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Orveon

Orveon Global migrated from Salesforce Commerce Cloud to streamline processes and unite their brands



"Teamwork makes the dream work" may be a cliché, but the spirit of the saying is a reality for [Orveon Global](#). As a collective of three prestige cosmetics brands—bareMinerals, Laura Mercier, and Buxom—Orveon is committed to revolutionizing the beauty industry through honesty and sustainability.

[bareMinerals](#) is passionately dedicated to making pure skin makeup that's so clean it not only makes skin glow, it actually improves it in the long term.

Powered by art and creativity, [Laura Mercier](#) is on a mission to inspire everybody to be confident in—and enhance—their natural beauty.

And [Buxom](#) is all about empowerment: pushing their customers to be as bold, expressive, and adventurous as they've always wanted to be.

By combining the strength of each brand into a single collective, Orveon is championing more individuality and a stronger sense of self for people worldwide—as well as a cleaner planet.

INDUSTRY

Health & beauty

PARTNER

[Domaine](#), [Nosto](#)

PREVIOUS PLATFORM

Salesforce Commerce Cloud

PRODUCTS

Checkout, International sales tools

To that end, Orveon knew they needed a commerce platform that could handle the pressure of a global presence and high consumer demands. That's why, with the help of [Domaine](#), Orveon migrated all three brands from Salesforce Commerce Cloud to Shopify.

With Shopify, Orveon's brands experienced major results:

- ✓ 10% average increase in AOV across the 3 brands
- ✓ Annual subscriber purchase frequency 102% higher than nonsubscribers
- ✓ Retargeting campaigns performing 88% above benchmark

The challenge: Disparate processes led to disparate experiences

From the outset, unity was the name of the game.

With three different brands—each with originally distinct technologies that Carney Nir, Orveon's VP of ecommerce and site experience, calls "hodge podge"—Orveon knew they needed to streamline everything. Ultimately, the driving force behind this migration was to bring all three brands onto a single platform to improve efficiency, agility, and speed to market.

“We really needed a solution that allowed us to be very agile and to take the workload that had been done by many people and find a streamlined way of operating.”

Orveon Global

Carney Nir — VP of Ecommerce and Site Experience, Orveon Global

Carney explains, "Our goal was to accelerate our own channels, very quickly roll out across the globe, become far more agile, and grow our digital business double digits. There was a lot to do and we had to start from scratch and build the right platform for us to allow us to achieve those goals."

But getting in the way of those goals was a huge amount of resources going into maintenance rather than driving revenue or improving the customer experience.

When Orveon acquired the brands, they also inherited all the complexities and struggles of a large multinational corporation. But one thing they left behind was the disconnected yet massive shared services team that had been supporting the ecommerce teams. As a result, big teams became small, and the workload of many became the workload of few. Which meant Orveon needed a solution that would keep their brands moving quickly and smoothly.

Brands, by the way, that had their own set of subgoals they wanted to pursue. Yes, Orveon wanted to further their global expansion. But each

purpose. Yes, Orveon wanted to further their global expansion, but each had a unique situation. While bareMinerals and Laura Mercier already had international profiles outside of the US—and Orveon wanted to push more into European markets like the UK—Buxom was in an earlier stage of global growth. This meant they needed to implement a cross-border approach. This would allow the brand to start acquiring customers outside of the US as quickly as possible.

Ultimately, Orveon wanted one team for the whole globe—and the ability to make a single change once that would be reflected across all their stores.

If you're feeling overwhelmed by all that, just imagine how the Orveon team felt.

Fortunately, with the help of Domaine, they were able to get the exact setup they needed not just for the parent brand, but for each of the three subsidiaries.

The solution: A streamlined approach to flexibility

Let's get a bit more technical about the challenge at hand for a moment. Beyond lofty goals and strategic repositioning, the actual tools in question were especially difficult to navigate. Orveon set out to change their ERP, remove their OMS, change all their financial reporting—all on top of the actual migration to Shopify itself.

A tall order to be sure. But that's where Domaine came in.

Carney recalls what led Orveon's decision to partner with Domaine in their migration: "It was important to have an agency that specializes in Shopify.... We were also interested in having an agency that would push us." Essentially, Orveon wanted a true partner that would scrutinize every decision to make sure it was the right one.

As total experts in the Shopify platform—and especially migrations from Salesforce Commerce Cloud specifically—Domaine knew that if simplicity was what Orveon wanted, Shopify was poised to get them there.

By replatforming from Salesforce Commerce Cloud to Shopify, Orveon immediately saw how much more streamlined their operations became. And the cascading effect? They can now move their resources into bigger, more revenue-driving initiatives.

“With the decision to migrate, we knew that we would be able to launch projects very quickly, and that our operations would become a lot more streamlined. So we’ve been able to put more resources into roles that are driving revenue, like merchandising”

Orveon Global

Carney Nir — VP of Ecommerce and Site Experience, Orveon

But let's not forget the multiple goals Orveon's brands had. Yes, Orveon needed to be more streamlined across the collective of brands, but not at the expense of flexibility. Fortunately, Shopify offers the versatility

at the expense of flexibility. Fortunately, Shopify offers the versatility they needed—especially in the hands of an expert partner like Domaine.

