



WHAT IS ACE?

IN APRIL 2021 ARBONNE LAUNCHED A NEW WEBSITE ON A NEW PLATFORM. THE PROJECT IS AFFECTIONATELY KNOWN AS ACE, ARBONNE COMMERCE EXPERIENCE.

ACE is a strategic transformation that **ACCELERATES** and **SCALES** Arbonne's business for the future — fueled by **BRAND REVITALIZATION, BUSINESS MODEL INNOVATION, and ORGANIZATION ENABLEMENT** — impacts and evolves everything. Our teams used design thinking, a collaborative process that helped us identify problems, find needs, and generate informed ideas for how to deliver a **BETTER END-TO-END EXPERIENCE** for Arbonne Consultants and customers with an **ENGAGING DYNAMIC PLATFORM** that reflects our premium brand.

ACE MODERNIZED THE ENTIRE SHOPPING EXPERIENCE

with new and enhanced website and capabilities and gave the field tools to make running and growing their businesses faster and easier. The personal 1-on-1 communication is still a vital part of the business, but how that communication occurs has changed and will continue to evolve in both digital and virtual realms. Our opportunities were to streamline the purchase and simplify managing the business.

ARBONNE CUSTOMER EXPERIENCE VISION:

Make our Consultants' lives easier, enjoyable, and purpose-driven, empowering them to achieve their aspirations — while also renewing their customers' happiness — through enhanced experiences across critical moments that matter.



ACE PROGRAMS:

A commerce transformation to modernize the Arbonne shopping experience. This transformation includes enhanced personalized Consultant websites to drive personality and connection through .com stories, videos, and Consultant-created content. Other opportunities include a modernized online product exploration based on ingredients and customer needs and more frictionless checkout, payment and order tracking.

PERSONAL SHOPPER

Personal Shopper was introduced as a Consultant-guided selling tool that streamlined the customization process, created a deeper connection to the Client's needs, and provided an easy, one-click option for our Clients to purchase. A digital white glove buying experience that empowers Consultants to curate products for their Clients in a manner that embodies and elevates the Arbonne brand. With the Client's preapproval by enrolling in this program, the Consultant uses their specialized knowledge of the Arbonne product collection to put together a shopping cart filled with the recommended nutrition, makeup shades, and/or targeted skincare products, and then purchase, with the Client's visibility and permission.



RECOMMENDED CART

Recommended Cart allows Consultants to build a cart of recommend products for Clients (especially first time shoppers) that can be sent to Clients directly via a link. This allows the consultant to provide product recommendations and guidance while leaving the transaction to the client. Up to 10 20 carts can be saved in each of our international markets making duplication easy for our Consultants to save bestseller product assortments or "go-tos" and maximize their time by not having to recreate or build from the ground up when recommending popular bundles. Our stats have shown a direct increase in Client purchase activity when compared to shopping on their own.

RECOMMENDED CART IS A GAME CHANGER FOR YOUR BUSINESS, THE NUMBERS DON'T LIE:

30% ↑

When shopping with Arbonne, 30% more people complete their orders on average with Recommended Cart when compared to regular shopping.*

79% ↑

79% more people complete the sign-up process through Recommended Cart versus navigating to the Arbonne website.**

20% ↑

Top 20% of Recommended Carts have \$20 more worth of products in them than the top 20% of regular shopping carts.*

*Based on a July 2021 analysis of people who were sent a Recommended Cart and those who were not.

**Based on an August 2021 analysis of people who were sent a Recommended Cart and those who were not.

SOCIAL SELLING TOOLS:

Social Selling Tools such as single sign on access to our ContentKit / Digital ToolKit , an online library of assets that includes sharable Arbonne-created images that are designed to be on brand and compliant while still being customizable with the Consultant's unique messaging for their Clients. This in particular improves Arbonne's attractivity with the younger, more digital savvy consumers who are more inclined to click a link that was texted to their phone or a shoppable photo on their Instagram feed.

BUILD FOR MORE:

Build for More was introduced under ACE as a permanent product discount structure that optimized the shopping experience and maximized the appeal of an attractive "buy more, save more" buildable discount platform, helping our Consultants illustrate the value in shopping with Arbonne by saving as much as possible when the Client reaches a prescribed threshold. This buildable shopping discount ability was made possible by the new and enhanced ACE website and capabilities.

STATS:

IMPROVED NAVIGATION & PRODUCT PAGES

- Product variants included on 1 page
- Quickly view product certifications
- Ability to favorite products

DYNAMIC HOMEPAGE & BRAND

- Homepage clearly & powerfully conveys the Arbonne Brand

ENHANCED CHECKOUT

- QV notifications for incentives
- Ability to store & manage multiple credit cards

RECOMMENDED CARTS

- Recommended carts for consultants to easily share product lists

SIMPLIFIED REGISTRATION

