

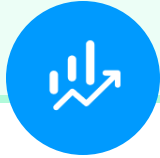
How Oz Hair & Beauty Drove an **over 2,200%** Surge in New Customer Transactions

One 24-hour cashback campaign – Over 400 new customers.

Here's how it happened.

The Results

All metrics measured day-on-day.



Over 2,200%

New customer
transactions



Over 400

New customers
in a single day



+5%

Improvement in
conversion rate

*Sales also grew by **over 2,000%** and traffic by **over 1,900%**.*

About Oz Hair & Beauty

Family-owned since 1986, Oz Hair & Beauty is one of Australia's leading online health and beauty retailers, stocking a wide range of professional hair care, skincare, and beauty products on Commission Factory's Elevate plan.

The Challenge

The health and beauty vertical is competitive in Australia. Oz Hair & Beauty wanted to grow its customer base by getting in front of high-intent shoppers at the right moment, with the right offer.

The Solution

Commission Factory recommended a 24-hour flash cashback campaign, co-funded with ShopBack, one of Australia's largest cashback platforms.

The Campaign

A 30% cashback rate for new and existing customers, capped at \$30, keeping the model performance-based and cost-efficient.

The Placement

ShopBack featured Oz Hair & Beauty across its homepage and additional placements for the full 24-hour window, maximising visibility with high-intent shoppers.

The Execution

The account management team handled rate setup, publisher briefing, and campaign coordination end-to-end. So, Oz Hair & Beauty could focus on their own activity while Commission Factory managed the channel.

“



The results from our flash cashback campaign with Commission Factory exceeded every expectation. Our Account Manager goes the extra mile and makes sure we get the most from every opportunity.

”

Anthony Nappa

Chief Executive Officer, Oz Hair & Beauty

The Results in Context

By combining the right publisher, a compelling offer, and end-to-end campaign management, Oz Hair & Beauty achieved results across every key metric:



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+5%

Improvement in
conversion rate



**Over
2,000%**

Increase
in sales



**Over
1,900%**

Increase
in traffic

Want Results Like These?

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