"Shopify allows us to essentially copy our sites and manage multiple sites from here in New York in a very lean way," says Carney. "We're able to operate as a cross-border store for one brand and have expansion stores for others. It allows us to best serve the needs of the individual brands, and we're not locked into one way of operating."

When it comes to this level of flexibility, Mac King, cofounder and CRO at Domaine, has this to say: "That's in opposition to some people's thoughts about Shopify. People assume that it's a platform that's so specific and there's only one way of working with it. In reality, you can customize just about everything on Shopify to achieve the unique experience you want."

To prove that misconception wrong, Domaine was able to get all three brands onto Shopify—bareMinerals and Laura Mercier running on the same code base, and Buxom running on a separate code base. This means that any updates Orveon wants to push—whether it's a checkout feature or a homepage tweak— can go live much faster.

"It's a bit of a hybrid," says Mac. "We're using some efficiencies in two areas and going for innovation in the third."

But they didn't stop there. Orveon also tapped [Nosto](#) to fuel each brand's online presence through a powerful toolset that spans AI search, AI merchandising, content personalization, popups, A/B testing, segmentation, product intelligence, and more.

Whew.

And again, because of how adaptable the base Shopify platform is, each of the Orveon brands can use Nosto a little differently to help achieve their specific goals.

"It's super easy to be adaptable to either those expansion URLs [for bareMinerals and Laura Mercier] or doing the singular Shopify Markets, multicurrency piece [for Buxom]," says Jamie Burkes, manager of North America customer success at Nosto. "And transferring all these experiences is just a click of a button, especially if you're a multibrand user of Nosto, you can easily transfer a merchandising rule from one brand to another, or within the different expansion stores, if you see that it's working well."

And when it came time to launch? Carney says that of all the technical obstacles they had to hurdle, "the launch on Shopify was the easiest." They phased the replatform, starting with Laura Mercier. Once they were live, Orveon moved on to bareMinerals. And by the time they launched Buxom, Carney says it was "a non-event" because of how easy it was.

A team effort indeed. But an effort with major payoffs.

The results: More sales, more simplicity, more global presence

"The efficiency of just being able to make an update and it applies to all stores is a huge time and cost saving for us," says Carney.

Mac echoes that sentiment:

“Time and cost saving is something we hear a lot when it comes to migrations over to Shopify.”

Orveon Global

Mac King — Cofounder and CRO, Domaine

Besides saving time and costs, Orveon also got what they really wanted: simplicity. With Shopify as their new OMS, they've been able to reduce the complexity of their business operations, onboard vendors quickly, and get Nosto up and running fast. What's more, Carney recalls how easy it was to learn the Shopify CMS, as well as how easy the functionalities were.

But these are just generalized outcomes.

More specifically, Carney reports, "Immediately—and this was consistent across every brand—we saw an AOV lift between 10% to 15% for each brand. So I think our ability to cross-sell with Nosto live drove an immediate sales lift."

Carney also says Orveon saw an uptick in the mix of orders taken on mobile. "I think the Shopify checkout probably has a big part to do with that," she says. "It was obviously a pain point with the prior checkout—we were losing conversions because of it."

What's more, the migration to Shopify has helped Orveon present the brand consistently across the globe—while also personalizing content to each market. Carney adds, "The actual brand experience and the way the consumer sees the brand come to life on our sites is very consistent, which is really important to us."

“We’ve been able to scale and launch new features so quickly. We launched loyalty programs from Laura Mercier from scratch in a matter of months. We launched subscription programs. We were able to be first to market with things like TikTok Shop because we could launch features and enhancements quickly that didn’t require complicated, months-long projects.... Some of these projects would have taken six months to a year previously.”

Orveon Global

Carney Nir — VP of Ecommerce and Site Experience, Orveon

Jamie from Nosto notes, "We realized early on with Laura Mercier that we had more data to leverage than we had originally considered, due to the way that Shopify is set up. We have opened up the possibility to understand a visitor's skin type and shade preference in real time. With the information we receive from Shopify, on each of the websites we can track an individual's SKU variant affinities."

And then there's the added layer of subscriptions. With the help of Shopify partner [Ordergroove](#), Orveon is seeing some big results across the board: subscription customers have an annual purchase frequency that's 102% higher than nonsubscribers, and an annual spend of up to 88% greater than nonsubscribers.

Beyond that, Orveon's selection of the right Shopify growth solutions

Beyond that, Orveon's selection of the right Shopify growth solutions for their strategy have netted other big wins:

- ✓ Shopify Audiences outperforms benchmarks even with lower budgets, performing up to 88% above benchmark.
- ✓ Shopify Collabs has become an important revenue source, contributing around 8% of their sales.
- ✓ Managed Markets has driven an incremental 5% in revenue for Buxom.
- ✓ TikTok Shop contributes up to 12% of orders for Buxom and plays a major role in awareness.
- ✓ The Shop app and Shop Campaigns power always-on campaigns, which are an efficient acquisition strategy with a ROAS above \$2.

The combined teamwork of Orveon, Domaine, Nosto, and Ordergroove—all backed by the Shopify foundation—really did make the dream work: streamlining processes and building out Orveon's global presence, while fueling profitable growth.

And now, Orveon turns to the future. With this new streamlined infrastructure, they're focused on providing their customers with an even more personalized, premium digital shopping experience. An experience that empowers them to stand out from the crowd—and make them feel like a million bucks.

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