

# Explore how Figaret's personalization strategy boosts overall brand sales

Usage rate

+6%

Revenue per user

+10%

User spending

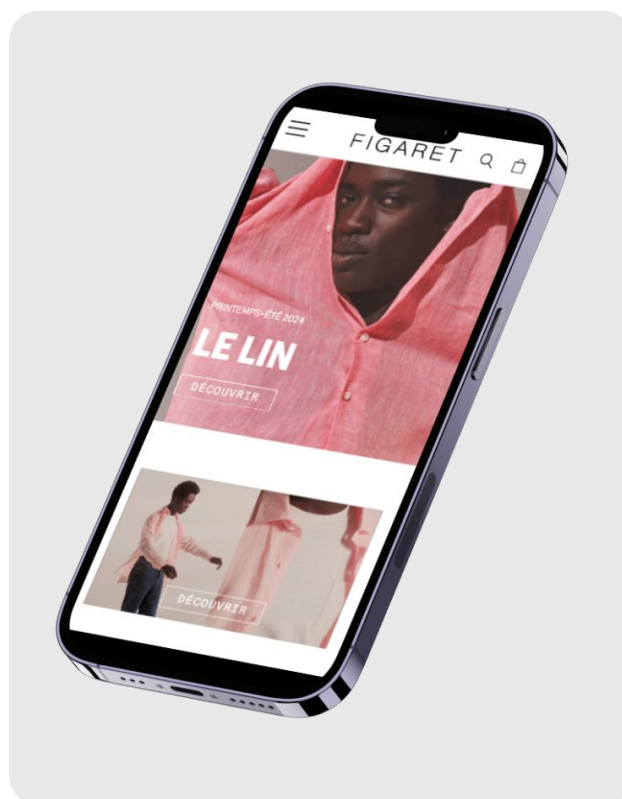
+2%

## CHALLENGES

Since its beginnings in 1968, Figaret has embodied timeless elegance and French craftsmanship. The brand is renowned for its quality fabrics, precise cuts and commitment to sustainability. With over 30 physical boutiques and an online presence, Figaret offers a catalog of over 500 products.

In response to market developments, particularly in technology, Figaret has been committed to making its products available online since 2005. With the rise of e-commerce, amplified by the COVID-19 pandemic, the brand has adapted its online user experience to meet new consumer expectations.

Personalizing the online store, particularly through product recommendations, is at the heart of Figaret's strategy. Following a three-month A/B test on the boutique, the brand chose to equip itself with AB Tasty's personalized recommendations.



"AB Tasty is a turnkey solution that's easy to set up and allows us to delegate part of the operational management of our referral campaigns."



Noémie Rosati  
Digital Director

## SOLUTIONS

### 1. Product recommendations



Figaret has chosen to integrate two blocks of recommendations in strategic locations on its site:

- On the product page, to suggest items similar to those consulted, as well as the site's bestsellers.
- After adding to the basket, to present products similar to those added, along with the site's best sellers.

The post-cart recommendation block is presented as a vertical slider on the left-hand side of the cart summary, with display limited to a maximum of 8 products. This block stands out for its remarkable performance: a 7% utilization rate, contributing 11% to site revenues, with an average spend x1.7 times higher than that of other users.

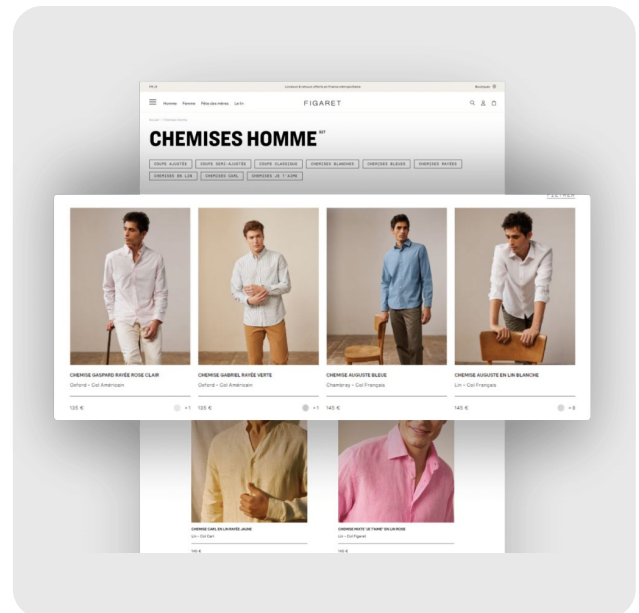
Convinced that personalization is a major asset in its online strategy, Figaret recently chose to sort its category pages automatically and intelligently using AB Tasty's e-merchandising experience.

### 2. E-merchandising

All the store's category pages are organized using a powerful algorithm, based on a combination of 30 different algorithms, each with its own filters. These algorithms enable precise and efficient product ranking. The first two algorithms display up to 8 products, while the others are limited to 4 products.

*Example of data used:*

- Product / business indicators: Sales trends, Stock levels, Promotions, Prices, Margin levels, References, etc.
- Visitor attributes: Products recently viewed / purchased, Preferred categories, Source of acquisition, etc.



## RESULTS

The integration of AB Tasty's tests on the Figaret site immediately produced significant results.

For example, with regard to product recommendations, over a one-month period, performance was as follows:

### Usage rate

**6%** of visitors exposed to recommendations use them

### Impact CA

**10%** of the site's revenues are generated by these users



### Impact CA / user

these users spend an average of **1.8 times** more than simple presentations.

## About Figaret

Figaret Paris is an internationally renowned house that has specialized in the manufacture of high-end shirts since 1968. Renowned for its craftsmanship and attention to detail, Figaret embodies elegance à la française. Its collections combine tradition and modernity, offering timeless pieces for every occasion.

More info on [Figaret.com](https://www.figaret.com)

