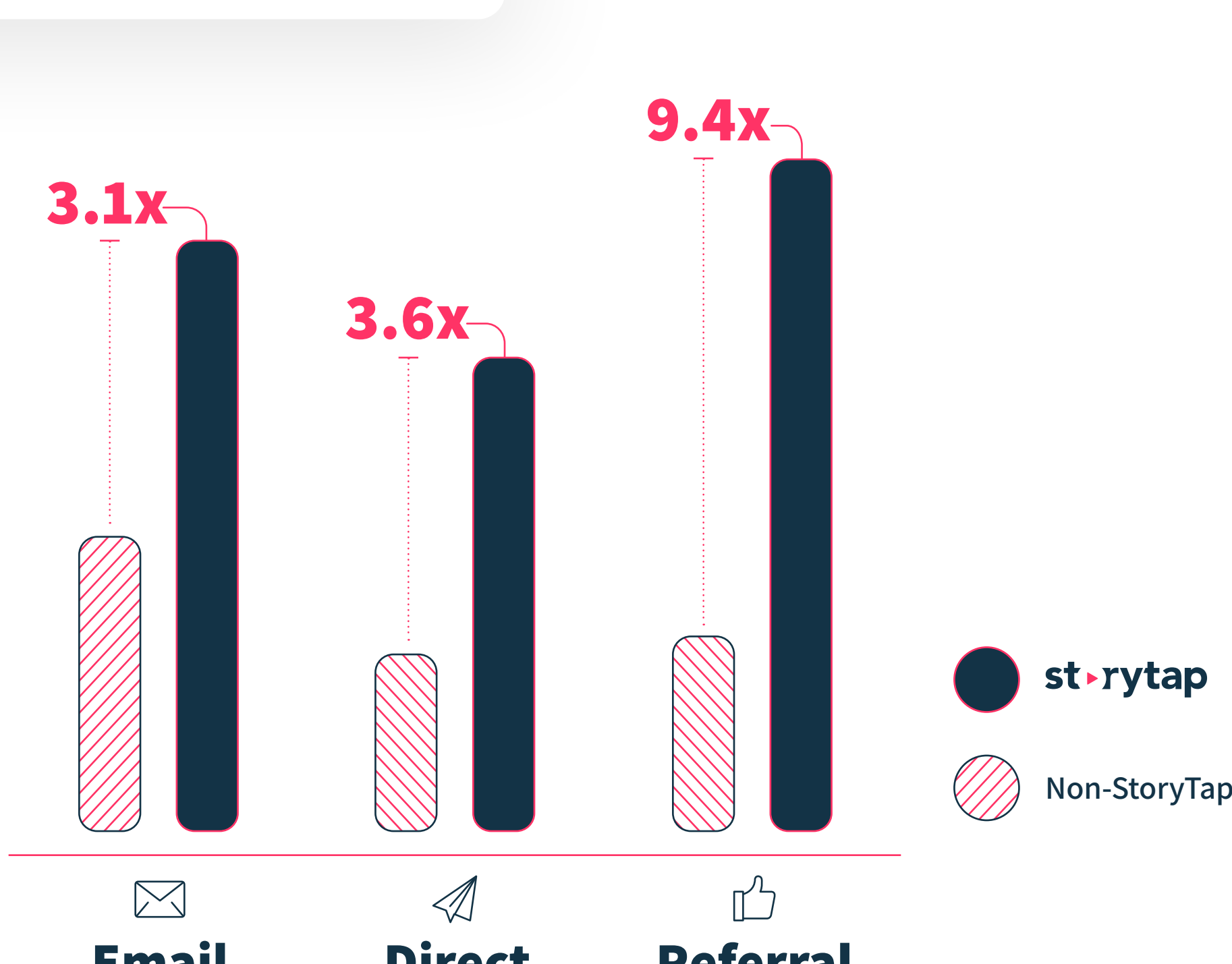
Consumers who watched a StoryTap video have better conversion rates

On average, spend **33%** more per order

2X more likely to purchase



Impact of conversion by traffic source



Consumers who watched a StoryTap video have better engagement

- Browse **3X** more pages than those who did not watch a video
- Session duration on website **6X** longer
- Less likely to exit webpages

Conversion lift for all SPF Product



*Index change that removes all external factors not controlled by Kari Gran

Find out how authentic video reviews can help convert your brand’s prospective customers into buyers. Schedule a demo and we’ll show you how StoryTap can turbocharge your eCommerce brand.

[Book a Demo](#)