Eminza

Case Study

Increasing conversions through upsell and cross-sell strategies

Eminza is a French pure player specializing in home decoration. The brand was launched in 2011 with the aim of enabling online shoppers to find the best decoration trends at the best prices. Today Eminza operates in 5 countries, offering customers the opportunity to "dare to fall in love". With 5 different product ranges and 11,800 individual products, there is plenty to choose from.

Recently voted 2nd best ecommerce site in the decoration and small furnishings category by Capital Magazine, Eminza offers a high-quality online experience. Their revenue is increasing year-on-year, reaching €25 million in 2021, an upturn of over 60% in the last 5 years.

Overview

Goals
- Improve the shopping experience while driving upselling and cross-selling

Challenges
- Eminza needed a level of personalization that only AI could prodivde

Solution
- Crownpeak Product Discovery offers the ability to mix Eminza's own merchandising strategies with other AI logic offered on the platform.

Results
- 106% sales made through cart recommendations
- 78% of items sold through cross and upsell strategies on the shopping cart pop-up
- Over 24% of revenue made through Crownpeak product recommendations on the site

> "The platform gave us the ability to quickly set up business rules on all pages."

Anne Sophie Boillaud, Head of Content and Brand Image at Eminza

Challenges:
Disrupting the market with personalization

Eminza operated their e-retail business through a customizable Content Management System (CMS), meaning they were able to establish basic merchandising rules. They also had a product recommendation system but were lacking a (1-to-1) user-customization facility.

Eminza needed a level of personalization that only artificial intelligence could provide. Plus, the merchandising team wanted to be able to apply specific business rules across the five country-specific sites and across the different pages. Their goal was to improve the shopping experience while driving upselling and cross-selling. They turned to Crownpeak Product Discovery in 2020 to address these issues.

"We were looking to challenge our cross-sell and up-sell tool", explains Anne Sophie Boillaud, Content and Brand Image Manager, who looks after e-merchandising, user pathways and brand content.

Solution:
Leveraging product recommendations to improve product discovery

Crownpeak Product Discovery enables e-tailers to facilitate product discovery throughout the customer journey, with 3 AI-based levers: the internal search, e-merchandising and personalized recommendations. Eminza uses Crownpeak Product Discovery's powerful product recommendation tool to make the most relevant offers to each user.
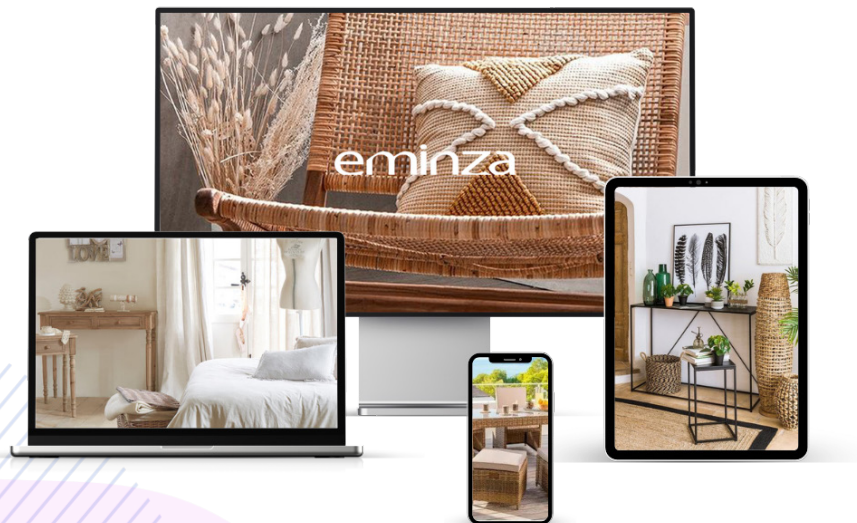
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The platform allows merchandisers to access a large library of ready-to-use algorithms to automate, manage and mix different business rules. These rules can then be applied across countries and pages. The Crownpeak Product Discovery platform offers the ability to implement various merchandising strategies.

