

Beetles Gel Built a Branded Warranty Activation and Priority Support System With Dyrect

BEAUTY & PERSONAL CARE

UNITED STATES

ON DYRECT

How a leading at-home gel-nail brand deployed serial-level product activation, 24-month warranty coverage tracking, and priority-support entitlement on its own Shopify domain, powered by Dyrect.

Detail	Value
Company	Beetles Gel Polish
Industry	Beauty and Personal Care
Headquarters	United States
Sales Channels	Shopify DTC + Buy with Prime + Marketplaces
Key Products	Beetles Pro UV/LED Curing Lamps, Gel Polishes
Solution	Product Activation + Serial Warranty Tracking + Priority Support

"Dyrect lets us treat product activation as a brand moment, not a form. Our Beetles Pro owners now unlock real benefits the day they activate, and our support team finally has the verified ownership record we need to deliver true priority service."

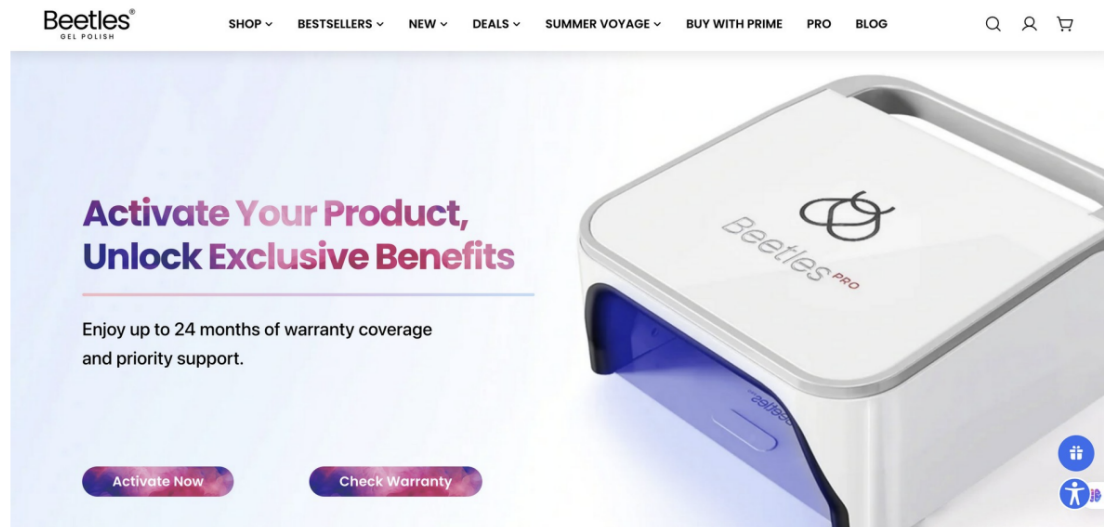
Customer Experience, Beetles Gel

24 Mo Warranty Coverage	Serial Level Tracking	1 Embed Snippet
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Introduction

Beetles Gel Polish has grown from a fan-favorite gel-polish line into a broader beauty hardware brand. The launch of the Beetles Pro UV/LED Curing Lamp introduced a product category that demands structured warranty coverage, serial-number tracking, and a clear path to priority support for lamp owners. Before Dyrect, none of that infrastructure existed.

With Dyrect, Beetles Gel now runs a branded product-activation and warranty system directly on beetlesgel.com. Every Beetles Pro lamp can be activated by serial number, linked to a verified owner profile, and tracked through a 24-month coverage window. Activated owners are automatically entitled to priority support, and the entire experience lives on the brand's own Shopify domain with a single embed snippet.



The live Beetles Pro warranty center: a branded "Activate Now" + "Check Warranty" experience powered by Dyrect.

The Beetles Pro warranty center: a branded "Activate Now" and "Check Warranty" experience powered by Dyrect.

About Beetles Gel

Beetles Gel is a leading at-home gel-nail brand with a passionate DIY nail community. The company operates a Shopify storefront alongside Buy with Prime and marketplace channels, reaching millions of customers who want salon-quality results at home. With the expansion into hardware through the Beetles Pro UV/LED Curing Lamp line, the brand needed post-purchase infrastructure that matched its reputation for quality and design.

