CASE STUDY ULTA BEAUTY

How Ulta Beauty is digitally transforming their business with headless commerce and MACH architecture

ULTA BEAUTY®

Since opening the first store in 1990, Ulta Beauty has grown to become the largest US beauty retailer and the premier beauty destination for cosmetics, fragrance, skin care products, hair care products, and salon services.

Ulta Beauty offers more than 25,000 products from approximately 500 beauty brands across all categories and price points, including their private label Ulta Beauty Collection.

COMPANY SIZE
7 Billion USD

MARKETS
1

HEADQUARTERS
Bolingbrook, Illinois, US
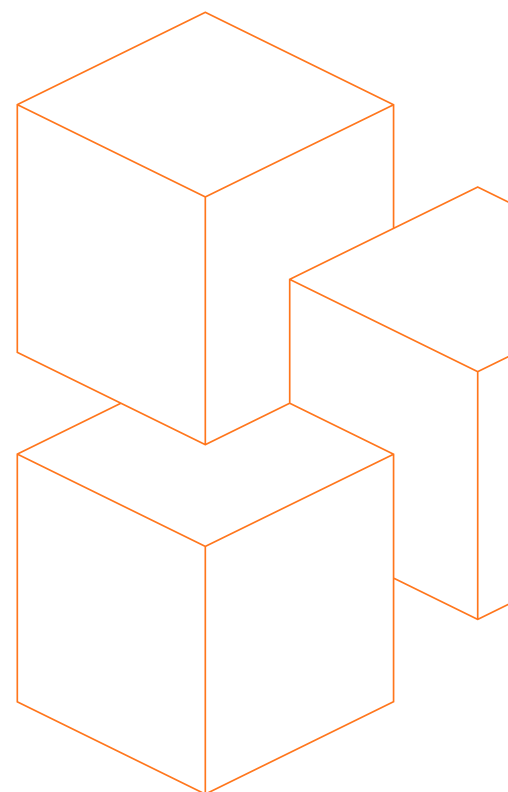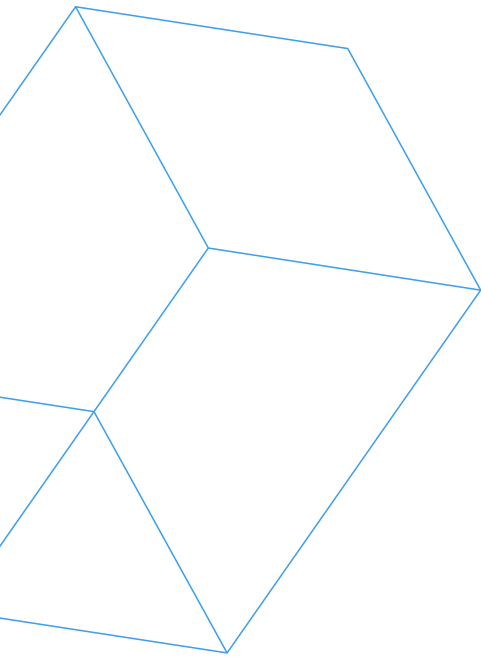
INDUSTRY
Retail

BUSINESS MODEL
B2C

WORKED WITH PARTNERS
Amplience, HCL, Google CP

The Challenge

Ulta Beauty's monolithic platform could no longer meet their commerce needs, so they decided to rethink all of their technology and make the move to modern commerce architecture across their entire organization.

The Solution

With the need to scale rapidly and make changes to their platform with more flexibility, Ulta Beauty's only real choice to meet those needs was to go with a headless and MACH approach.

