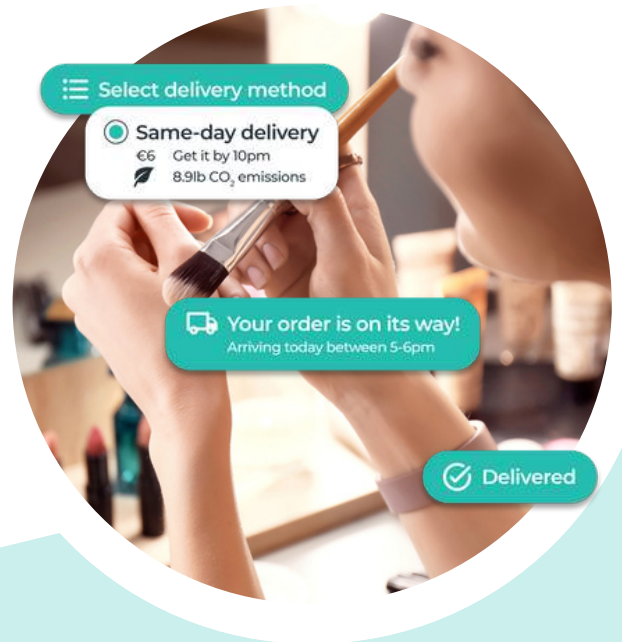


# Beauty



## Why omnichannel?



Increase stock depth



Enhance stores with new digital services



Promote better stock flow

## An OMS that adapts to the sector's key business models

Brands in the beauty sector must manage an extensive range of references and product variations, often within multiple business models, driven by the resurgence of curated beauty boxes and subscriptions.

An OMS enables brands to respond to any and all purchasing intentions by bringing together stock from stores, pop-ups, warehouses and marketplaces, and making them available for purchase through any channel, individually or as part of a bundle.

The solution also greatly enhances the in-store shopping experience. As customers increasingly demand digital in-store services, an OMS enables brands to offer personalised beauty appointments, or pick-up options like express Click & Collect.

For the beauty sector, an OMS combines greater operational efficiency in order processing with an exceptional customer experience.

## Trusted by leading brands

THE PERFUME SHOP



YVES ROCHER

Marionnaud  
PARIS

P.lab Beauty

# Our flagship omnichannel solutions



**Ship from Store**  
Utilise store stock to fulfil more online orders



**Click & Collect Express**  
Online orders available to pick up in-store within 30 minutes



**Delivery Promise**  
Provide customers with accurate, reliable delivery times and costs



**Order in Store**  
Place customer orders in-store for items not available on the shelves

**+30%** online sales  
Average increase recorded for OneStock clients

## OneStock enhances beauty retail performance:

**€75.16**

average basket

**2.28**

items per order, sent in 0.87 packages

**1/5**

orders are placed for Click & Collect

**1/5**

omnichannel orders are prepared in stores

Averages taken from the OneStock BI Suite, 2023



Webedia has high ambitions for the development of its e-commerce business. We needed to structure ourselves with the help of an agile OMS able to connect quickly with our 3PL. The OneStock teams understood our needs and were able to provide advice during the deployment phase. We really appreciated their expertise!



**Maguelone Piaraly**  
E-commerce Logistics Manager

**PRESCRIPTION LAB**