Anne Sophie Boillaud explains that Eminza's most crucial strategies are cross-selling and upselling: " Crownpeak Product Discovery has allowed us to mix Eminza's own merchandising strategies with other AI logic offered on the platform. We can put these strategies into action easily thanks to Crownpeak Product Discovery's complementarity algorithms and the ability to combine them through the console."

> "We use Crownpeak to implement different e-merchandising strategies. Up-sell and cross-sell strategies are crucial to conversion on the site."
>
> **Anne Sophie Boillaud**
> **Head of Content and Brand Image at Eminza**

The first algorithm automatically identifies the types of items that are frequently purchased together, before a second algorithm considers co-purchased products or buyer-specific activities to recommend the most suitable complementary products.

When a customer adds a duvet cover to the shopping cart, for example, a Crownpeak algorithm analyses the overall co-purchase history for that site, understands this product is often purchased with fitted sheets or bed linen sets, and then other algorithms analyze the user's preferences to suggest different styles and colors that match their taste.

Crownpeak offers dynamic and intelligent merchandising by automating certain actions and leaving the control of the strategy to the business teams.

"The power of AI, gives us a higher level of customization and saves us time every day. We can now focus on setting up and AB testing our own business rules", continues Anne Sophie.

For this pure player "the strength of its teams lies in their ability to pick up on trends, to know how to gauge customer requirements and to adapt to all desires in order to offer the best product at the right price". It is therefore essential that they offer a smooth customer experience throughout the browsing process.

Crownpeak is present throughout Eminza's customer journey with recommendation carousels (or product sliders). Recommendations are triggered by each user's interactions on the site and the types of pages they have viewed.

On the homepage, for example, the user will be offered recommendations based on the products added to their "wishlist" or, if they haven't added any, the last products they viewed will be recommended. If the user is new, more common recommendations, which don't depend on user data, can also be used to highlight the most impactful products of the moment, for example the most popular or trendy among all buyers.

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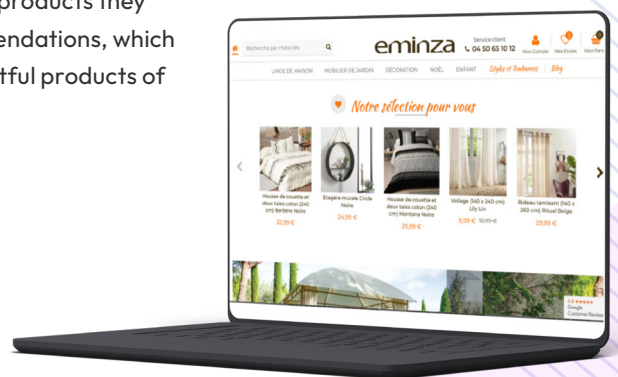
Eminza's best practices include product recommendations on pages that are not often thought of, such as 404 pages, empty shopping carts or empty wishlists. By doing this, Eminza ensures that users never end up on a page with no results. Moreover, as Anne Sophie Boillaud notes "these practices allow us to chase up a small product push at each stage of the customer journey to increase the average cart ".

Among the advantages noticed by the Eminza teams, the customer support and the ability to AB test strategies stand out the most. "It's a powerful tool, there are lots of possibilities, and having someone to rely on when it comes to configuring it was really important to us," says Anne Sophie Boillaud.

"The platform's possibilities are numerous and the CSM provides guidance with configuring the rules and suggesting new ways of progressing."

Anne Sophie Boillaud

Head of Content and Brand Image at Eminza

Crownpeak has a team of dedicated Customer Success Managers (CSM) for each region. Their role is to support customers not only with configuring the tool but also sharing their ecommerce expertise to help them implement strategies. "Our CSM also allowed us to challenge the first rules that were suggested; she shared her experience of the tool as well as her business advice. The developments and AB testing that were proposed had a significant impact and benefit for Eminza," concludes Anne Sophie.

Results:

Since September 2020, Eminza has seen the following growth during peak periods:

+78%
of items sold through cross and up-sell strategies on the shopping cart pop-up

+106%
sales made through cart recommendations

+24%
of revenue made through recommendations across the site

Ready for a personalized demo?

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