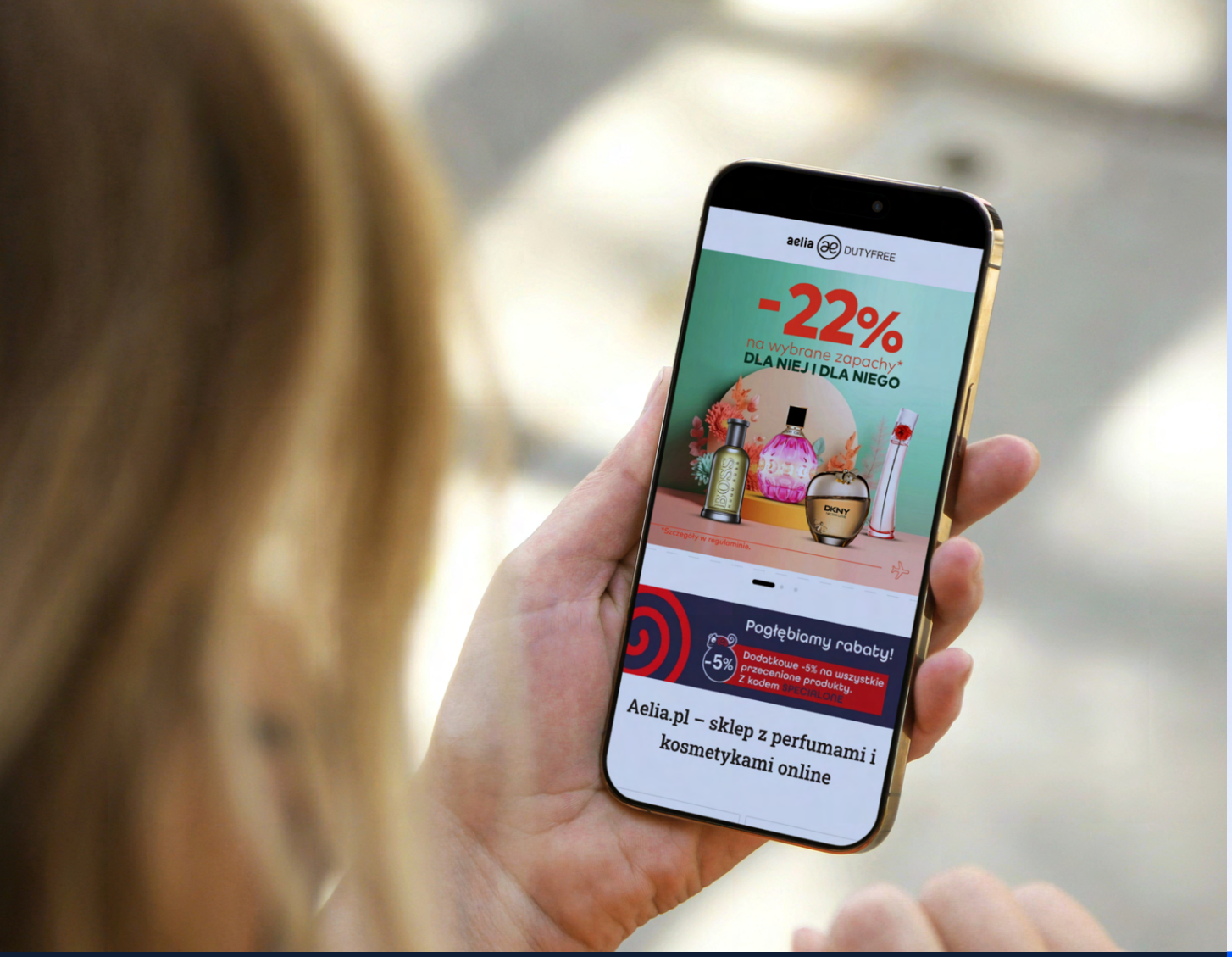
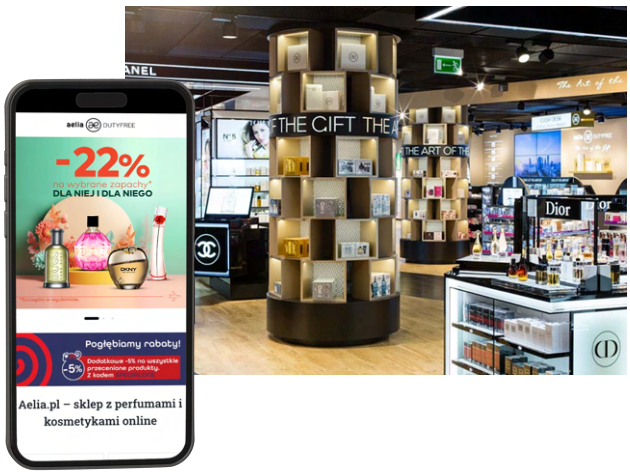


