Yves Rocher Upgrades Personalization With Bloomreach's Real-Time Product Recommendations

Impact

17.5x
The increase in clicks on a recommended item within one minute compared to a top-seller recommendation

11x
The increase in purchase rate compared to a top-seller recommendation

Yves Rocher is a worldwide cosmetics and beauty brand, and a Bloomreach Engagement user since 2019. The company is present in 88 countries on five different continents and employs over 13,000 people. Yves Rocher explores the most powerful active ingredients of botanicals to offer high quality, custom solutions for every skin type while preserving the environment.

The Challenge

Yves Rocher's challenge was not a foreign one to many e-commerce companies — it wanted to provide the most personalized product recommendations it could to both returning customers and first-time visitors with no prior history of interaction with the website or brand.

Due to the importance of personalization in B2C marketing today, Yves Rocher wanted to go beyond generic recommendations and ensure that each product recommendations was relevant to each individual customer. To do so, the company needed to first find the right algorithm and tech stack to help it drive this initiative.

The Solution

Bloomreach Engagement offered a top solution in its real-time and personalized product recommendations. When put to the test, Bloomreach's real-time recommendations engine converts approximately 11 times better than recommendations for "top-selling products."

In fact, the solution even made it possible to personalize product recommendations for Yves Rocher's anonymous guests (as long as they accepted cookie tracking). Typically, a lack of customer data history means personalization possibilities are limited for first-time visitors. However, our unique algorithm is not only able to personalize recommendations for first-time visitors as soon as they interact with their first product on the website, it's able to do it within a fraction of a second.

"Bloomreach never stops innovating and ensuring that we are getting the best solution in the market. We were already seeing success with Bloomreach's product recommendations, but we are really happy with the upscaled real-time recommendations from Bloomreach. It is faster, more accurate, and we are able to offer more personalized recommendations to all of our customers — including our first-time visitors."

Jakub Miklik
Digital & Data Director CEE, Yves Rocher

The Results

Yves Rocher experienced several incredible changes after making the switch to Bloomreach's personalized real-time recommendations.

The company saw a **17.5x increase in the number of clicks** on a recommended item within one minute of displaying Bloomreach's personalized real-time recommendations (compared to a generic top-seller recommendation). It also drove a whopping **11x increase in the purchase rate** of recommended products.

Yves Rocher can now deliver customer actions and product recommendations in real time (or within 0.1 seconds, to be exact), resulting in what feels like magically personalized experiences for its customers.

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