



# How Twincare International Keeps 2 000+ Salons Informed (And Turns Events into ROI)

**Industry:** Professional beauty distribution

**Brands Managed:** 16

**Client Database:** 2 000+ salons and professionals

## The Situation

Twincare International is one of South Africa's leading professional beauty distributors, managing 16 international brands (from French skincare house Guinot to global haircare brand Goldwell) across a network of more than 2 000 salons and beauty professionals.

With a nine-person marketing team responsible for everything from promotions and product launches to events and social media, the challenge wasn't just doing more. It was doing it consistently, at scale, across brands that each have their own clients, their own voice, and their own communication needs.

## The Challenge

With 16 brands and over 2 000 clients to reach, Twincare's marketing team couldn't communicate fully or effectively using the tools they had. Important information like new product launches, price changes, educational content, and event invitations, wasn't reaching the right people at the right time.

For Marketing Manager Gina Govender, the stakes became even clearer during a major business transition. She needed to reach nearly 2 000 clients quickly, letting them know what was changing, who to contact, and what to do next. A slow or fragmented communication process wasn't an option.



For Marketing Manager Shannon Joubert, the challenge was differentiation: with such a diverse client base, a one-size-fits-all approach meant missed opportunities. Different clients needed different messages and there was no easy way to test which messages worked well.

## Why Everlytic

Twincare needed a platform that could handle bulk communication across multiple brands without making the team's already wide workload even heavier. Everlytic made it possible to send branded communications at scale, personalise messages by client segment, and track what was actually landing.

**As Shannon puts it: "We weren't able to reach them fully or communicate with them fully or give them all the information they needed. That's when we found Everlytic."**

## How They Use It

### Bulk Communication, Personalised by Brand



Each of Twincare's 16 brands now has its own communication stream. The team uses Everlytic to send product launches, price changes, promotional deals, and educational content, either through designed email campaigns or by uploading PDFs directly. What used to be a logistical challenge across a fragmented client base is now a consistent, manageable process.

### Testing What Works First



Shannon's team uses A/B testing to take the guesswork out of campaign decisions. Two versions of a newsletter go out first, and the version that gets more opens and engagement helps inform their other campaigns.

"You can make two different newsletters, send them both out, see which one got more engagement, and then send that out as a mass communication, which will obviously give you a better return on investment," says Shannon.

Gina uses Everlytic's data and analytics to guide her future campaigns: "So that your results with the next campaign that you send out are then improved."

# Turning Events into Measurable ROI

## The Guinot Machine Launch

When Guinot — Twincare's French skincare brand — launched a new treatment machine, the team used Everlytic to handle the full event communication: promoting the event, selling tickets via a call-to-action button that connected clients directly to the sales manager, and managing registrations through a subscription form. The event was successful, and the team could trace that success directly back to the streamlined communication process.

## The Goldwell Brand Relaunch

For the Goldwell relaunch in March, Gina ran a multi-month teaser campaign — starting in November — building interest and tracking intent before committing to venue capacity and investment. The campaign extended beyond South Africa into Zimbabwe and Namibia.

The result: over 600 clients attended in person, and 798 people live-streamed the event.

That visibility from first email open to event attendance to post-event sales, is what connects communication activity to real business outcomes. "Anything we do for marketing has got to have a return on investment. Without the return on investment, we're wasting our time and wasting our money."

## Reporting That Tells the Real Story

The team uses Everlytic's reporting to understand how well their communication is working. Shannon reviews opens, engagement, and repeat views to assess campaign quality and plan the next one. Gina focuses on the high-level picture: opens, unopened, and bounced emails, particularly across her larger database.

"It helps me manage what's going on and understand how much of the information has actually reached the consumer at the end of the day," she says, "which is what we need to achieve with Everlytic. That's our main goal."

## What's Next

The team knows they're not using everything Everlytic offers yet, and they are keen to learn more in future. Features like A/B testing, database maintenance through subscription forms, and automated client touchpoints are on Gina's radar.

"Any feature that makes our job quicker and easier, without us needing to be fully knowledgeable on the software, is what we want to know."

Keeping a live, accurate database is a priority. Gina's approach is to use Everlytic to prompt clients to update their details, so every future send lands with the right person.

## The Verdict

For a team managing 16 brands, 2 000+ clients, and a full marketing calendar, Everlytic isn't just a sending tool. It's how Twincare stays connected to their market, and proves that the investment is worth it.

"If you're looking for a platform for mass communication that's easy to use and you really want to get a good return on investment, at Twincare, we absolutely love Everlytic, and we really think it is the right platform for everyone to use."

— Shannon, Marketing Manager, Twincare International



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