Increase sales through personalization and AI search engine – Lagardère Travel Retail with Persooa

persooa

About Lagardère Travel Retail



Lagardère Travel Retail in Poland manages a network of almost 1,000 different outlets under 40 brands such as So Coffee, Relay, 1Minute Smacznego! and Aelia Duty Free, which we support with our activities. In 2020, Lagardère Travel Retail launched its first ecommerce store under the Aelia Duty Free brand – www.aelia.pl. The store offers a wide range of fragrances, skincare and color cosmetics from brands such as Burberry, Givenchy, Paco Rabanne, Clinique and L'Occitane.

The challenge

Increase conversion rates by providing personalized communications based on user behavior and recommending products that match customer interests and preferences. An additional challenge was to make it easier for users to find products they might be interested in from a wide range of offerings and to promote the most popular brands.

Introduction

Aelia Duty Free offers luxury products, and that's what the user experience on the site needs to be. Therefore, implementing marketing technologies that not only increase profits but also make it easier for customers to shop was an easy decision. We are the leader in marketing automation in Poland and we know the industries very well, so we were certain what solutions to use to be effective.

> The ambitious task we set for ourselves was to raise the conversion rate and effectively promote high-end products. We needed a revolution in our marketing strategy. A key element of our action plan was to implement innovative technologies, especially communication automation and product recommendations. Our goal was not just to increase revenue, but to provide our customers with a unique, personalized and effective shopping experience.
>
> **Paweł Opałko**
> Digital Director

In selecting a partner to implement these changes, we were looking for experts who would not only understand our challenges, but also provide innovative solutions, In this context, we decided to work with Persooa, seeing in this company not only a contractor, but also a creative partner ready to take on this challenging task.

Anna Figurska-Legodzińska
Senior e-commerce content specialist

What did we do?

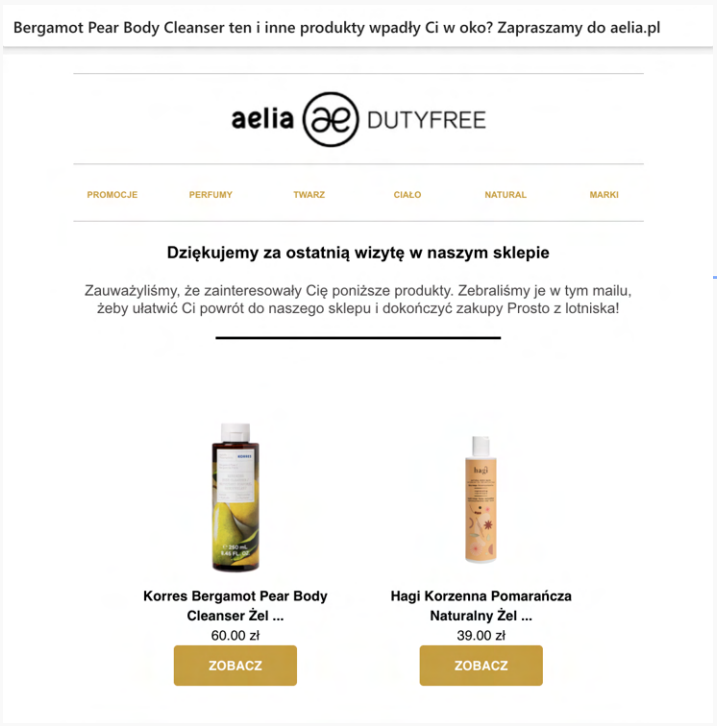
Implementing automated email scripts

We implemented automated email scenarios triggered by specific user behavior. This helped to maintain higher engagement along the purchase path and generate additional profit (by increasing the likelihood of purchase).

Examples of the scenarios we used:

1. Abandoned browsing

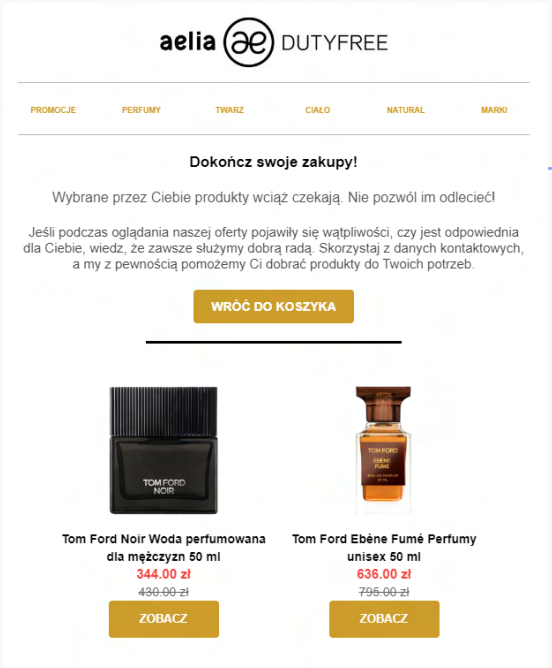
This scenario increases user engagement and raises the likelihood of purchase by reminding the user of recently viewed products.



