

# The impact of cookie-free UX personalization in e-commerce: Mademoiselle bio's successful project to increase conversion rates and revenues.

In sales

+9.2 %

Of conversions

+1.9 %

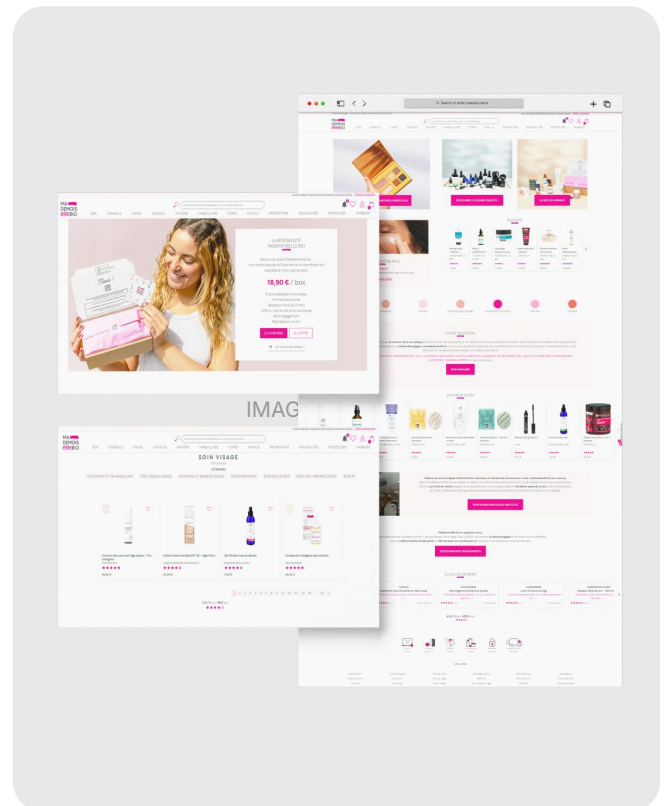
Average basket

+6.5 %

## ISSUES AND OBJECTIVES

Mademoiselle bio is the market leader in certified organic cosmetics in France. With the opening of some fifteen stores in recent years, the brand is now omnichannel, but its digital team retains the soul of a pureplayer with a culture of continuous optimization.

Cédric Gourgeon, e-commerce director at Mademoiselle bio, has always placed conversion optimization at the heart of his business, and even more so since the rise in acquisition costs that all e-tailers have been experiencing for several months now. Mademoiselle bio, which invests heavily in paid levers such as Google Ads and Facebook Ads, is particularly concerned by this issue.

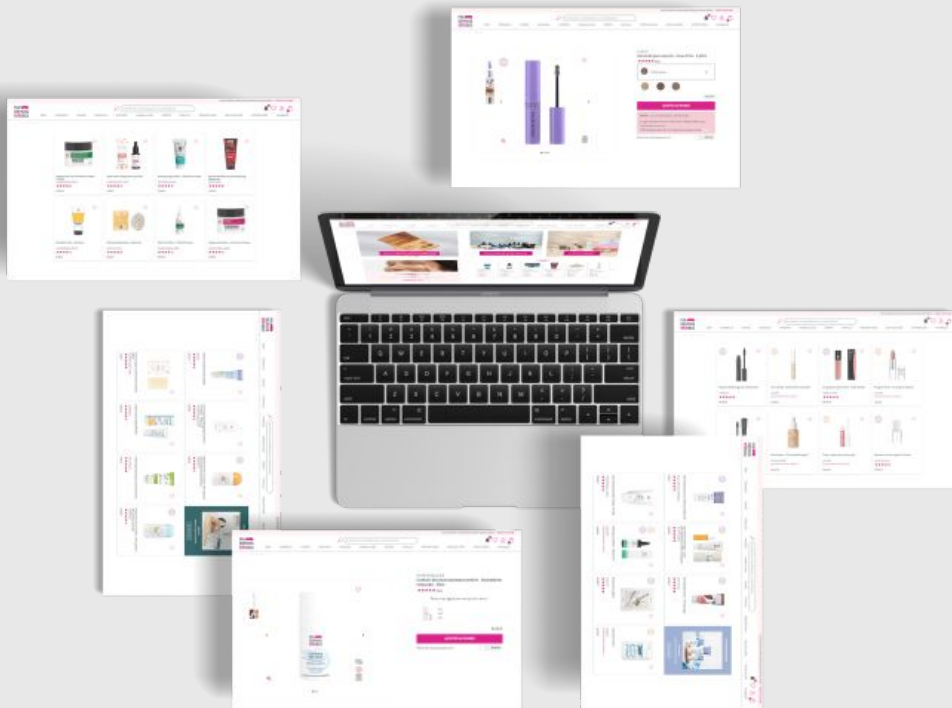


To continue generating growth, it has become crucial to make traffic investments profitable by converting as many visitors as possible into customers. By 2023, the company has set itself the target of increasing conversions by at least 20%, thanks to the personalization of its on-site customer journeys.

