Find out how Alltricks increased its average order value instantly with AB Tasty

Average order	Revenue per user	Conversions
+5%	**+7%**	**+2%**

ISSUES AND OBJECTIVES

When Valentin Calais, Alltricks' UX and Conversion Manager, contacted AB Tasty, he was looking to optimize two aspects of Alltricks' website UX:

1 - Product recommendations

The site already had a product recommendation module but the rules for displaying these recommendations were managed manually by the teams. In addition to requiring a lot of configuration time, the efficiency of the recommendations wasn't optimal because they weren't based on any data.

Also, the loading time of the recommendations was too long, which impacted the performance of the website. And finally, the website only had recommendations on desktop to avoid compromising the user experience on mobile.

2 - The buying process

The site sells more than 50,000 products, a large proportion of which are high-value products that often require several visits before being purchased (bicycles, electronic equipment, home training, etc.).

Alltricks' teams are looking for a solution to make the buying process more fluid and simpler in order to increase the conversion rate.
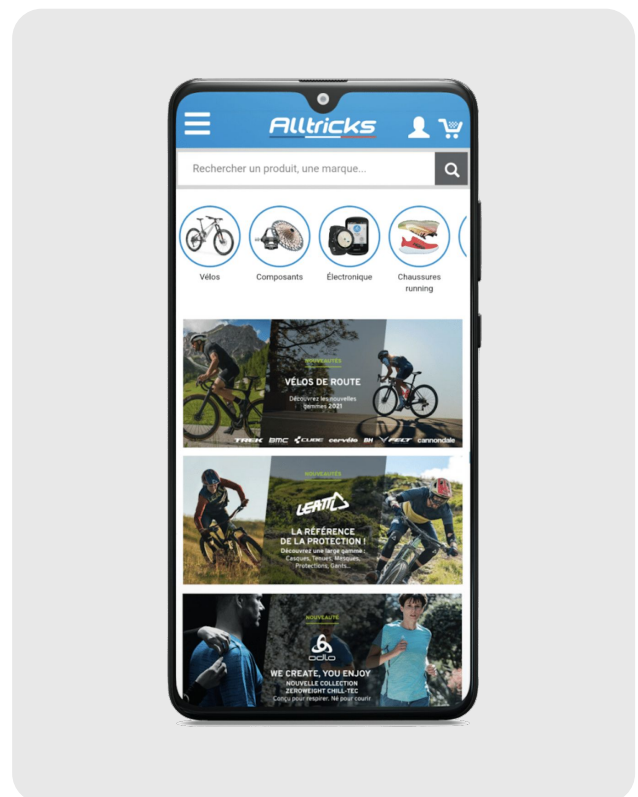
"The AB Tasty solution quickly bore fruit from a business point of view. We saw an immediate increase in our KPIs. I particularly appreciated the ease with which we were able to implement it on the Alltricks site."

Valentin Calais
UX/CRO Manager, Alltricks

SOLUTIONS

1. Product recommendations

The chosen recommendation block is presented as a pop-up that appears as soon as a product is added to the cart, both on desktop and on mobile. This location is particularly effective because it is visible to 100% of customers without them having to scroll. The recommended products that are displayed can be added directly to the cart from the pop-up, while taking into account the crossed out prices, stock level and size selection.
The algorithm used to generate these recommendations is collaborative filtering. This method is based on the transaction history of the site and identifies the most frequently purchased products together. For example, if a user adds a mountain bike to their cart, the solution will recommend accessories (helmets, gloves, maintenance products, etc.) that thousands of other users have purchased with this item.

2. Last shopping session recovery

To meet the challenges of simplifying the purchasing process, the Alltricks site is equipped with a solution to continue the buying journey where it was left off.

The site offers a large catalog with complex product characteristics that require careful study. For the visitor, the navigation on the site can thereby require several sessions of research before making their choice.

A call to action is displayed when a visitor returns to the site without having converted. When they arrive on the home page, they are suggested to resume their search where they left off the last time, with a precise message adapted to their last action on the site. Regardless of where they were on the site (category page, product page, checkout page), the call-to-action brings the visitor as close as possible to conversion.

Just like the product recommendation block, the design of the call-to-action was developed by AB Tasty to match Alltricks' graphic identity.

As for the setup of the solution, the same tag was used to activate the product recommendation and last session recovery.
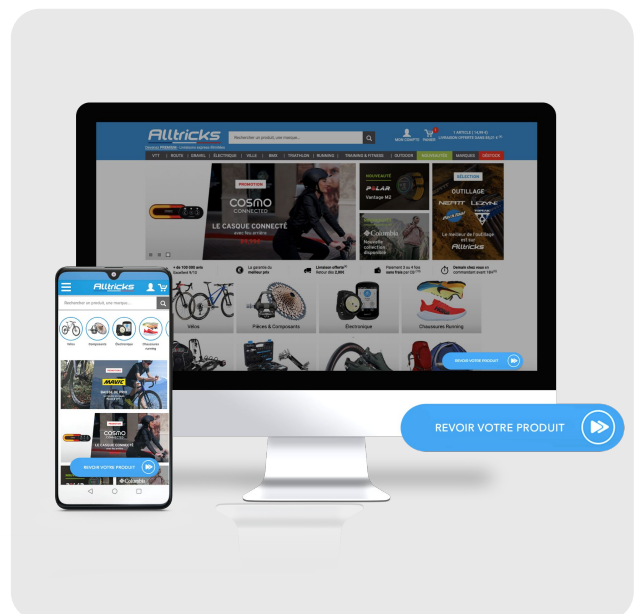
RESULTS

As soon as AB Tasty was installed on the site, the Alltricks teams received their access to performance tracking, which allows them to track the impact on key KPIs in real time.

AB Tasty also provides other features that help digital teams to better manage their e-commerce on a daily basis:

- Insights provide unprecedented data on the behavior of your site visitors and give you insights to improve your revenues
- Benchmark allows you to compare your data to dozens of other e-commerce sites

Revenue per user

revenue per user increased by **+7%**.

Average Order Value

the average basket has increased by **+5%**.

Conversion rate

conversions increased by **+2%**.

About Alltricks

Alltricks is a French online shop created in 2008 and specialised in the sale of cycling and running products.

A leader in its sector, the website markets more than 50,000 products and has more than 2 million visits per month. In 2019, Alltricks was acquired by Decathlon.