

From Complexity to Conversion: AB Tasty Transformed Groupe Équipement de la Maison's Personalization Strategy

With over 800 stores and a catalog of 250,000+ products, Groupe Équipement de la Maison (Bricomarché, Brico Cash, and Bricorama) faced a challenge: how to deliver personalized, seamless e-commerce experiences at scale.

CHALLENGE

For Groupe Équipement de la Maison, delivering personalized and seamless online experiences was critical to staying competitive. However, manual recommendations slowed them down and were no longer sustainable for such a large operation. The group needed a solution that could scale seamlessly across its extensive network.

Their goals? Increase online sales and elevate customer satisfaction.

To boost online sales and enhance customer satisfaction, the group turned to a solution that combines precision, personalization, and performance—without compromising on privacy.

SOLUTION

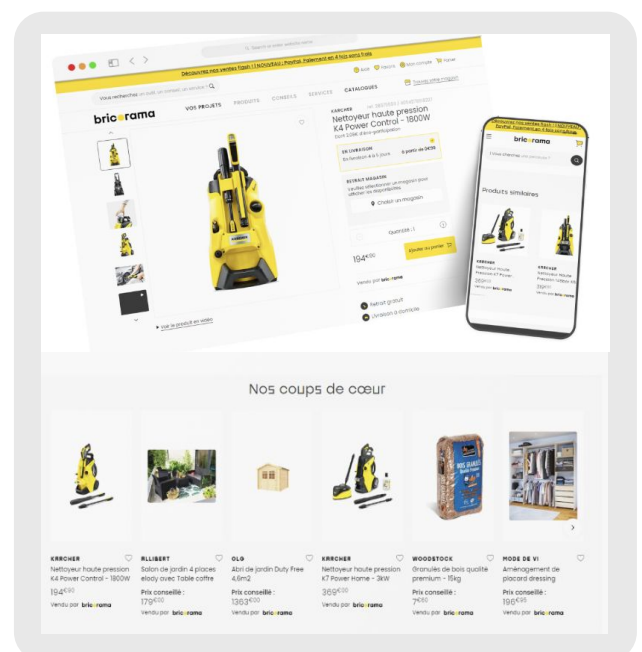
AB Tasty Recommendations and Merchandising introduced a cookie-free, AI-driven personalization solution tailored to the Home Equipment Group's unique needs by deploying cookie-free.

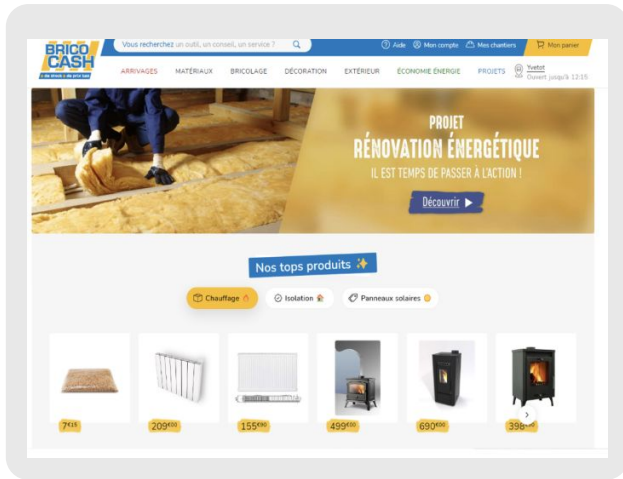
Personalization was applied across the entire shopping journey, making every touchpoint more relevant and engaging.

On the homepage, A/B/C testing was deployed to compare different recommendation strategies. Best selling products, frequently viewed items, and a control group with no recommendations were tested to determine the optimal approach. Meanwhile, product pages displayed curated selections tailored to the visitor, excluding items already viewed and ensuring only the most relevant products appeared.

For cart pages and pop-ups, recommendations featured products frequently purchased together, increasing basket sizes. Even traditionally tricky areas like 404 pages and search result errors were addressed by showcasing top sellers from the past two weeks, encouraging visitors to continue browsing.

AB Tasty's solution went beyond basic personalization. Features such as quick add-to-cart buttons, discount badges, and customer reviews enhanced the shopping experience further. These tools not only built trust but also created a sense of urgency, boosting both engagement and conversions.





“AB Tasty isn't just about growth KPIs, it goes beyond that. We can't see ourselves without it today.”



Jade David
Customer Experience &
Performance Manager

EFFORTLESS IMPLEMENTATION

With AB Tasty, setup was quick and painless, allowing the Home Equipment Group's teams to focus on strategy and customer satisfaction. From connecting analytics to deploying tags and validating algorithms, the Home Equipment Group's teams had everything up and running in no time. Ongoing support, real-time performance tracking, and monthly strategy reviews ensured the group stayed ahead without any operational disruptions.

COOKIE-FREE ADVANTAGE

Unlike traditional personalization tools, AB Tasty's cookie-free technology processes data locally, eliminating reliance on external servers. This ensures faster performance and enhanced security while maintaining full compliance with privacy regulations. Customers enjoy tailored shopping experiences with complete confidentiality and the business benefits from a future-proof solution ready for evolving digital landscapes.

CONCLUSION

By leveraging AB Tasty's solutions, the Home Equipment Group saw a remarkable transformation. Ten percent of visitors engaged with the personalized recommendations, and conversion rates on the homepage increased by 21 percent. The average basket value also rose by 21 percent, solidifying the effectiveness of AB Tasty's personalized approach. Beyond these metrics, the group saved significant time and resources, allowing teams to focus on high-value projects.

Through AB Tasty's innovative technology, Groupe Équipement de la Maison has enhanced its brand image, delivering a seamless, optimized shopping experience that resonates with its customers.

AB Tasty Recommendations have freed up time for high-value projects while enhancing the user experience.



Jade David
Customer Experience &
Performance Manager

Visitors exposed to recommendations use them*

(*Data from
Bricomarché.fr,
June–September
2023.)

+10%

Conversion rate on homepage

+21%

Average basket value on product pages

+21%