Email with **recently viewed products**

2. Abandoned shopping cart

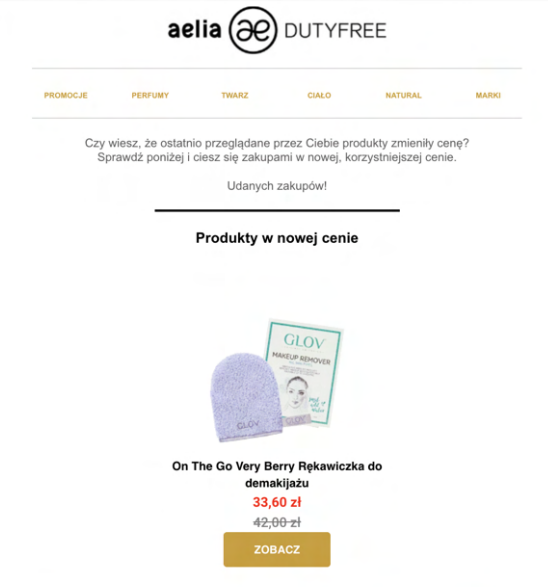
To reduce shopping cart abandonment and increase conversions, we send an email reminder about products the customer added to the cart but did not order.



Email with **products left in the shopping cart**

3. Price drop

The price of a product is usually the deciding factor for a customer, which is why the price drop scenario is so effective. It informs the customer that the product he or she was looking at currently has a different price.

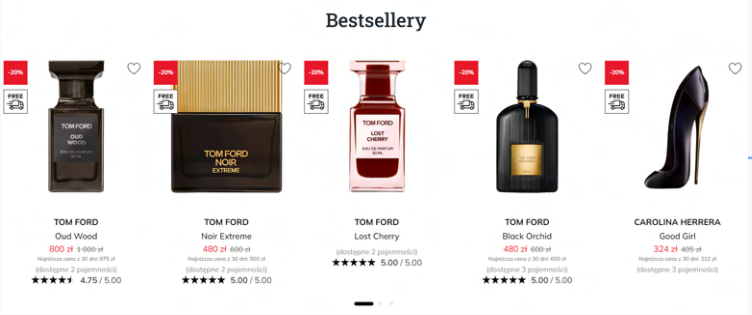


Email with **products left in the shopping cart**

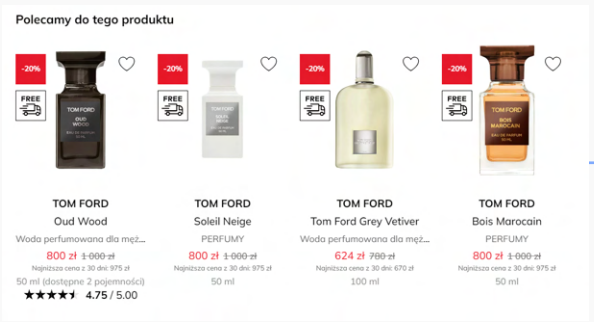
4. Product recommendations

With well-designed and implemented product recommendations, users are able to find the products they are interested in more quickly. Recommendations increase both conversion and average order value. In this case we implemented:

- Personalized recommendations – on the home page
- Similar and related products – on the product card
- Cross-sell recommendations – when adding to cart



Personalized recommendations on the home page



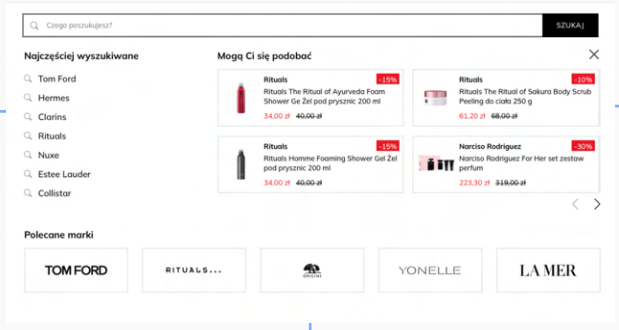
Cross-sell recommendations – when adding to cart

AI search engine

Before the customer starts typing in search phrases

Another feature we implemented was a search engine that allows personalization of results. The look and feel was designed to meet all of the client's requirements and allow for other planned solutions.