> **Moving away from the monolith towards a MACH architecture opens up ways to enhance omnichannel capabilities for Ulta Beauty and their consumer experience like never before. Expanding into new markets while scaling up existing ones has become day-to-day business.**

HAUKE RAHM
VP CUSTOMER SUCCESS, COMMERCETOOLS

How the journey is continuing

Ulta Beauty will fully launch their brand-new commerce platform in Q2 2022 across multiple countries.
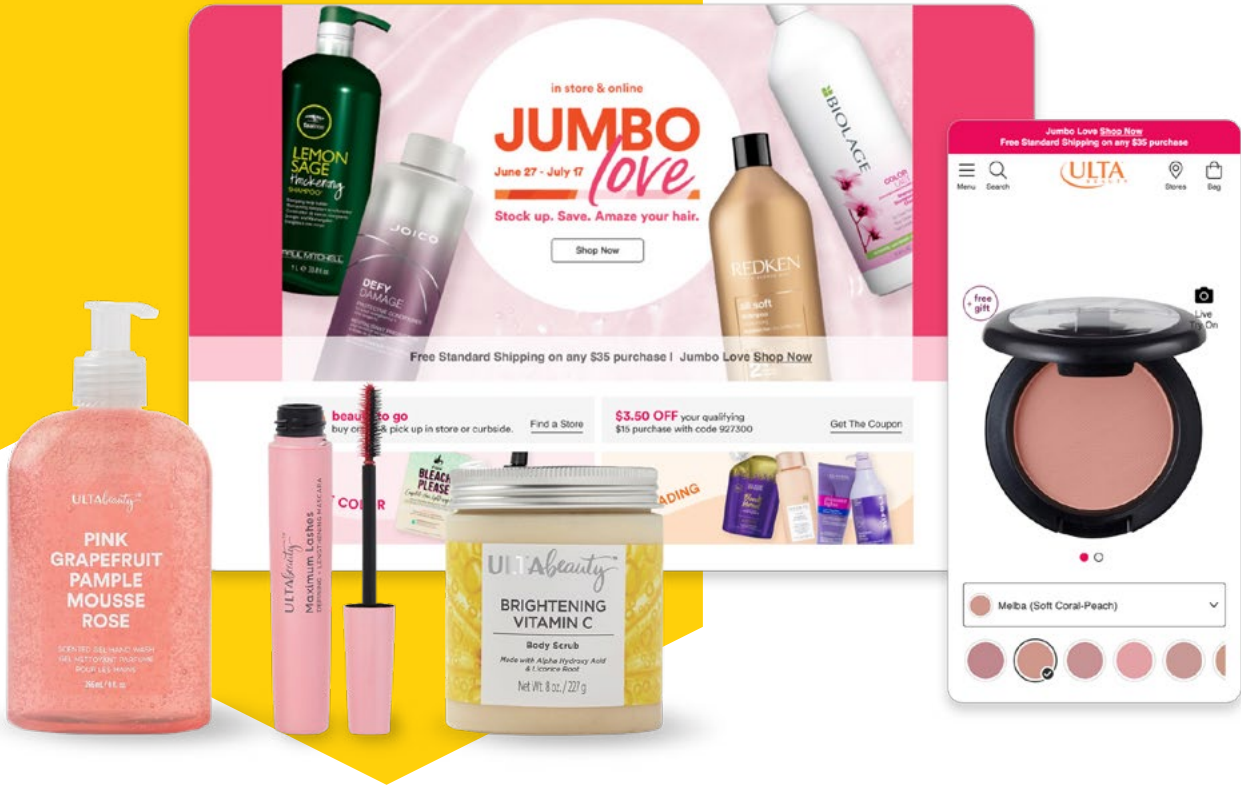
commercetools

commercetools features for Ulta Beauty

Catalog
Imports very large catalog and category trees with ease and efficiency.

BOPIS
Customers are able to purchase products online and collect in-store.

Channels
Thousands of offline retail channels digitized under a single platform.

About commercetools

commercetools

commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. commercetools is one of the fastest growing enterprise software companies in Europe with 300 employees at its offices in Munich (HQ), Berlin, Jena (GER), Amsterdam (NL), London (UK), Zurich (CH), US Durham (NC), Singapore (SG), and Melbourne (AU). The cloud-native platform enables brands and retailers to build innovative shopping experiences across all touchpoints like web, mobile, voice, in-car and many more.