



Innovation in luxury

Driving Growth with
Scalable Recommendations



RÉMY HARARI-TEYSSIER
Head of Digital Optimization
LVMH



Our Optimization Lab

Helping 17+ of the world's most luxurious Maisons deliver exceptional customer experiences with personalization

CELINE LOEWE

CHAUMET
PARIS

HUBLOT *fresh*

RIMOWA BERLUTI

TIFFANY&Co. BVLGARI



GUERLAIN Christian Dior
PARFUMS

SEPHORA



ACQUA
DI
PARMA

FENDI



How we work:



Leverage the power of data and analytics to detect frictions and improvements



Tailor-made content and a personalized experience



Provide the most coherent and fluid user experience on Maison websites



Our experimentation efforts are grouped by objectives



Engagement



Data capture



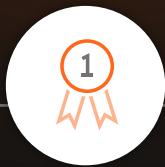
Drive-to



Conversion



Our 4 pillars of success



Defining Excellence

Group definition of Excellence

Best-in-Class tests

Benchmarks: group & competitors



Measuring Success

Maturity evaluations

Impact / Uplift measurement

Measured rhythm of deliverables



Creating Synergies

Cross-functional team synergies

Comprehensive offer on onsite journey optimization

Mutualization of best practices

Group Dashboards to monitor performances



Fostering Community

Quarterly Webinars

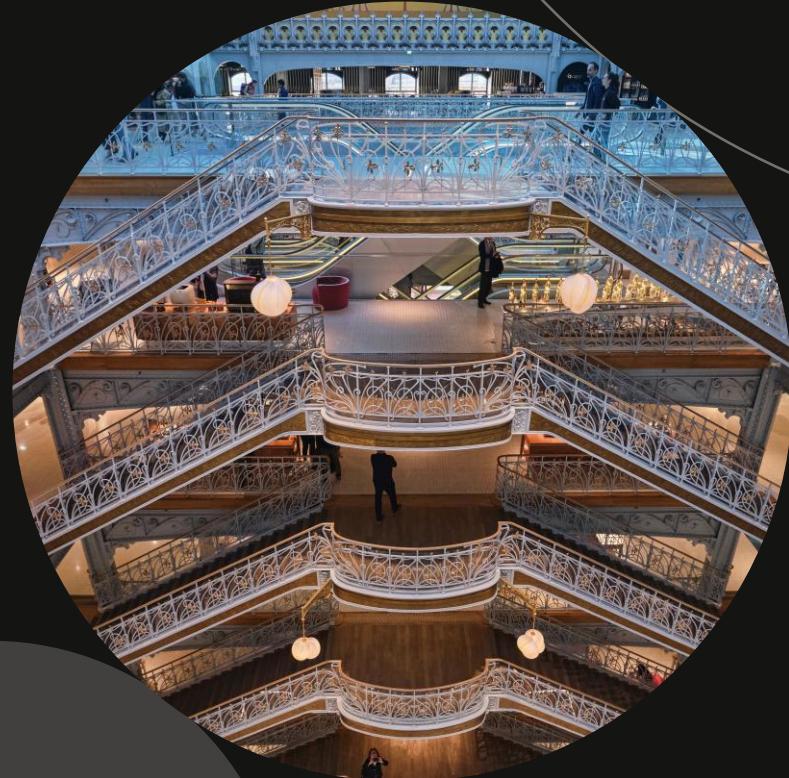
Brainstorming and workshops

Physical meetings/events

Playbooks and Best Practices



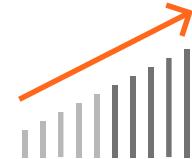
Let's take a look
at how we're
accelerating
our product
recommendation
strategies



We look at 3 different streams



EVALUATE



SCALE



MEASURE



With attention of the “Triad’s Balance”

Adopt a
luxurious
customer
centric website



Highlight the Maison's
image and savoir-faire

Optimize
conversion
and AOV



Evaluate

Based on a maturity grid, we are evaluating all Maions on 3 pilars :



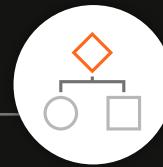
People

Is an ownership clearly identified ? Enough ressources are allocated to the topic?



