

Clarins UK Invests in Continuous Testing and Learning

Clarins is the no. 1 global company for premium skincare and beauty products with a commitment to responsible beauty and an entrepreneurial spirit that informs everything they do.

Challenge

For Clarins, testing and experimentation as part of their everyday work. Their priority is to create the best experience that they can for their users. Data gathered from tests and experiments is essential to help them understand how to optimize and personalize customer experiences.

Test Idea

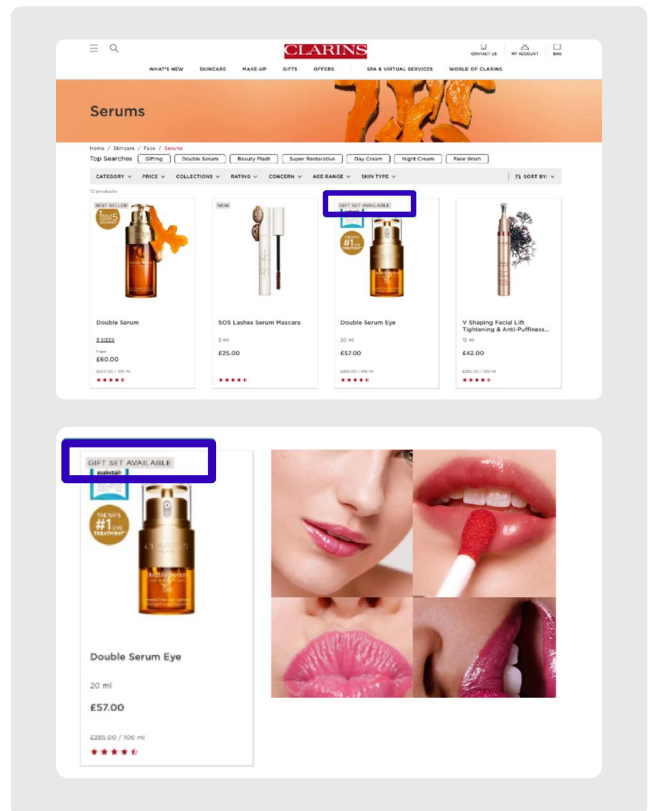
They encouraged users to opt for a gift set when shopping for certain items. Using AB Tasty to badge different products that were available as a gift set on the product listing and description pages, this test not only increased awareness, but also improved the transaction rate.

Results

This test not only increased awareness, but also improved the transaction rate. They saw a 1.26% uplift in terms of transactions.monthly membership plans.

Takeaways

Clarins test every new feature or promotion they do. They said, “We wouldn’t be able to drive the numbers that we do without being able to test the experiences that we offer. We always run tests on new promotions and offers to make sure that we’re delivering a great customer experience as well as ensuring the commercial priorities of the website.”



Testing, experimenting, optimizing are all really important to continually improve on what we are already doing.

Roisin O'Brien,
E-commerce Trading Manager
Clarins