

2022 Case Study:

# Saltyface & StoryTap



Saltyface lives in the space between cosmetics, tanning and skincare to create the look that a day in the sun leaves on your skin. Allowing our customers to feel like their summer selves, year round.

## About Saltyface

Saltyface was “founded in 2020 by husband and wife, David and Bethany”. The Vancouver-based brand offers natural, vegan-friendly, cruelty & gluten-free products for your face & skin. Their product offerings range from cosmetics, tanning products, and skincare.



“Allowing our customers to feel like their summer selves, year round”

## Saltyface on StoryTap at a Glance



**Conversion rate increased by 57%**  
for StoryTap video watchers



**Cart size increased by 16%**  
for StoryTap video watchers



**Website Engagement increased by 47%**  
for StoryTap video watchers

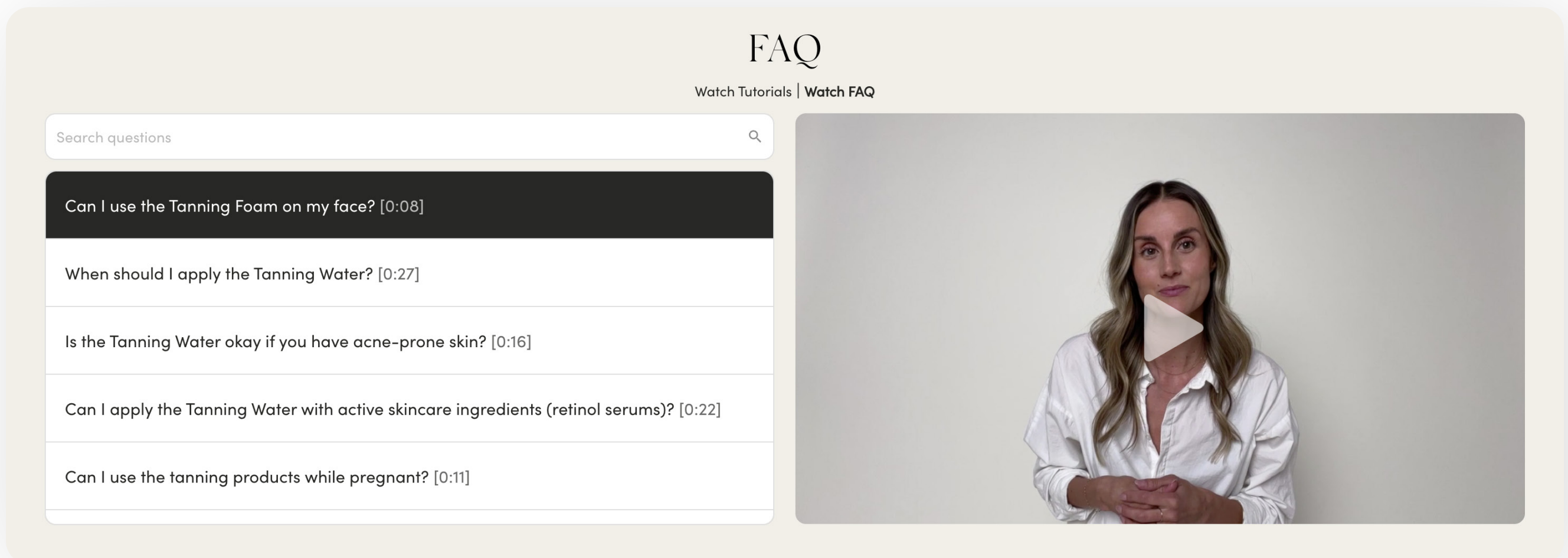


## Challenge

Saltyface is **looking for a solution to answer frequently asked questions (FAQs)** from their customers. As their product categories span from cosmetics to skincare, prospective customers are often looking to educate themselves on product use and benefits. Furthermore, it is important for Saltyface to **implement a solution that aligns with their brand** as well.

