

Jacadi Boosts International E-Commerce Sales with AB Tasty

Jacadi, a leading French high-end children's fashion brand, operating in 39 countries, wanted to supercharge their global e-commerce across 10 international sites. They partnered with AB Tasty to boost customer engagement and drive sales.

CHALLENGE

Jacadi, a leading French children's fashion brand, sought to enhance its online shopping experience across its international e-commerce platforms. Facing fierce competition in the children's apparel sector, Jacadi recognized the need for ultra-personalized product recommendations to maximize conversion rates and average order values. In 2022, the brand partnered with AB Tasty to implement a scalable, AI-driven recommendation engine across its global sites.

As a major player in children's fashion, Jacadi serves millions of customers monthly through its online stores in various countries. With over 3,500 products and 5 million unique visitors each month, Jacadi needed a robust solution that could deliver personalized experiences tailored to each visitor's needs. The company was particularly focused on:

- Implementing AI-powered recommendations that could adapt to different shopping behaviors and product categories.
- Ensuring the seamless replication of successful strategies across all international sites.
- Receiving agile and responsive customer support to optimize the implementation process.

After an extensive selection process, Jacadi chose AB Tasty Recommendations and Merchandising for its ability to meet these specific needs.

SOLUTION

AB Tasty's collaboration with Jacadi began with the deployment of personalized recommendation blocks at strategic points throughout the customer journey, including:

- **Category Pages:** To help customers discover relevant products quickly.
- **Product Pages:** Featuring similar items to encourage further exploration.
- **Cart Pop-up:** Displaying complementary products and a progress bar indicating how much more is needed to qualify for free shipping, incentivizing additional purchases.
- **Wishlist Page:** Offering personalized suggestions based on the customer's saved items.

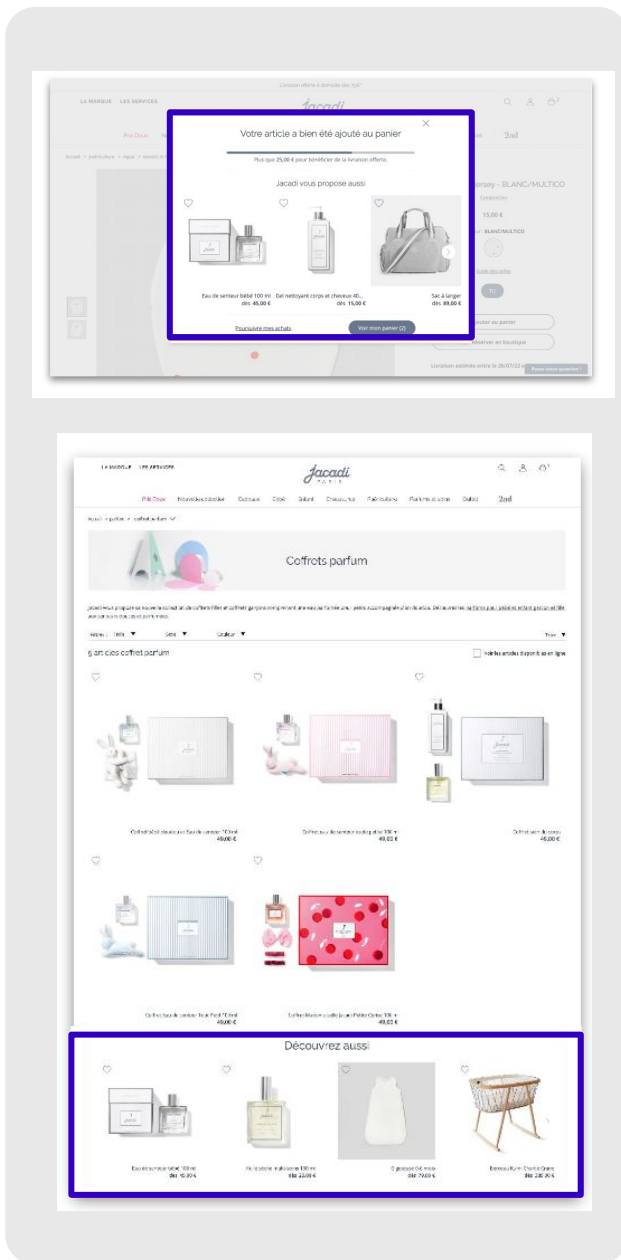
Each recommendation block used advanced algorithms factoring in best-sellers, new arrivals, promotions, and Jacadi's unique business rules. The design was perfectly tailored to match Jacadi's brand, ensuring a cohesive visual experience for customers.

Revenue Per User

+12.7%

Conversion Rate

+10%



"The AB Tasty team handled everything with flexibility and availability, seamlessly integrating recommendation widgets that perfectly matched our brand and business rules."



Delphine Audibert
Digital Director

RESULTS

The results from the A/B test were impressive, demonstrating clear gains across all key performance indicators:

- **Revenue Per User:** Increased by 12.7%, reflecting the effectiveness of personalized product recommendations in driving higher sales.
- **Number of Transactions:** Grew by 9.6%, indicating a higher conversion rate among customers exposed to AB Tasty's recommendations.
- **Conversion Rate:** Improved by 10%, showing that personalized recommendations were more effective in converting browsers into buyers.

These results clearly demonstrated the power of personalized recommendations in enhancing customer engagement and driving higher sales. Following the success of the initial deployment, Jacadi continues to refine and optimize its recommendation strategies in collaboration with AB Tasty, leveraging data-driven insights to stay ahead in the competitive market.

BENEFITS

In addition to the immediate impact on sales, Jacadi benefited from AB Tasty's comprehensive analytics platform, which provided valuable insights and tools for continuous optimization. The platform allowed Jacadi to:

- Track the real-time impact of personalized recommendations on key performance indicators.
- Benchmark their performance against other e-commerce sites to identify areas for improvement.
- Utilize cookie-free technology to ensure compliance with privacy regulations while maintaining fast website performance.