Maxoutil

Case Study

An ever-improving online experience thanks to intelligent merchandising: upselling and cross-selling

Maxoutil is a French e-retailer and an expert in low-cost tools. With more than 50,000 products available, from power tools to building hardware and consumable items, the e-retailer is proud to be able to provide a seamless experience to over 145,000 shoppers every month.

Overview

Goals
- Improve product discovery and optimize product recommendations
- Facilitate the implementation of cross-selling and upselling strategies

Challenges
- Size of product catalog
- Difficulties from the omnichannel nature of customer journeys
- Limitations of manual merchandising

Solution
- Providing product recommendations throughout the product discovery journey

Results
- + 150% in products sold via Crownpeak recommendations

Challenges:
Complicated buyer journeys and a huge product catalog

Five years ago, Maxoutil already had thousands of items in its product databases. But with customer journeys becoming increasingly intricate, difficult to engineer and impossible to predict, attracting the attention of shoppers to specific products became even more challenging.

At the same time, the Maxoutil e-merchandising teams had identified areas on the website that had great potential for product recommendations that were not being exploited. The size of their product catalog, the additional difficulties from the omnichannel nature of customer journeys and the limitations of manual merchandising made product discovery very difficult on Maxoutil's website.

"With over fifty thousand items available online, it was difficult for the user to sort through and quickly identify what they wanted," explains Charles de Tremontels, Marketing and Product Database Manager at Maxoutil.

The retailer needed a turnkey solution that would quickly activate a series of product discovery levers and tap into those unexploited recommendation areas. They turned to Crownpeak to generate recommendations on their website and facilitate the implementation of cross-selling and upselling strategies.

Solution:
Triggering recommendations across the buyer journey to increase upselling and cross-selling

Thanks to the large library of algorithms present in its user-friendly platform, Crownpeak allows Maxoutil merchandisers to automate and A/B test their own business rules. This means they can trigger recommendations in different areas of the website based on user interactions and their business objectives.

This enables the merchandising team to focus on strategy and bringing new ideas to life without the need for a data scientist.

> "Before Crownpeak, making product recommendations was a very long and tedious process".

Charles de Tremontels, Marketing Manager, Maxoutil

Crownpeak integrated into Maxoutil's customer journey by providing product recommendations throughout the product discovery journey: on the homepage, on product sheets, on the shopping cart page and when a product is added to the cart.

On the homepage, Crownpeak's widgets allow Maxoutil to recommend generic items and popular products to new shoppers. For existing customers, recommendations are personalized based on shopper information such as purchase history. The carousels at the bottom of the page aid product discovery by highlighting useful items that the shopper may not have thought of.
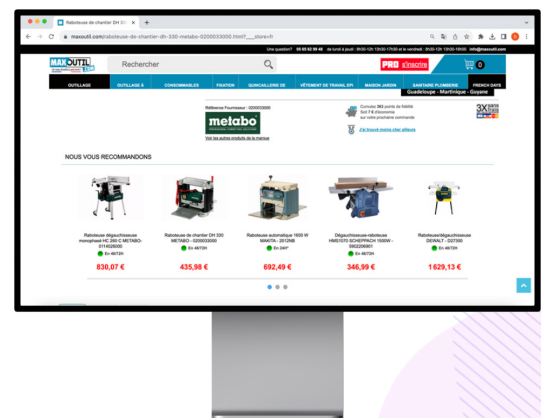
Other features include recommendations of complementary products to encourage upselling and cross-selling. For example, the electric drill driver is sold without a battery or charger. Using Crownpeak's complementarity algorithms which search the entire Maxoutil catalogue for compatible batteries, the shopper is offered compatible batteries from similar brands. Once the shopper has added to their cart, they will also be offered product recommendations to complement the items they have decided to buy.

Finally, the algorithms offer additional benefits to tempt the shopper to checkout such as free next day delivery. This helps complement their strategy and encourages customers to purchase multiple items in a single order.

In order to find the best strategy every time, the Crownpeak tool enables different merchandising rules to be easily A/B tested.

crownpeak

Results:
Automating operational tasks while maintaining creative control

Intelligent merchandising automates the operational tasks while merchandisers stay in complete control. This ensures recommendations are optimized to guide and re-engage customers to products. Using this combination of automation and creative control, Maxoutil saw an increase of over 150% in products sold via Crownpeak recommendations.

Time savings

Daily time savings thanks to the automation of personalized recommendation carousels.

E-commerce expertise

The e-commerce expertise of the Crownpeak team provided support with strategy implementation every step of the way.

Optimized merchandising

Thanks to A/B testing, the team can optimize strategies to improve results.

+150%

in products sold via Crownpeak recommendations

"Everyday, Crownpeak saves so much time by generating carousels and by A/B testing our strategies"

Charles de Tremontels, Marketing Manager, Maxoutil

Ready for a personalized demo?

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