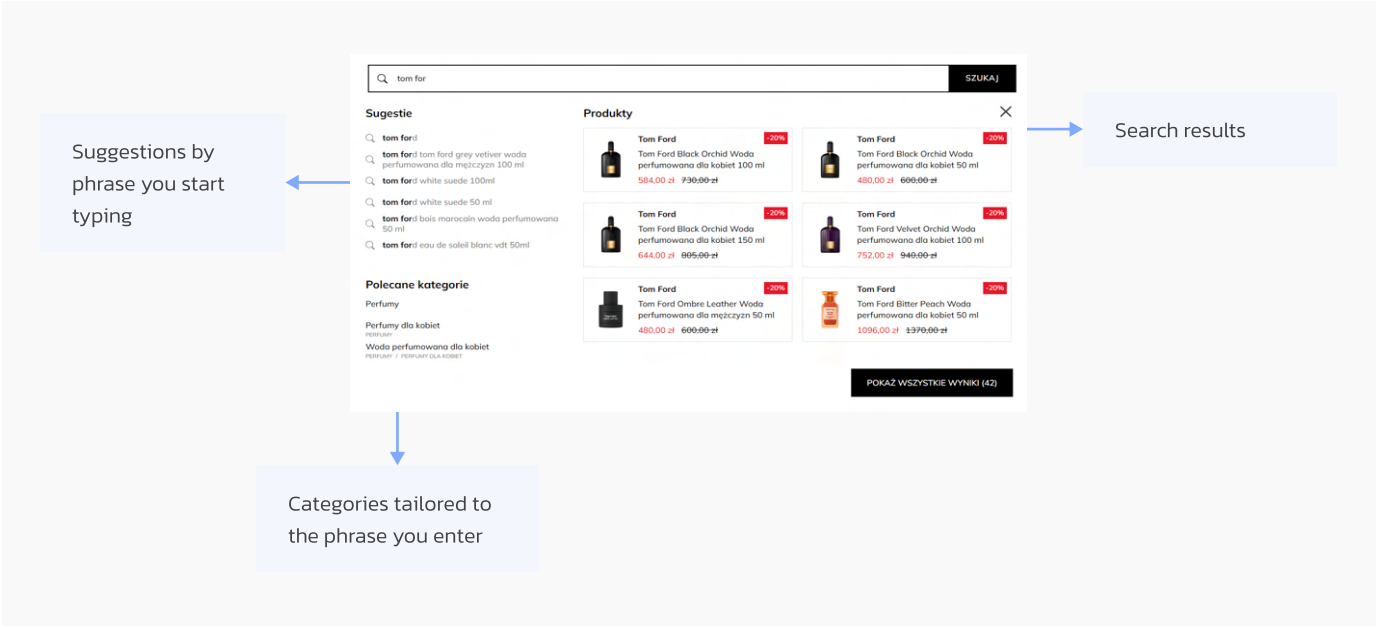
Suggestions for the most commonly searched phrases



Personalized suggestions that appear before the search begins

Client-managed dynamic suggestions for popular brands

As soon as you start searching and typing phrases



Results

10%

increase in revenue from email automation

17%

increase in revenue from search results personalization (45% mobile and 55% desktop) approx

ok. 30%

increase value of the basket with recomanded products

15%

increase in total revenue from recommendations

We worked with Persooa to increase conversions by personalizing our communications and improving our customers' shopping experience. Their commitment to the project, industry knowledge and professionalism contributed to satisfactory results. The introduction of automated email scripts, product recommendations and a smart search engine on our Aelia Duty Free e-commerce platform allowed us not only to increase revenue, but also to improve customer engagement and their overall shopping experience. Persooa proved to be not only a business partner, but also an inspiring advisor who effectively supported our growth strategy.

Anna Figurska-Legodzińska
Senior e-commerce content specialist

Summary of cooperation

It's always a challenge to work with ecommerce companies that sell luxury branded products. Our mission was not only to increase revenue, but also to improve customer loyalty, retention and experience. Using referral frames, automated email scripts and an intelligent search engine was a great solution that delivered the desired results.

We have numerous implementations in online stores, including those selling luxury products. As a result, we knew immediately which solutions would be most effective and deliver the expected profit improvement for Lagardère Travel Retail. The implemented scenarios have made shopping at www.aelia.pl a pleasure.

Remigiusz Wojtczak
Chief Sales Officer