



## Fnac Darty

### Case Study

# Fnac Darty optimizes product discovery with Crownpeak's algorithm orchestration solution

The Fnac Darty group has been working with Crownpeak since 2017 to continuously optimize the omnichannel discovery of its products (desktop, mobile site and app). Their focus is to personalize the customer experience via relevant product recommendations.

In September 2018, the group created a data team to develop personalization algorithms to drive their product recommendation system.

## Challenges: Optimizing the customer journey

The aim is to provide products that are perfectly suited to their customers based on previous shopping behavior. Using customer data, Fnac Darty designs precise scenarios and leverages algorithms to manage specific pathways of user behavior.

With 20 million products in both companies' catalogs in 2022, they continue to work with Crownpeak on product discovery and the personalization of the omnichannel customer experience, the only solution on the market capable of meeting this global need.

### Overview

#### Goals

- Personalize the customer experience via relevant product recommendations.

#### Challenges

- Optimize the customer journey
- A huge product catalog

#### Solution

- Implement omnichannel and real-time approach

#### Results

- Increased efficiency
- Better productivity and responsiveness
- Back-office flexibility

## Solution:

# Improving product discovery by implementing an omnichannel and real-time approach

Fnac Darty turned to Crownpeak, an open product discovery platform capable of integrating and orchestrating their algorithms through an omnichannel and real-time approach.

Crownpeak also manages merchandising rules, catalog injection and real-time adaptation. In other words, the Fnac Darty teams inject their own algorithms into the Crownpeak ecosystem while keeping control of their user data.

This solution enables Fnac Darty to optimize the use of their own algorithms, for example by setting up and conducting AB testing of different upselling and cross-selling strategies.

For example, if a shopper has added a computer, tablet or phone to their shopping cart, related accessories such as cables or phone cases will appear during payment or in the recommendation carousels a few days after the initial purchase.

In the publishing world, algorithms understand that a user who has bought the first volume of a saga is likely to buy the following volumes sometime in the coming weeks. This intelligence goes beyond regular algorithm capabilities.

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“The Crownpeak platform allows us to AB test our algorithms against multiple configurations and effectively identify the best performing strategies.”

Laurent Anadon, Head of Data in the Digital Department

## Implementation:

Fnac Darty implemented the Crownpeak algorithm orchestrator in 3 steps:

- data optimization
- orchestration of the algorithms
- application of intelligent merchandising

### 1. Optimizing data in a scalable way

The ability to process rich, accurate and relevant data is key to any personalization strategy. “The more reliable the data, the more precise the personalized recommendations will be and the more in line with the expectations of each visitor” explains Nicolas Mathon, Chief of Strategy & Innovation Officer at Crownpeak.

The Fnac Darty group has a huge amount of data under its management, both product data and browsing data, which creates two major challenges specific to the data itself: volume and relevance.

### 2. Orchestrating, deploying and activating algorithms in real-time

Fnac’s algorithms are then ‘injected’ and orchestrated directly into the Crownpeak platform. The data team configures the algorithms on the platform and determines a number of different parameters for each algorithm to then deploy and test in real-time. The algorithms are immediately available on the Crownpeak platform and can be activated by Fnac Darty’s business teams.

### 3. Intelligent merchandising

Once the Fnac personalization algorithms have been deployed, the merchandising team takes over to build the most effective personalization strategies available for each area of recommendation: product sheets, shopping cart pop-ups, home pages, shopping cart summaries and emails.

In addition to the Artificial Intelligence (AI) layer, Fnac Darty teams have access to a merchandising back office on the Crownpeak platform that allows them to control the algorithms using business rules.

## Results:

### Using Crownpeak’s algorithm orchestration solution to optimize product discovery leading to increased customer engagement

#### Increased efficiency

Thanks to the productivity gain enabled by Crownpeak, Fnac Darty’s data teams were able to focus 100% on the development of machine learning algorithms and improve the time to delivery on their algorithms by 50%. So, by avoiding the time needed to implement the algorithms, Fnac Darty was able to quickly integrate new algorithms for recommendations.

#### Optimized site management

Better productivity and responsiveness for the site’s commercial management.

#### Agility to meet demands

Back-office flexibility enabling the creation of custom rules that fully meet business teams’ requirements.

# Ready for a personalized demo?

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