Challenges

Challenge	Detail
Hardware warranty could not live in spreadsheets	24 months of coverage on UV/LED lamps requires serial verification, expiry tracking, and instant eligibility lookup at scale
Post-purchase experience did not match the brand	Design-led brand needed activation to feel like part of the Beetles world, not a bolted-on form
Activation was a dead-end step	"Register your product" drove no engagement; marketing needed it as a lifecycle hook with structured, verified data

What Dyrect delivered

1. Branded Product Activation on beetlesgel.com

Dyrect embedded an "Activate Now" flow directly on the Beetles Gel Shopify store. Customers enter their lamp's serial number, confirm the purchase channel (Shopify, Buy with Prime, or marketplace), and unlock exclusive benefits. The experience is positioned as "Unlock Exclusive Benefits," turning a registration step into a brand moment with channel-aware data capture.

2. Serial-Level Warranty Coverage Tracking (Up to 24 Months)

Each activation creates a record linking the serial number, verified owner profile, and a 24-month coverage window. Automated expiry logic tracks every lamp through its warranty lifecycle, enabling proactive expiry communications and ensuring no manual date math is required by the support team.

3. Warranty Lookup With Priority-Support Entitlement

A "Check Warranty" call to action sits alongside "Activate Now," giving existing owners instant access to their coverage status. Activated owners are automatically flagged for priority support, and that entitlement is enforced by the underlying data model. Support agents can verify ownership and coverage in seconds.

How the system was built

Component	Detail
Branded warranty page	On brand's own domain at /pages/beetles-pro-warranty-center
Dual-CTA hero section	"Activate Now" and "Check Warranty" side by side, different paths, same data system
Channel-aware activation	Purchase channel captured at activation, enables segment-based service
Serial-level coverage tracking	Unique serial + owner profile + 24-month warranty window, automated expiry
Priority-support entitlement flags	Activated owners tagged, entitlement surfaced to customers and agents

Before and after

Area	Before Dyrect	After Dyrect
Registration	Generic form builders, no serial tracking	Branded activation on beetlesgel.com with serial-level records
Warranty verification	Manual eligibility checks per case	Automated serial-linked coverage with real-time status
Support routing	No way to differentiate activated owners	Priority-support entitlement based on verified ownership
Customer data	Unstructured, not usable for marketing	Channel-aware, verified records for lifecycle campaigns
Brand experience	Third-party forms broke the brand	Entire experience on beetlesgel.com, single embed snippet

Outcome

Beetles Gel now operates a fully branded warranty activation and priority-support system on its own Shopify domain. Every Beetles Pro lamp sold through any channel can be activated, tracked through a 24-month coverage window, and linked to a verified owner who receives priority-support entitlement. The system runs on a single embed snippet, requires no custom development from the Beetles team, and feeds structured, channel-aware data back into marketing and support workflows.

24 Mo Coverage Tracked	1 Unified Record	Priority Support Live
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What changed	Detail
Branded activation moment	Activation feels like a brand experience, not a bolted-on form
Serial-linked warranty	Every lamp tracked through automated 24-month coverage expiry logic
Verified priority support	Agents see activated, in-warranty owners instantly at triage
One ownership record	Shopify and Buy with Prime buyers share the same source of truth
Lifecycle-ready data	Structured, channel-aware records feed marketing and support alike

Final takeaway

Beetles Gel did not just add a warranty page. It built a system that turns every product activation into a verified customer relationship. Serial-level tracking, automated coverage management, and priority-support entitlement now run natively on the brand's own domain, giving both customers and internal teams a single source of truth.

For any brand expanding from consumables into hardware, Beetles Gel shows what a structured post-purchase system looks like when it is designed around ownership data from day one.

Every Beetles Pro lamp that gets activated now creates a verified customer record Beetles Gel owns, regardless of where the lamp was originally purchased.

What Dyrect does

Dyrect is the most powerful post-purchase platform for modern brands, replacing manual registration, warranty, and claims processes with one connected system. No more spreadsheets, inboxes, or disconnected tools. More than 500 brands across the US, UK, Canada, and Singapore run their post-purchase experience on Dyrect today.

TRUSTED BY BRANDS LIKE

 Clore Automotive	 Diggs®	 BURTON	 NEEMAN'S®
VELOTRIC	 R for Rabbit® The Amazing Baby Company	 AIR-CON INTERNATIONAL	 MANNATECH
 GoMechanic	 JCB	 keplin group	 LACUNA®



4.8 ★★★★★

Rated on G2



5.0 ★★★★★

Rated on Shopify App Store

Ready to see this for your brand?

Talk to our team about warranty registration, claims and post-purchase experience.

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