Cédric Gourgeon has been working with a long-standing player in the personalization market for several years, and is now looking to challenge its efficiency. With 2,500 references and 300,000 unique visitors per month, the choice of a high-performance solution is crucial, given the major impact of these personalization modules on the company's digital sales.

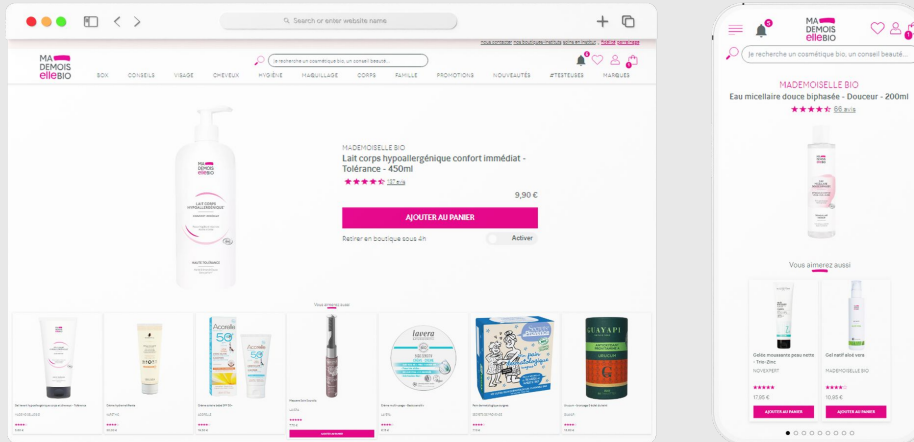
At the same time, the announced end of cookies and the regulatory context imposed by the CNIL (the French Data Protection Authority) have led Cédric to question cookie-based technology.

It was against this backdrop that he contacted AB Tasty, the only player on the market capable of personalizing online shopping paths without the use of cookies, and whose effectiveness has been demonstrated with over 70 e-tailers since 2020.



## SOLUTIONS

### 1. Personalized recommendations



Initially, an AB test on personalized product recommendations is carried out to ensure that AB Tasty Reco & Merch outperforms the incumbent.

Using AB Tasty's recommendation blocks to cover every stage of the customer journey on the Mademoiselle bio site. Each location is animated by an algorithm adapted to the stage of the buying journey, to present visitors with the products most likely to interest them.

Convinced by AB Tasty, Mademoiselle bio decided to roll out personalized product recommendations to 100% of its audience and launch the e-merchandising project.

#### Home page :

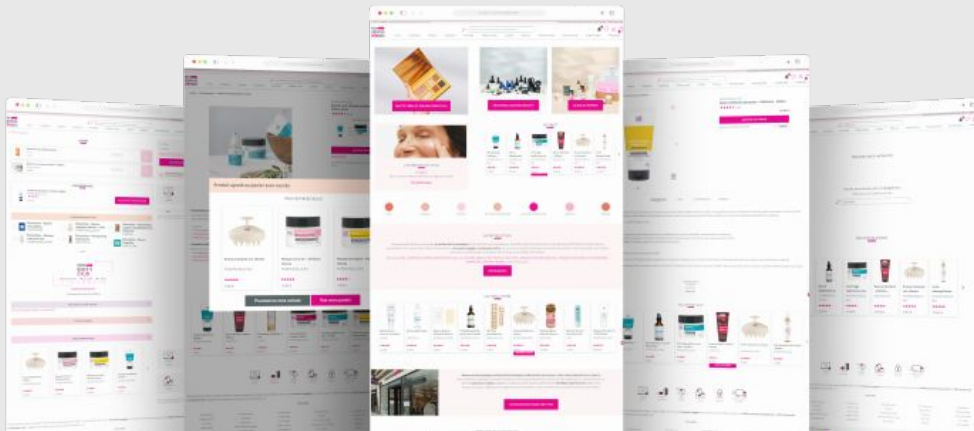
- *The Best: top sellers in the most popular category with the last product added to the basket*
- *Top rated: top rated products*

**Product page:** products viewed with this product

**Add to cart:** most popular products purchased with this product

**Basket page:** products purchased with the most expensive product in the basket

**Page 404:** most popular products with last product added to cart



## 2. E-merchandising

The aim is to reproduce on the Mademoiselle bio website a merchandising concept similar to that used in stores, with :

- The showcase for new products and bestsellers
- Promoting seasonal products
- Enhancing the variety of our offering

In concrete terms, on the site, it is a matter of reorganizing the order in which products are displayed in an intelligent manner. To do this, AB Tasty calculates an ideal order for each category by making a weighted mix of multiple business and behavioral data.

