TARGET 2 SELL

Blancheporte

www.blancheporte.fr

Textile sector

Specialists in distance selling of ready-to-wear women's fashion.

Blancheporte's needs
• Personalise the products shown in accordance with the profile of users
• Improve the user experience
• Implement a manageable solution
• Obtain a solution based on a licence model

Target2Sell solution
Target2Sell is a solution involving personalised recommendations of articles for electronic commerce sites
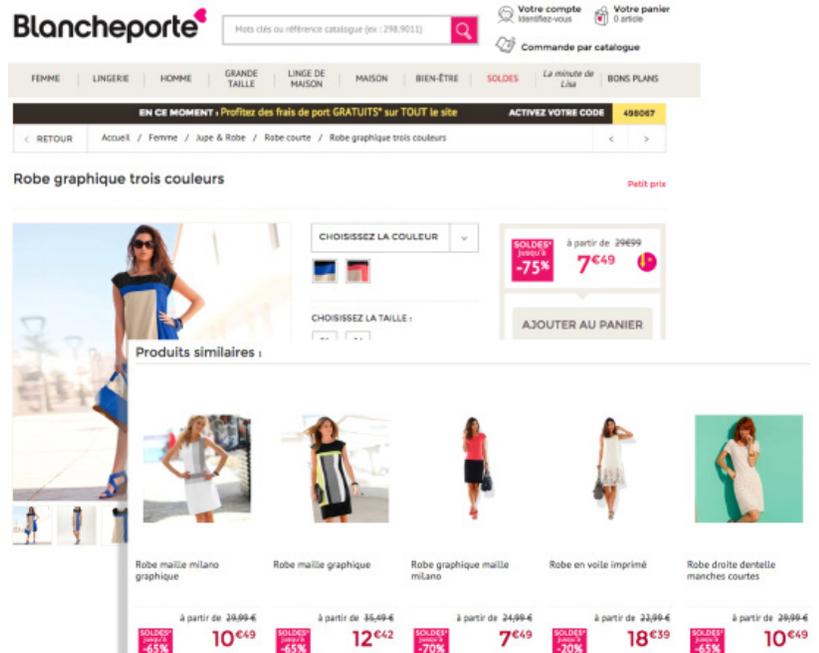
Results of the A/B test

+ 100% billing
on product and pop-up basket spaces

+ 80%
of articles sold on product pages

+ 65%
of articles sold on "add to basket" pages

Blancheporte, which specialises in the distance selling of ready-to-wear women's fashion, is the preferred fashion site among older people and it is 16th in the rankings of e-commerce sites in France.

Blancheporte's issues and context

"Before trying the Target2Sell solution, we internally developed our own algorithms. All product recommendations were set in a context according to the page type and manually managed through our semantics browsing tool, Endeca (Oracle). Due to the basic nature of our algorithms, we did not have user behaviour analysis (e.g. current best sales, promotional products). Our product recommendations were based on commercial and marketing needs but they were not personalised in any way."
Raynald MALIGE, Project Manager and Manager of User Experience at Blancheporte.

Before implementing Target2Sell, Blancheporte already showed product recommendations on the majority of its website pages: home page, Universo pages, product pages, list pages, basket page

Blancheporte's aims

- Personalise products shown in accordance with the profile of users
- Implement a manageable, flexible interface with an A/B test module that enables the undertaking of the A/B algorithm test
- Show product recommendations related to the commercial needs of users, therefore improving the user experience

Achieve a solution based on a licence that is not that expensive (Blancheporte believes it would be difficult to draw up budgetary forecasts with a solution billed according to results)

"At Blancheporte, we prefer to have control and understand, in particular, how it functions. We do not want 100% automatic, "black box" solutions. **The fact that Target2Sell is an automatic yet manageable solution was key when making a decision."** Raynald explains.

50-day A/B test

In order to achieve the best results possible, Blancheporte performed an A/B test "trial run." During this test period, 50% of its traffic was diverted to a first version and the remaining 50% was diverted to a second version for 15 days. In the two versions, the same product recommendations were presented. The results of this A/B test demonstrated a difference of 0.5%, which has enabled the validation of all of the KPIs used for the future A/B test.

"We performed our A/B test on 20 April 2015 and, over the course of six weeks, we were able to compare the Target2Sell solution with our old product recommendation solution.

After one week of testing, Target2Sell showed better results on all pages except for on list pages, which was due to the lack of attributes in the flow of catalogues." Raynald explains.

"Target2Sell helped us throughout the A/B test period and has given us a lot of useful advice that has enabled us to considerably increase sales. For example, the technical department of Target2Sell recommended we show products that are more expensive than previous products. **Thanks to this, we have managed to increase the average price of items proposed by Target2Sell by 19%."** Raynald explains.

For more information
www.target2sell.com/en
contact@target2sell.com
+33 (0) 1 44 54 94 55

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