

Scentbird's path from eCommerce to fragrance destination



SCENTBIRD
• NEW YORK •



About

Scentbird is a subscription service for perfumes and cologne, driven by a mission to empower people to express themselves through scent. Founded in 2014 by a group of entrepreneurs, the company has amassed 400,000 subscribers who receive monthly boxes. As the digital-native brand became synonymous with fragrance, it has expanded into other offerings like car fresheners and candles.

Markets

United States

Headquarters

Monroe Township,
NJ

Industry

Fragrance

Business Model

D2C

Challenge

As Scentbird plotted its path forward, the fragrance-subscription service realized its “homegrown” commerce solution stood as more of an obstacle than a tool. The brand built everything from its eCommerce engine to warehouse management tools in-house, causing even small updates to take weeks or months. Scentbird’s marketing team, for example, couldn’t launch campaigns without involving the engineering team — keeping the company from its goal of lean operations and its vision of scaling to become a global fragrance destination.

Realizing they could go further by focusing internal resources on key differentiators, the company sought a commerce partner that could help them achieve agility without breaking what they’d built.



Solution

Scentbird teamed up with commercetools to deploy a composable platform that enabled a strategic, analytical approach to eCommerce evolution. Instead of one monolithic solution or lengthy internal development processes, Scentbird can now use best-of-breed vendors for specific functions, from discounts to cart, allowing it to launch new features faster.

Composability creates a more efficient system for the brand's personalized subscription boxes, along with making it easier to test and innovate on the fly. Scentbird's migration built the infrastructure for innovation, making it possible to pivot quickly and empowering teams to try new things.

“Composable commerce comes in very handy, [because] you don't have to replace everything with one platform. **You pick one tool to do one thing very well and you win because of that.**”

Andrei Rebrov

Co-Founder and CTO, Scentbird



Why it was a success

The shift to composable commerce gave Scentbird new freedom to innovate and add features. A fully integrated production information model will fuel its goal of international expansion and help it stand out as a fragrance destination in a sea of eCommerce options. Now, the brand can test new ideas continuously without heavy development resources. With microservices opening more internal bandwidth, Scentbird can focus on truly differentiating its customer experience, from product discovery to post-purchase experience. The immediacy of composable commerce means initiatives like discounts and promotions are lower risk, able to be deployed immediately — and adjusted to meet customer preferences.

Scentbird's commerce partner checklist

1

Transparency: Scentbird wanted to be able to trial and see what's possible beyond launch—delaying tailored demos.

2

Reliable team: Scentbird sought an experienced commerce team that could answer MACH questions and problem solve in real time.

3

Technical ecosystem: Lists of existing integrations, along with examples and “how to” documents, helped Scentbird identify true collaborators.



About commercetools

commercetools is the world's leading software for next-generation B2C and B2B commerce. To break the market out of being restrained by legacy suites, commercetools invented a headless, API-first, multi-tenant SaaS cloud-native commerce platform that uses flexible micro services. Using the commercetools portfolio, customers can deliver the best commerce experiences across every touchpoint on a large scale. commercetools has offices across the US, Europe, and Asia Pacific, with headquarters in Germany. Since 2010, commercetools software has been implemented by Fortune 500 companies across industries, from retail to manufacturing and from telecommunications to fashion.



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