



# Cabaïa Boosts Growth with AB Tasty Recommendations and Merchandising

Cabaïa, a French brand known for its customizable beanies and backpacks, aimed to scale its digital growth by enhancing the personalization of its product recommendations. With the ambitious goal of reaching €55 million in revenue, Cabaïa turned to AB Tasty to optimize its e-commerce experience and increase conversion rates.

## CHALLENGE

Founded in 2015, Cabaïa quickly became a leading brand in the French market. However, the manual process of managing product recommendations through Shopify modules was inefficient and hindered growth. To automate and improve the relevance of these recommendations, Cabaïa sought a solution that could seamlessly integrate with their existing systems.

## SOLUTION

In early 2022, following a recommendation from another brand, Cabaïa partnered with AB Tasty. The collaboration began with a two-month A/B test, where 50% of visitors were exposed to personalized product recommendations powered by AB Tasty, while the other 50% continued to see standard Shopify recommendations.

AB Tasty implemented its recommendation engine at crucial points in the customer journey to maximize impact:

- **Product Pages:** Two strategic recommendation blocks were introduced:

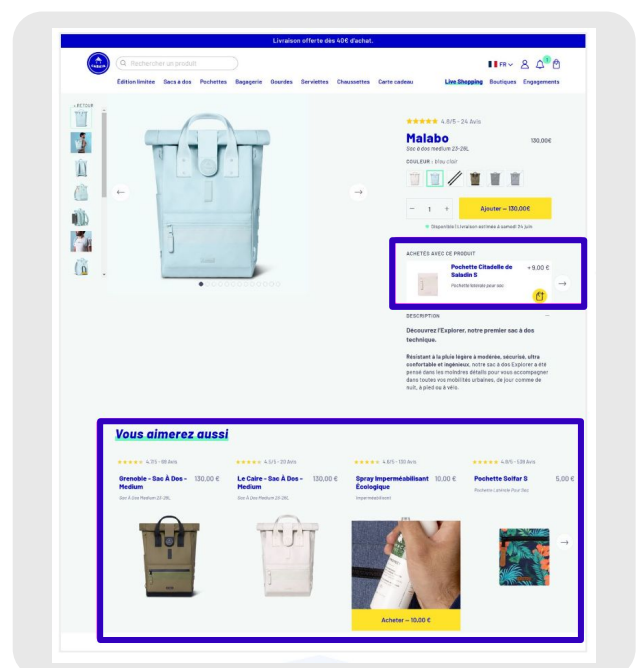
### 1. Complementary Products Block:

Positioned under the "Add to Cart" button, this block suggested accessories and items that complemented the selected product, effectively encouraging customers to increase their cart size.

### 2. Similar Products Block:

Located below the product description, this block featured similar items that might interest the customer, aiding in their decision-making process and boosting conversion rates.

- **Cart Page:** A dynamic slider appeared when a product was added to the cart, displaying frequently purchased items together with the current selection. This slider also included a progress bar showing the amount needed to qualify for free shipping, incentivizing customers to add more items to their cart.



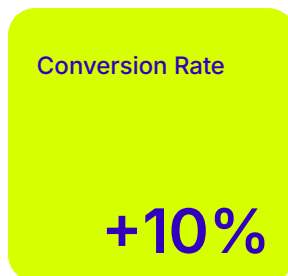
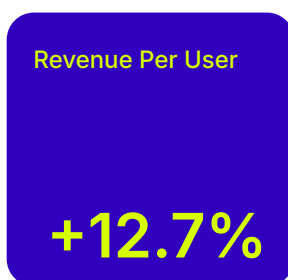


These recommendation blocks were powered by advanced algorithms that factored in key elements such as inventory levels, product novelty, pricing, promotions, and Cabaia's specific business rules. This approach ensured that each customer received highly relevant suggestions tailored to their shopping behavior.

## RESULTS

The results from the A/B test were impressive, demonstrating clear gains across all key performance indicators:

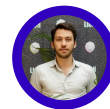
- **Revenue per User:** Increased by 12.7%, reflecting the effectiveness of personalized product recommendations in driving higher sales.
- **Number of Transactions:** Grew by 9.6%, indicating a higher conversion rate among customers exposed to AB Tasty's recommendations.
- **Conversion Rate:** Improved by 10%, showing that personalized recommendations were more effective in converting browsers into buyers.



- **Average Order Value:** Saw a 2.4% increase, driven by the strategic placement of complementary product suggestions that encouraged additional purchases.

Following the success of this initial test, Cabaia decided to roll out AB Tasty Recommendations and Merchandising across its entire website. Since then, continuous optimization has been supported through regular strategy sessions with AB Tasty's Customer Success Manager, ensuring that Cabaia remains at the forefront of personalized e-commerce.

**"AB Tasty delivers remarkable results. The display scenarios are highly relevant and perfectly tailored to our specific needs. The 'test & learn' culture at AB Tasty empowers us to continually optimize our performance."**



Emilien Foiret  
Co-Founder

## BENEFITS

In addition to the significant business impact, Cabaia greatly valued AB Tasty's cookie-free technology, which enhances user privacy by processing data directly within the browser without sending it to external servers. This innovative approach not only complies with current and upcoming privacy regulations but also ensures fast page load times, providing an optimal user experience.

By choosing AB Tasty Recommendations and Merchandising, Cabaia has secured a future-proof solution that aligns with their commitment to delivering a superior and privacy-conscious shopping experience.