

Balibaris Boosts Conversions with AB Tasty

Balibaris is a leading French men's ready-to-wear brand known for its "affordable luxury" offerings. The brand partnered with AB Tasty to replicate its in-store experience online, enhance user experience, automate tasks, and boost conversions

CHALLENGE

Balibaris, a renowned men's ready-to-wear brand, was launched in 2010 as one of France's first Digital Native Vertical Brands (DNVBs). Known for its strong in-store experience, the brand quickly expanded both within France and internationally.

In 2022, to accelerate the growth of its online sales, Balibaris aimed to replicate the high-quality in-store experience on its e-commerce platform. The existing e-merchandising process, managed manually through Shopify, required an upgrade. The brand sought a solution that would bring intelligence to merchandising, enhance the relevance of product displays, and automate time-consuming tasks, enabling the team to focus on more strategic initiatives.

SOLUTION

The Balibaris website was already equipped with AB Tasty's personalized recommendation blocks. To further enhance the online shopping experience, AB Tasty introduced its new Recommendations and Merchandising solution. The goal was to replicate the in-store merchandising strategy online by:

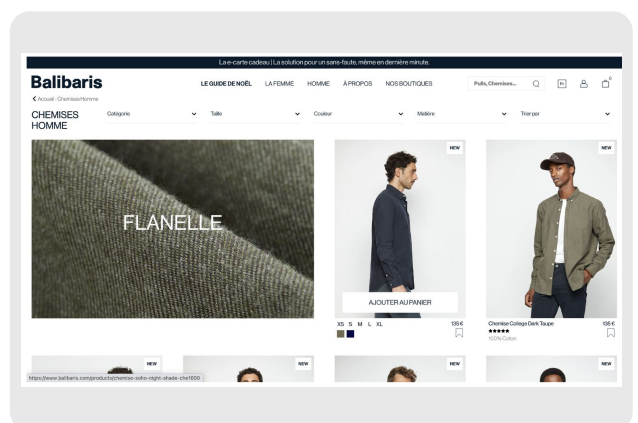
- **Showcasing new products and bestsellers:** Similar to the storefront displays in physical stores.
- **Offering a curated assortment:** Ensuring a harmonious display of colors and materials.
- **Promoting seasonal products:** Highlighting items such as hats, scarves, and swimsuits.

AB Tasty Recommendations and Merchandising calculates the optimal product order for each category using a blend of business and behavioral data.

Examples of data used:

- **Product / Business Indicators:** Sales trends, conversion rates, pricing, stock levels, margin levels, and product references.
- **Visitor Attributes:** Recently viewed or purchased products, favorite categories, and acquisition sources.

Each category on the site is treated uniquely, allowing for tailored sorting. For example, in the sock category, the recency of products is less impactful compared to the T-shirt category. Dynamic rules, such as organizing shirts by material (flannel, cotton, velvet), are also implemented to enhance navigation and user experience.



IMPLEMENTATION AND MANAGEMENT

The transition to AB Tasty's smart merchandising was seamless. The Balibaris website, built on Shopify, initially relied on the platform's basic sorting options, such as bestsellers or new products. However, these static sorting rules were insufficient for a brand like Balibaris, which prides itself on offering a curated shopping experience.

AB Tasty's solution integrated directly with existing analytics tools, such as Google Analytics and Shopify Analytics. By analyzing historical transaction data and audience behaviors, AB Tasty implemented models that dynamically adjusted product displays. The historical collections on Shopify were replaced with AB Tasty's intelligent collections, resulting in a more responsive and customer-centric e-commerce experience.

AB Tasty Lab: The digital team at Balibaris also gained access to AB Tasty Lab, a platform that allows for the easy creation, modification, and implementation of collections on the site. This platform not only streamlines the process but also provides comprehensive performance data, enabling continuous optimization of the product catalog.

RESULTS

The implementation of AB Tasty Recommendations and Merchandising at Balibaris delivered immediate results:

- 1. Business performance:** The site recorded a significant increase in conversion rates compared to the same period the previous year, even without relying on sales or promotions.
- 2. Organizational efficiency:** The digital team at Balibaris was relieved of the time-consuming manual sorting tasks, allowing them to focus on higher-value projects. This not only improved overall productivity but also enhanced team satisfaction, as employees could engage in more strategic and creative tasks.

- 3. Brand image:** The intelligent sorting of collections, along with the integration of personalized recommendation blocks, significantly improved the user experience on the Balibaris website. Customers were more engaged, finding relevant products quickly and easily, which in turn enhanced their perception of the brand.

Overall, AB Tasty's solution has empowered Balibaris to maintain its reputation for quality and customer service in the digital realm, ensuring that the online shopping experience is as refined and satisfying as the in-store experience.

"In addition to saving us precious time through automation, AB Tasty Recommendations and Merchandising brings intelligence to our merchandising through extremely fine and relevant rules."



Dorian Candavoine
Digital Director

Conversion rate improved year-over-year.

Time saved with automated sorting.

Enhanced UX and stronger brand image.