System

A tool is integrated to run campaigns ? How is it managed and enhanced the product feed?



Process

Are the campaigns well tracked and monitored ? is it a testing process and governance in place?

And affecting a score from Starting to Leading



Scale

Based on the evaluation, start or enhance the programme by :

Defining objectives

Prioritizing placement

Evaluating success metrics

Launching campaigns

Evolving the program



Measure

The only way to measure ROI: incremental sales and revenue



DIRECT REVENUE



ASSISTED REVENUE



7 KPI'S TO MONITOR

Sales /
Revenue

Impressions

Clicks

Add to
wishlist

Add to cart

AOV

UPT

+Consider APRU



Some real-life examples



Product page recommendations

Continuous testing on PDP's, running different strategies for users with affinity and without affinity and evolving to more sophisticated phases based on main KPIs: CTR on products, Add to cart, and Conversion rate.

PERSONALIZATION



Tested:

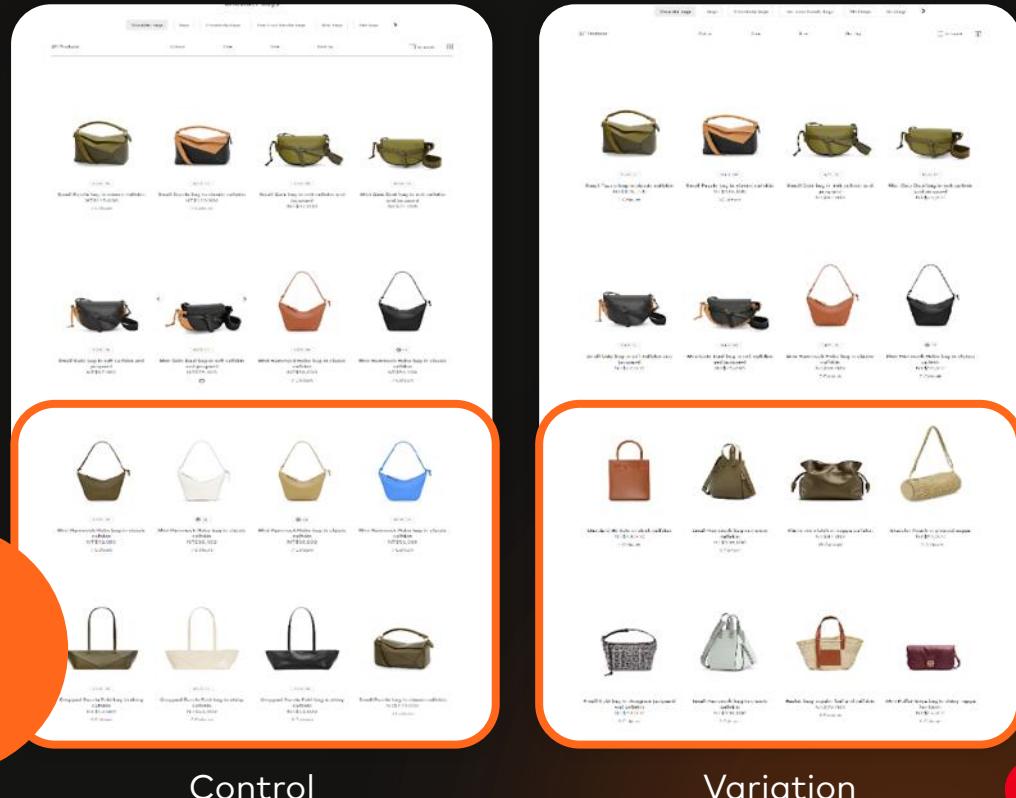
- Einstein vs. DY
- Pricing vs no pricing
- Different strategies (Deep learning vs. None / Mixed strategies vs visualML)