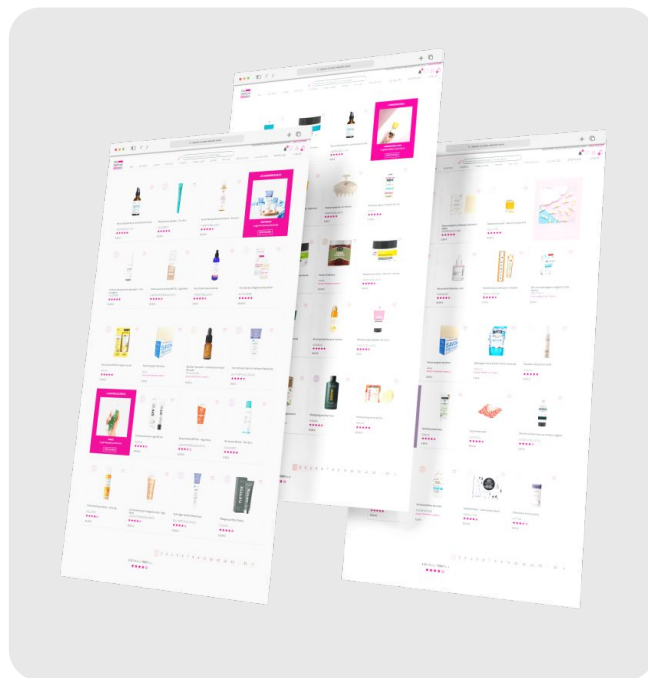
Some examples of the data used:

### Product / Business Indicators :

- Sales trend
- Conversion rate
- Price
- Stock level
- Margin level

### Visitor Attributes :

- Recently viewed / purchased products
- Favourite categories
- Source of acquisition...



Each category is uniquely processed to calculate the most relevant sort. The ranking is automatically modified on a daily basis to respect the sorting rules, guaranteeing the best possible relevance of the offer.

## IMPLEMENTATION AND MANAGEMENT

With AB Tasty handling both the intelligence of the solution and its front-end display on the site, Mademoiselle bio's teams spent little time on the project. In concrete terms, Mademoiselle bio had 5 actions to carry out to get the AB Tasty experiments up and running:

- Share access to your analytics solution
- Provide a product flow
- Add AB Tasty Reco & Merch tag on the site
- Validate models
- Validate the final rendering on a test environment

Since AB Tasty's Reco & Merch business model involves no set-up fees or commitments, Mademoiselle bio is billed a fixed monthly fee by AB Tasty.

## RESULTS

At Mademoiselle BIO, the implementation of AB Tasty's e-merchandising and personalized recommendation solutions had an immediate impact on three levels:

### Performance Business

At the end of the three-month AB test conducted on personalized product recommendations, the group exposed to AB Tasty generated significantly better performance than the group exposed to the recommendations of the incumbent player:

→ **+9.2%** in sales, representing a monthly margin gain of several tens of thousands of euros

→ **+1.9%** in conversions

→ **+6.5%** average basket

### Brand image

Personalizing the user experience has become an essential element in the success of online commerce. Internet users now expect brands to provide an experience tailored to their needs, just like Netflix or Amazon. Brands that personalize generate greater satisfaction among visitors, who are inclined to spend more and whose loyalty will increase.

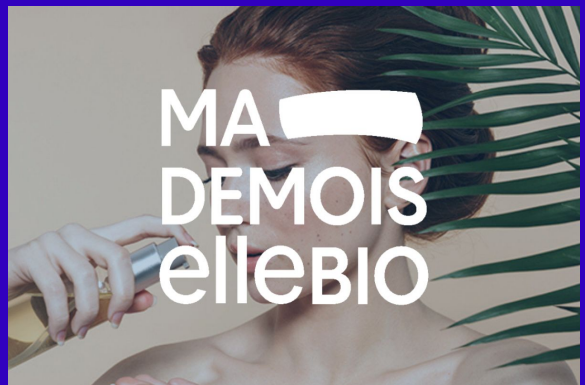
### More fluid and relevant UX

The personalized product recommendation blocks and intelligent e-merchandising implemented at Mademoiselle bio take the place of in-store sales advisors. They guide, advise, recommend and help visitors find what they're looking for. The usefulness of these solutions is measurable in concrete terms: at Mademoiselle bio, for example, 50% of visitors exposed to the product recommendations displayed when adding a product to the shopping basket use them.

## About Mademoiselle Bio

Founded by organic beauty enthusiasts, Mademoiselle bio has built a solid reputation for offering solutions that respect nature and health. The brand stands out for its commitment to naturally sourced ingredients, eco-friendly manufacturing processes and an ethical approach.

Today, Mademoiselle bio accompanies wellness-conscious consumers in their beauty routine. With its wide range of certified products, from face and body care to hair care, Mademoiselle bio caters to those looking for sustainable options, without compromising on quality and efficacy.



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