

# Patyka Boosts Conversions and Enhances UX with AB Tasty

Patyka, a pioneering brand in organic and natural cosmetics, has been leading the industry since 2002. As the first brand to earn Ecocert organic certification, Patyka is at the forefront of innovation, offering a full range of certified organic skincare and anti-aging products.

## CHALLENGE

Patyka, a pioneer in organic and natural cosmetics, has been a driving force in the beauty industry since its inception in 2002. As a brand that thrives in a niche market, Patyka has expanded its presence both in France and internationally, distributing through over 2,000 physical outlets and its own e-commerce platform.

In 2022, with a vision to accelerate digital growth, Patyka embarked on a comprehensive project to redesign its e-shop's user experience. The goal was to replicate the brand's premium in-store experience online, ensuring a seamless, personalized, and efficient shopping journey that would not only meet but exceed customer expectations.

To achieve this, Patyka needed a solution that could intelligently manage its vast product catalog, automate time-consuming tasks, and deliver a tailored shopping experience to every visitor.

"AB Tasty has transformed the shopping experience on our site. We are already seeing significant time savings due to automation as well as a drastic improvement in the UX. The support from AB Tasty has been top-notch throughout the implementation."



**Cindy Calloc'H**  
Digital & E-commerce Project  
Manager

## SOLUTION

Patyka turned to AB Tasty's suite of solutions to elevate its online presence. The implementation focused on several key areas:

1. **Intelligent E-Merchandising:** According to the Digital Experience Benchmark 2023 by Contentsquare, users typically explore around 20% of category pages during a session. This makes the organization of these pages critical to converting visitors into customers. Patyka's previous manual approach to sorting products through Shopify's back office was not only time-consuming but also suboptimal.

AB Tasty introduced an automated, intelligent e-merchandising solution that dynamically adjusts product placement based on a mix of recent sales, product recency, and stock levels. For example:

- **Block 1:** Displays the top 4 selling products in each category.
- **Block 2:** Shows available products sorted by a weighted score (80% recent sales, 20% product recency).
- **Block 3:** Lists unavailable products sorted by their best-seller status.

This dynamic reordering, updated daily, ensures that the most relevant products are always front and center, improving the likelihood of conversion.

**2. Personalized Product Recommendations:** AB Tasty optimized Patyka's cross-sell strategy with personalized recommendations throughout the customer journey:

- **Category Pages:** Highlighting top-selling products in related categories.
- **Product Pages:** Featuring most viewed items related to the current product.
- **Add to Cart:** Suggesting frequently purchased products with the added item.
- **Shopping Cart Page:** Recommending products that complement the most expensive item, priced under 80% of the cart value.

This smart placement consistently presents customers with relevant products, driving higher average order values.

**3. Recently Viewed Products:** AB Tasty implemented a "Recently Viewed Products" bar at the bottom of Patyka's site, allowing users to instantly return to past items. Hovering over the bar shows product details with a direct add-to-cart option, making comparison shopping easier and driving more purchases.

**4. Session Continuation and Automatic Authentication:** To reduce cart abandonment, Patyka implemented session continuation, prompting returning visitors to pick up where they left off, whether on a product page or in their cart. AB Tasty's automatic authentication pre-fills login details, ensuring a smooth checkout process.

Visitors who see recommendations use them

13%

Users of recently viewed products spend 2x as much as other.

2x

## IMPLEMENTATION AND MANAGEMENT

AB Tasty seamlessly integrated its solutions into Patyka's site, perfectly matching the brand's aesthetic. Patyka previewed the experiences in real-time, allowing for tweaks before full deployment.

AB Tasty's platform also connects with tools like Google Analytics and Shopify Analytics. By leveraging historical transaction data and real-time user behavior, AB Tasty continuously refines its algorithms, directly applying them to Patyka's Shopify backend.

The platform empowers Patyka's digital team to easily create, modify, and implement new experiences on the site while providing extensive performance data to measure the success of each initiative.

### The Benefits of Cookie-Free Technology:

Patyka embraced AB Tasty's cookie-free solution, which processes data locally in the browser. This approach ensures visitor privacy, meets regulatory standards, and boosts site speed by eliminating external server calls.

## RESULTS

The collaboration between Patyka and AB Tasty drove notable improvements:

- **Enhanced UX:** 13% of visitors engaged with product recommendations, and "Recently Viewed Products" users spent twice as much.
- **Time Savings:** Automation freed the team to focus on strategic, high-value projects.
- **Stronger Brand Image:** The optimized, personalized shopping experience bolstered Patyka's reputation for quality and customer care.