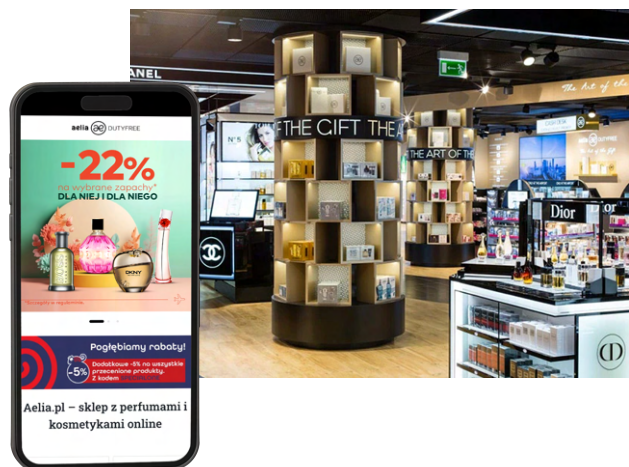




# Increase sales through personalization and AI search engine – Lagardère Travel Retail with Persooa

# 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](http://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.



Bergamot Pear Body Cleanser ten i inne produkty wpadły Ci w oko? Zapraszamy do aelia.pl

**aelia**  DUTYFREE

PROMOCJE    PERFUMY    TWARZ    CIAŁO    NATURAL    MARKI

**Dziękujemy za ostatnią wizytę w naszym sklepie**

Zauważyliśmy, że zainteresowały Cię poniższe produkty. Zebraliśmy je w tym mailu, żeby ułatwić Ci powrót do naszego sklepu i dokończyć zakupy Prosto z lotniska!

**Korres Bergamot Pear Body  
Cleanser Żel ...**  
60.00 zł  
**ZOBACZ**


**Hagi Korzenna Pomarańcza  
Naturalny Żel ...**  
39.00 zł  
**ZOBACZ**

→ 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.

**aelia**  DUTYFREE

PROMOCJE    PERFUMY    TWARZ    CIAŁO    NATURAL    MARKI

**Dokończ swoje zakupy!**

Wybrane przez Ciebie produkty wciąż czekają. Nie pozwól im odlecieć!

Jeśli podczas oglądania naszej oferty pojawiły się wątpliwości, czy jest odpowiednia dla Ciebie, wiedz, że zawsze służymy dobrą radą. Skorzystaj z danych kontaktowych, a my z pewnością pomożemy Ci dobrać produkty do Twoich potrzeb.

**WRÓĆ DO KOSZYKA**

**Tom Ford Noir Woda perfumowana dla mężczyzn 50 ml**  
~~430.00 zł~~  
**344.00 zł**  
**ZOBACZ**

**Tom Ford Ebène Fumé Perfumy unisex 50 ml**  
~~796.00 zł~~  
**636.00 zł**  
**ZOBACZ**

→ 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.

aelia **ae** DUTYFREE

PROMOCJE    PERFUMY    TWARZ    CIAŁO    NATURAL    MARKI

Czy wiesz, że ostatnio przeglądane przez Ciebie produkty zmieniły cenę? Sprawdź poniżej i ciesz się zakupami w nowej, korzystniejszej cenie.

Udanych zakupów!

**Produkty w nowej cenie**

**On The Go Very Berry Rękawiczka do demakijażu**  
**33,60 zł**  
~~42,00 zł~~

ZOBACZ

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





**Bestsellery**

 <b>TOM FORD</b> Oud Wood 800 zł - 4 000 zł <small>Najniższa cena z 30 dni przed 39% (dotyczy 2 pojemności)</small> ★★★★★ 4,75 / 5,00	 <b>TOM FORD</b> Noir Extreme 480 zł - 600 zł <small>Najniższa cena z 30 dni przed 30% (dotyczy 2 pojemności)</small> ★★★★★ 5,00 / 5,00	 <b>TOM FORD</b> Lost Cherry <small>(dostępne 2 pojemności)</small> ★★★★★ 5,00 / 5,00	 <b>TOM FORD</b> Black Orchid 480 zł - 600 zł <small>Najniższa cena z 30 dni przed 30% (dotyczy 2 pojemności)</small> ★★★★★ 5,00 / 5,00	 <b>CAROLINA HERRERA</b> Good Girl 324 zł - 405 zł <small>Najniższa cena z 30 dni przed 33% (dotyczy 2 pojemności)</small>
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Personalized recommendations on the home page



