



CUSTOMER CASE STUDY

AveYou.com



“The SquareTrade Security Seal delivered a significant increase in sales conversions that more than paid for itself.”

-Brian Esposito
CEO, Avenue You Beauty Store

SquareTrade Impact

AveYou.com experienced a 19.1% increase in their customer conversions rate measured over a 30 day period using the SquareTrade Seal*. As, CEO Brian Esposito stated, the SquareTrade Seal “led to an increase of sales, profits, and most importantly peace of mind to all visitors and shoppers of Avenue You”.

Why They Chose SquareTrade

Avenue You is constantly seeking ways to cater its shopping experience to its customer base. By adding the SquareTrade Seal, Avenue You assures customers of a safe shopping experience and reaffirms its promise to loyal shoppers that “it’s all about you”.

Company Background

Avenue You was developed and created by Lisa Ann, a 4th Generation Professional Stylist with 15 years of the beauty industry behind her. Avenue You incorporates the retail, manufacturing and salon experience of its knowledgeable staff to meet customers needs with product lines that work, and on and off premises services for special occasions & weddings (hair, skin, & nails). Such exclusive lines include T3 Professional Appliances, Paul Brown Hawaii, Secret Professionnel, Blinc Cosmetics, Mistique Cosmetics, Bloom Cosmetics, Jaqua Girls, Bliss Spa, OPI, Essie, Peter Thomas Roth Skin Care, Bablyiss Professional Appliances, FHI Appliances, Marilyn Brushes, DevaCurl and much much more. Avenue You was recently featured in US Magazine for its innovative beauty products.

** SquareTrade utilized AB split testing to measure this SquareTrade Seal impact. This methodology involves measuring conversion rates of customers who view the seal and customers who do not view the seal and comparing conversion rates of both groups.*