



La Redoute

Case Study

How La Redoute capitalized on omnichannel personalization

La Redoute, the French fashion and homeware giant is one of the latest retailers to see the benefits of adopting an omnichannel, personalized approach. With a catalog of more than 500,000 products and a customer base of more than 10 million (spanning 20 different countries), they needed a tool that helped them deploy personalization at scale and speed.

Challenges: Taking their personalization to the next level

Throughout every stage of the buying cycle at every touchpoint personalization can bolster your store's performance, just by surfacing the content and products that are most meaningful to your shopper, at that time.

But to be personalized, you have to know your shopper. Not just broadly; each customer has individual wants, goals and needs. The leading retailers recognize this. Adapting these touchpoints requires a powerful personalization engine that does the data crunching, segmentation and activation legwork for you.

La Redoute sought to leverage cross-channel personalization to enhance the shopping experience and bolster many of its micro-KPIs. But the retailer has a huge catalog, and an even larger pool of customers, so deploying personalization at this scale requires a powerful engine that enhances the results from merchandising strategies.

Overview

Goals

- Introduce an email trigger programme for website rebounds, using personalized recommendations to re-engage users.
- Improve the shopping experience by personalizing content and product recommendations.
- Craft channel-appropriate, highly relevant, personalized shopping experiences.

Challenges

- Keeping users engaged on their site
- Personalization of their shopping experience

Solution

- Personalized recommendations across the website and an email redesign to re-engage users

Results

- Increased click-through rates by 25.4%
- Boosted click-through rates by 25.5% and 30%

Solution:

Leveraging Crownpeak Product Discovery to improve personalization

Personalization can be used throughout the sales cycle to enhance the shopping experience and performance:

Stage	Feature	Results
Inspire & Convert	Create content that matches your ideal customer profile – then provide the shopping experience that increases their propensity to buy.	> Increase CTR% > Increase impressions
Engage & Build Loyalty	Offer one-to-one recommendations based on their buying profile, shopping history and many other signals.	> Inspire purchases > Increase AOV
Re-engage & Re-activate	Follow up with personalised recommendations from trigger-based strategies – such as a website rebound.	> Increase conversion rate % > Increase CLT

Crownpeak empowers retailers to use personalization across multiple channels, using a mixture of signals to determine what content, landing pages and products to showcase. It enables La Redoute to craft personalized shopping experiences that encapsulate the whole journey – from discovery to purchase and re-engagement.

Inspiring more purchases with personalized recommendations

Using an innovative personalized product discovery email, La Redoute could present highly relevant products to the audience most receptive of them. Coupled with personalized landing pages, these campaigns were built to inspire purchases and re-engage shoppers in ways they couldn't before.

Relevancy maintained throughout the experience

Using a wealth of customer signals, Crownpeak's algorithm can display the most relevant, intriguing products to shoppers.

For La Redoute, this enabled them to personalize the 'Clothes' category page, serving the most relevant products based on their customer profile – down to the individual.

Re-engaging shoppers at important milestones

As well as enabling La Redoute to send personalized birthday emails, with personalized landing pages, Crownpeak can use behavior data to respond to certain actions. This allowed La Redoute to react to website rebounds – sending follow-up emails to web visitors with product recommendations using a personalized landing page. This trigger strategy meant they could ensure the highest-intent visitors were served these emails at the most critical point of their shopping journey. Harnessing this customer data also enabled them to personalize product rankings on filtered 'Fashion' categories: surfacing the most relevant products and de-ranking products that wouldn't be relevant to the shopper. All in all, making the experience slicker, memorable, and more inspirational.

“Integrating personalization into a trigger strategy has allowed us to put the customer back at the center of our decision-making process, strengthening our relationship with them.”

Laurie Verhaeghe, Marketing Project Manager, La Redoute

Coupling one-to-one personalization with one-to-many and a self-learning algorithm makes for powerful shopping experiences that just keep getting better. Plus, with the advantage of being able to carry this personalization across channels, there are more opportunities than ever to inspire, convert and build more value through e-commerce stores.

Results:

Upon implementation, La Redoute achieved a record number of improvements, including:

Providing highly targeted content for each shopper profile results in 40% increase in CTR directly from recommendations. Capitalizing on customer key milestones resulted in 25.4% overall increase in email CTR, +11 points improvement in CTR after the email redesign and +10% increase in CTR directly from recommendations. Personalized follow-up activity after a visit to re-engage the customer resulted in 25.5% overall increase in email CTR, +3 points improvement in CTR after the email redesign and a +30% increase in CTR directly from recommendations.

+25.4%

overall increase in email CTR from capitalizing on key customer milestones.

+30%

increase in CTR directly from recommendations.

+40%

increase in CTR from personalized recommendations.

Ready for a personalized demo?

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