

## AMARA

### Case Study

# How AMARA optimized its onsite experience across multiple territories with Crownpeak.

AMARA is the leading online destination for luxury homeware. Established in 2005 as an independent boutique, the business transitioned to become pureplay in 2008 and has since grown to partner with over 300 of the world's leading home brands, including Versace Home, Missoni, Fornasetti and Kartell. Exceptional service, a fully bespoke platform, and award-winning customer service – alongside twice-weekly new collection launches – have established AMARA as the go-to online destination for luxury homeware for a global audience in over 100 countries.

### Overview

#### Goals

- Optimize the customer journey
- Drive conversions, demand and customer satisfaction

#### Challenges

- A large catalog of products
- Tailoring the customer journey with such a large amount of products

#### Solution

- Implement Crownpeak's AI-powered personalization tool
- No longer a heavy manual process for the AMARA teams

#### Results

- 5x forecasted conversion uplift
- Significant reduction in search exit
- Increased team efficiency driving greater capacity from the same source
- Back-office flexibility

## Challenges:

# Improving product discovery and optimizing the onsite experience for each shopper journey

With 24,000+ SKUs from 300 brands across 400+ categories, AMARA's challenge was how to ensure that the search, navigation, and product discovery user experience is always informative, efficient, and relevant across every shopper journey. Each product category and brand requires different strategies. The challenge for the team was optimizing the onsite experience at scale across multiple territories whilst driving conversion, demand, and customer satisfaction.

“Crownpeak has enabled AMARA to elevate onsite search, personalization and merchandising functionality in a way that puts the customer at the centre of the experience. With Crownpeak, product discovery has become an efficient and essential part of our shopper journey. Significantly, our integration has boosted operational efficiency by arming the team that holds the site performance metrics with the ability to continuously implement strategic decision making. It's also clear that Crownpeak continues to fortify the platform as they roll out their AI portfolio, and this looks set to support our growth trajectory in what is now a fiercely competitive, digital-first retail landscape.”

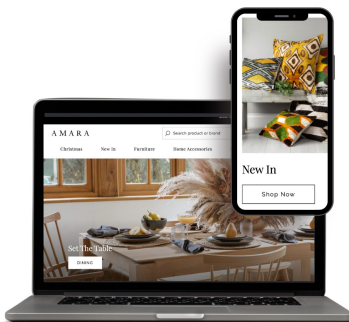
Ben Blackwell, CMO, AMARA

## Solution:

# An improved personalization and merchandising functionality boosts conversion rates and customer search and navigation

Crownpeak's platform was deployed to boost conversion rates from search, personalization and merchandising functionality. This provided the opportunity for automated systems to strategically display rich product category pages that respond to customer search and navigation - based on contextual behavior. These rules can be replicated and adapted across multiple global sites so that local search and navigation fit cultural nuances or local strategies. This has given the merchandising and trading teams the ability to automate what was previously a heavily manual process.

An additional overlay of Artificial Intelligence (AI) has been added to the core functionality. This is so the team can automate the ability to segment and build groups based on specific shopper behavior patterns, enabling them to define and present the most relevant content and products to a particular type of shopper.



## Results:

# Crownpeak helps AMARA increase conversions and see a reduction in search exit from thier customers

With greater levels of automation and less manual input required, this has freed up the team to focus on trading strategies and creative curation. Allowing the team to manage multiple site locations with the right data, as well as the time to deeply analyze customer behavior and insights. This enables them to implement the correct strategies for each product category and has ultimately contributed to KPIs that support a cohesive AMARA brand and product discovery experience.

In addition, the introduction of AI supports AMARA's future path. New and upcoming features in Crownpeak's AI portfolio and roadmap, like AI personalization and search, are also aligned with future commercial goals.

### Metrics:

- 5x forecasted conversion uplift
- Signicant reduction in search exit
- Increased team efficiency driving greater capacity from the same source



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