Category page recommendations

Tested product recommendations vs. in-house curated items on lines 3 and 4 of some category pages

PERSONALIZATION



+9,5% Uplift in add to cart

Control

Variation



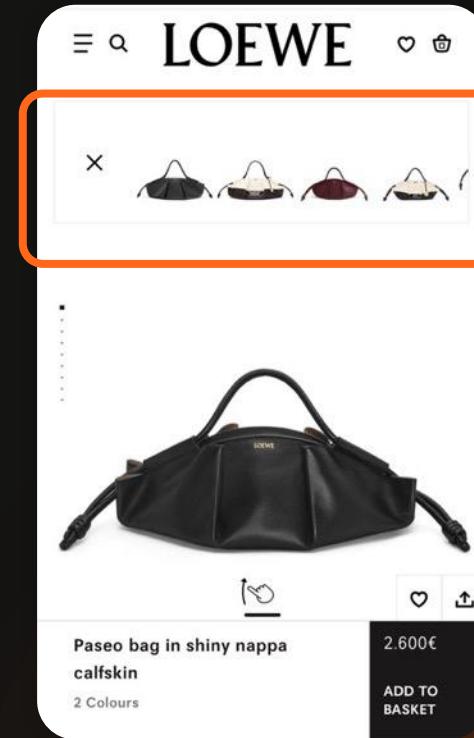
Personalization by traffic source

For users coming from Google shopping landing on PDP, we added a new module to create a consistent experience and increase engagement on loewe.com

+9%
Uplift in
add to
cart



Control



Variation

Populated
with
VisualML

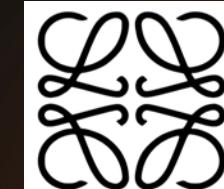
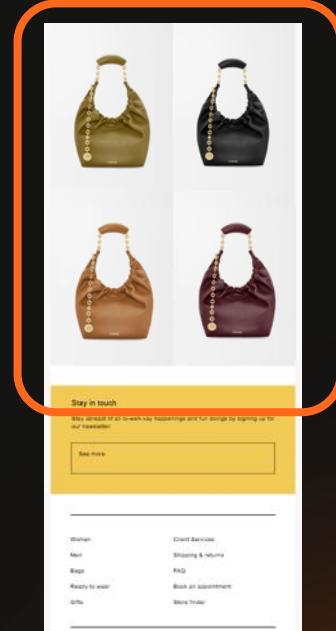
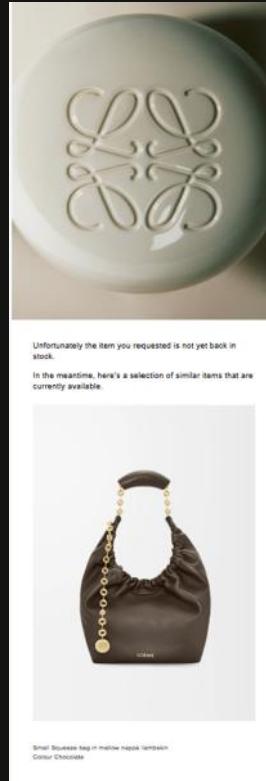


Triggering email recommendations

If a customer asks to be notified of a product when back in stock, but it has been 35+ days, they receive a "not back in stock" email with recommendations based on Similarity.

+9%
Uplift in
add to
cart

PERSONALIZATION



What's next

- Increase digital revenue led by product recommendations
- Elevate personalization by leveraging deep learning algorithms & empathetic personalization
- Continue to achieve a best-in-class on site experience



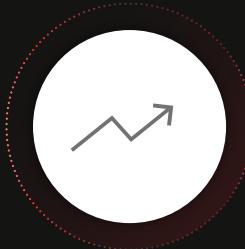
Our top takeaways



Create and Foster
Communicate the
impact of
personalization and
CRO across teams



Define and Measure
Ensure your vision is
aligned with business
KPIs and can be
measured



Test, Learn, Repeat
Optimization is a
continuous process,
not "one and done"



Questions?





Thank
you.