

CASE STUDY



PRODUCT



RETAIL SEGMENT

Apparel

CHALLENGE

Embark on a personalisation initiative centered on enhancing the online customer experience, particularly for high-spending shoppers.

RESULTS

- ▶ **3x** increase in sales attributable to recommendations
- ▶ **18%** click-through rate on add-to-basket page placement

Customers that use recommendations...

- ▶ View **3x** as many products
- ▶ Purchase **2x** as many products

18%

CTR on Add-to-Basket page



One of our add-to-basket page recommendation placements delivers a stunning 18% click-through rate. It's impressive to be able to engage consumers with additional products that late in the purchase process.

– **Christel Hennion**

Marketing & Digital Director, Petit Bateau

Iconic French brand Petit Bateau is a leading apparel manufacturer whose signature nautical shirt has been an emblem of multi-generational style for babies, children and adults worldwide for over 120 years.

For the company, personalisation has been a theme that permeates every business initiative. Marketing and Digital Director Christel Hennion notes that "We are a premium brand, and personalisation is a unique way to enhance the brand perception of our customer base and to align our service levels to the quality of products we offer."

A few years ago, Petit Bateau partnered with Avail Intelligence (acquired by RichRelevance in May 2013) to implement product recommendations on their item and add-to-cart pages. As the retailer underwent a major site redesign, it decided the timing was right to partner with RichRelevance on a personalisation initiative that was broader than pure recommendations, centered on the online customer experience.

Broadening the scope of personalization

After implementing product recommendations with Avail several years ago, Hennion recognized that recommendations are a standard feature that customers expect online. Given that recommendations were essentially table stakes—or a foundational layer—upon which to build additional personalisation, she sought a partner that could grow with her company's ambitions.

Hennion was ultimately won over by RichRelevance's retail industry expertise, precise merchandising controls and strong customer references. "The best practices and roadmap that were shared via a comprehensive proposal from RichRelevance convinced me of the full potential of the partnership," says Hennion. "In addition, because we are a premium brand, it is of critical importance that we are able to manage our brand's look and feel at all times. We had to disqualify any solution that lacked this capability."

Hennion was also impressed by the breadth and depth of retail leaders worldwide that rely on RichRelevance as a partner—including key French brands like Priceminister, Kiabi, Darty and 3Suisses.

Uncovering customer insights

Since partnering with RichRelevance in August 2014, Petit Bateau has deployed Recommend™ on the majority of its site pages—home, category, search results, item, add-to-cart and cart—on five sites (France, UK, Italy, Germany, Belgium).

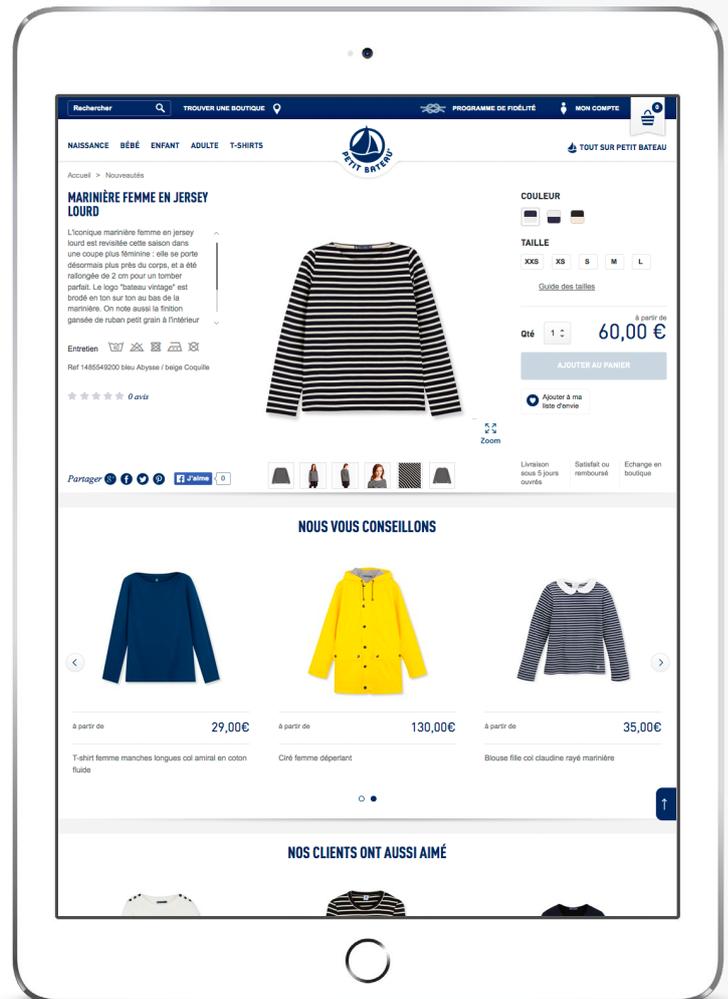
A year ago, the business set aggressive targets in terms of conversion, and personalisation played an important role in this objective. The amount of sales influenced by recommendations has tripled since deployment of Recommend, validating the best practices that determined the actual recommendation placements on various pages.

In addition, further analysis uncovered that Petit Bateau's highest-spending customers were the heaviest users of recommendations; they use recommendations as a means to navigate through the product catalogue. These customers viewed on average three times as many products and bought twice as much as the average customer. "Enhancing our loyal shoppers' experience is key for us," says Hennion. "They account for a very large part of our revenue, convert better and generate a higher AOV."

Hennion believes that when you look at the shopper segments that use recommendations and compare these results to other discovery and merchandising solutions, recommendations are the preferred means of engagement.

"Regardless of whether they have a precise idea of what they're looking for, recommendations expose the catalogue, provide suggestions, alternatives and even ideas.... Serendipity is hard to come by with search engines, but recommendations provide this," observes Hennion. "One of our add-to-basket page recommendation placements delivers a stunning 18% click-through rate. It's impressive to be able to engage consumers with additional products that late in the purchase process."

Although Petit Bateau has implemented Recommend throughout various pages on several international sites, Hennion's team plans to deploy recommendations into emails (both transactional and promotional), and are exploring Discover™ (personalised search and browse) and Build™ (API-based personalisation tools) to develop a robust omnichannel personalisation strategy in ongoing partnership with RichRelevance.



Want to learn more?

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