

Shifting Gears: How AB Tasty Helped La Bécanerie Drive More Sales

Since 1986, La Bécanerie has been a family-run business specializing in spare parts for motorcycles and scooters. Starting with 50cc bikes, the brand has grown to offer a vast range of products for motorcyclists while staying rooted in quality and their local community.

CHALLENGE

La Bécanerie, a pioneer in online motorcycle parts and equipment sales, knew they needed to step up their personalization game to stay ahead. With a massive catalog and ambitious goals, their challenge was clear: streamline the shopping experience, automate their merchandising, and deliver dynamic product bundles—all while keeping things effortless for their teams.

Manual processes were holding them back, and the team needed a solution that could be automated, intuitive, and seamlessly integrated. They also wanted a feature that let visitors add multiple products to their basket with a single click, delivering a shopping experience as smooth as the ride they were selling.

SOLUTION

AB Tasty brought La Bécanerie's vision to life with automated product bundles powered by advanced cross-sell algorithms. By analyzing purchase patterns over time, AB Tasty identified frequently bought-together items, ensuring every bundle felt intuitive and relevant.

These bundles weren't just smart—they were seamless. Fully integrated into La Bécanerie's site, the solution matched their design perfectly and offered flexibility for business teams to customize associations or exclude less relevant items.

Key features:

- Dynamic bundles: Automatically generated using long-term data.
- Seamless UX: Flawlessly integrated into the shopping experience.
- Easy customization: Teams could manage bundles directly via AB Tasty's platform.

EFFORTLESS IMPLEMENTATION

AB Tasty handled the heavy lifting, making implementation quick and painless. La Bécanerie only needed to share analytics access, provide a product feed, and validate models and designs.

The result? A solution that worked right out of the box, freeing La Bécanerie's teams to focus on growth, not grunt work.

"Specific, easy-to-configure templates ensured complete coverage of every stage of our online store, with the added bonus of quick and easy set-up."



Adrien Bousquier
Customer Acquisition
& Journey Manager

RESULTS THAT MATTER

- 7% of exposed visitors actively engaged with bundles.
- Bundle users had 11% higher basket values and generated three times more sales than non-users.
- Personalized bundles made the shopping journey smoother, boosting satisfaction and driving incremental sales.
- Automation cuts down repetitive tasks, giving teams more time to focus on strategy.

Visitors exposed to bundles actively use them

+7%

Average basket value among bundle users

+11%