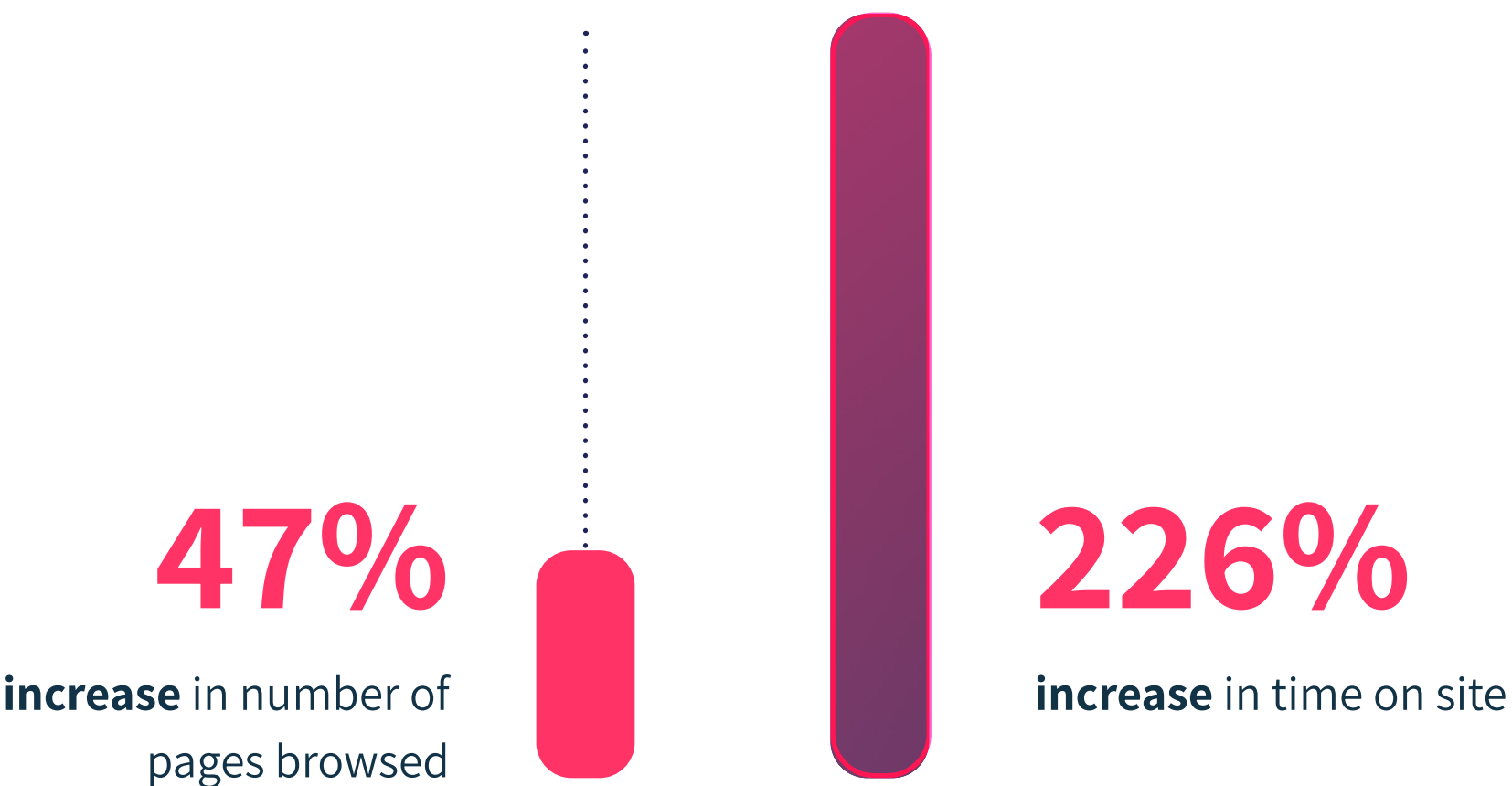
## Solutions

By partnering with StoryTap, Saltyface was able to create a variety of **FAQ videos**. Prospective customers looking to buy their products can **easily search for answers** to their questions and **educate themselves** through short videos. The FAQ videos also seamlessly integrate with the existing product video tutorials on Saltyface’s website.



## Results

In choosing StoryTap, Saltyface saw a **226% increase in time on site** after a user watched a StoryTap video. Furthermore, there was a **47% increase in the number of pages browsed** along with a **52% decrease in bounce rate**. This shows that users who watched a StoryTap video were more engaged with the brand.



The impact of StoryTap’s FAQ videos also influenced purchase decisions as Saltyface saw a **57% increase in conversion rate** and **16% increase in order size**. The use of FAQ videos helped educate prospective customers which ultimately boosted purchase confidence.