Polecamy do tego produktu

 -20% FREE DELIVERY <b>TOM FORD</b> Oud Wood Woda perfumowana dla męz... 800 zł 1-000 zł Najniższa cena z 30 dni: 975 zł 50 ml (dostępne 2 pojemności) ★★★★★ 4.75 / 5.00	 -20% FREE DELIVERY <b>TOM FORD</b> Soleil Neige PERFUMY 800 zł 1-000 zł Najniższa cena z 30 dni: 975 zł 50 ml	 -20% FREE DELIVERY <b>TOM FORD</b> Tom Ford Grey Vetiver Woda perfumowana dla męz... 624 zł 780 zł Najniższa cena z 30 dni: 670 zł 100 ml	 -20% FREE DELIVERY <b>TOM FORD</b> Bois Marocain PERFUMY 800 zł 1-000 zł Najniższa cena z 30 dni: 975 zł 50 ml
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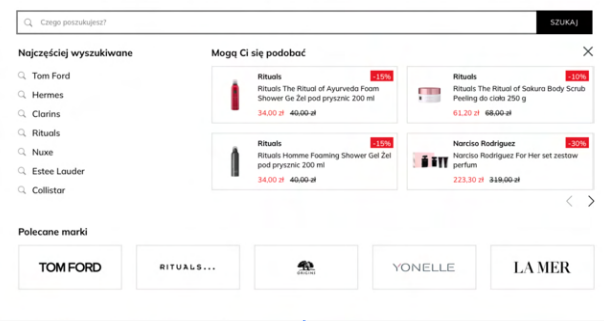
Cross-sell recommendations - when adding to cart

## 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

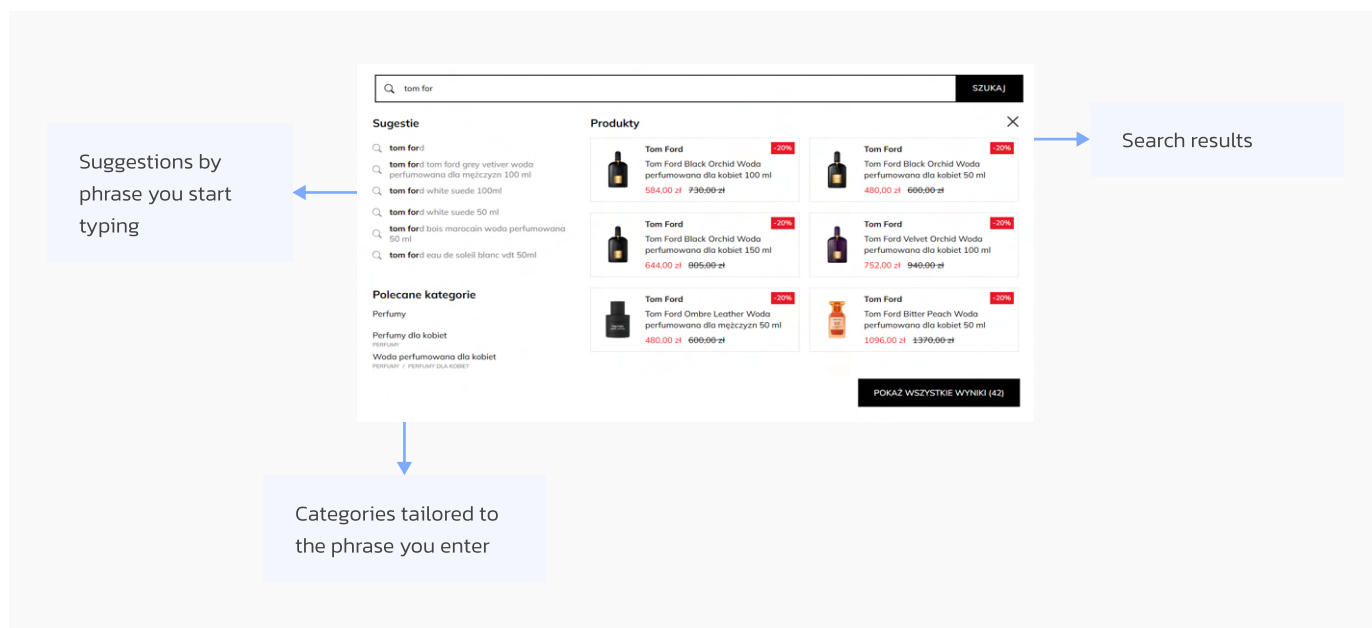


Personalized suggestions that appear before the search begins

Client-managed dynamic suggestions for popular brands



## As soon as you start searching and typing phrases



## Results



increase in revenue from email automation



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



increase value of the basket with recommended products



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.

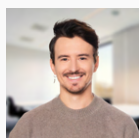
**Anna Figurska-Legodzińska**

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](http://www.aelia.pl) a pleasure.



**Remigiusz Wojtczak**

Chief Sales Officer