

Le Slip Français Boosts E-Commerce Sales with AB Tasty

In 2022, Le Slip Français, a pioneering e-commerce brand known for its digital-native approach, teamed up with AB Tasty to elevate product recommendations and accelerate conversions. With a monthly traffic exceeding 400,000 visitors, the brand set out to refine its customer journey, aiming to maximize engagement and drive higher sales.

Le Slip Français, an iconic French brand known for its 100% Made in France underwear and apparel, has become a leader in the e-commerce space for digital-native vertical brands (DNVBs). With more than 400,000 unique visitors per month and a yearly revenue of €23 million, the brand recognized the need to enhance its on-site shopping experience to maintain its competitive edge. In 2022, Le Slip Français partnered with AB Tasty Recommendations and Merchandising to optimize its online customer journey and drive higher conversions.

CHALLENGE

As Le Slip Français expanded its product range to include homewear, swimwear, and a broad collection of clothing, the brand faced the challenge of guiding visitors through a growing catalog of nearly 1,000 products. Prior to working with AB Tasty, product recommendations were managed manually, resulting in time-consuming processes and often less relevant suggestions.

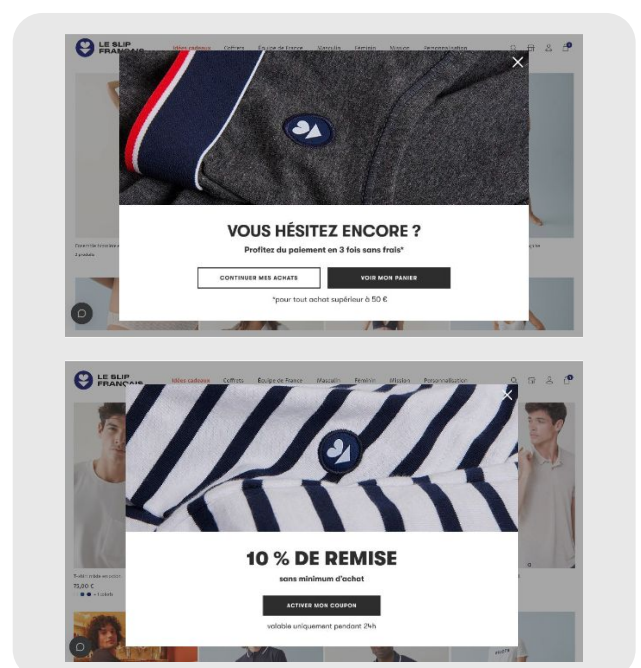
To address these challenges, Le Slip Français integrated AB Tasty's personalized recommendation blocks at key points in the customer journey:

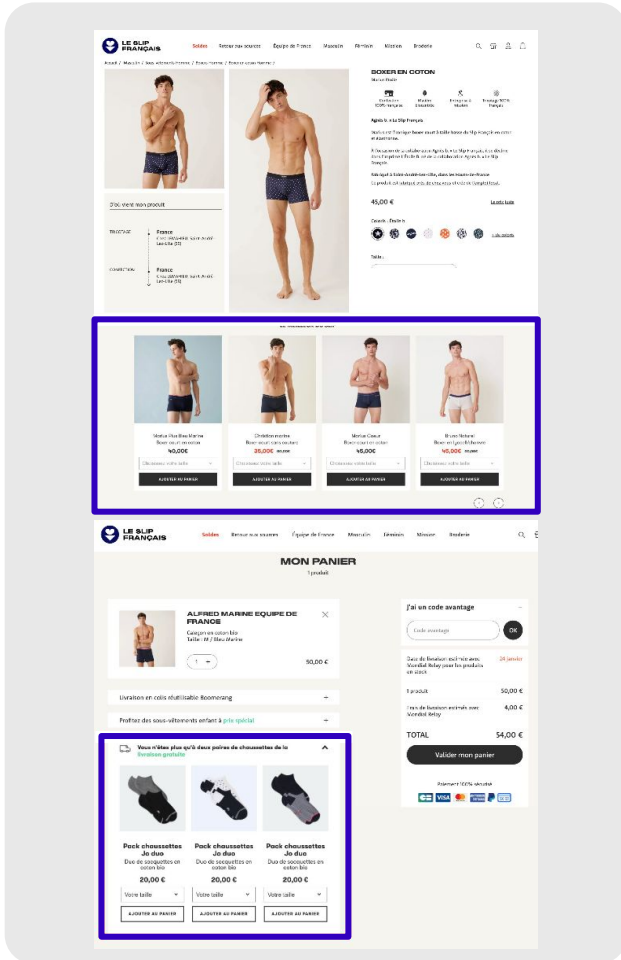
- **Product Pages:** Displaying related products under the main item to encourage further exploration and conversions.
- **Cart Page:** Suggesting additional items based on the current cart content, incentivizing customers to increase their order value.

SOLUTION

AB Tasty's personalized recommendations were seamlessly integrated into Le Slip Français' e-commerce site, providing tailored product suggestions at optimal moments in the shopping journey. This included the use of:

- **Product Recommendations:** Relevant products displayed at the right time, based on visitor behavior and preferences.
- **Targeted Pop-ups:** Triggered specifically for visitors less likely to convert, encouraging them to complete their purchase with personalized offers.





RESULTS

The implementation of AB Tasty's solution led to significant improvements:

- **Product Recommendations:** Between July and December 2022, these blocks generated €181,000 in direct sales, with an average of €1,200 per day.
- **Product Pages:** 9% of visitors who interacted with recommendation blocks spent 9 times more than those who didn't, contributing 9% of the site's revenue during the period.
- **Cart Pages:** 6% of visitors who used recommendation blocks spent 40% more, generating 3.6% of the site's revenue.
- **Targeted Pop-ups:** From November to December 2022, targeted pop-ups generated €20,000 in sales, averaging €540 per day.

"We didn't need to involve our IT team. AB Tasty adapted to our technical environment and design, immediately delivering incremental business performance."



Guillaume Dassonville
E-commerce Manager

BENEFITS

Le Slip Français also benefited from AB Tasty's cookie-free technology, which respects user privacy while maintaining site performance. The solution required minimal internal resources to implement, making it a turnkey option for the brand. The data-driven insights and benchmarks provided by AB Tasty further empowered Le Slip Français to optimize its e-commerce strategy continuously.

Daily sales generated by Recommendations

€1,200

Daily sales generated by targeted pop-ups

€540

6% of visitors spent 40% more on recommendations

+40%

9% of visitors spent 9x more on recommendations

+9x