



+

AVON

The Future is Now: A Vision of Multiplatform Personalisation with Avon

Matt Cummings, Head of eCommerce Trading in Western Europe, Avon



Introductions



Matt Cummings

Head of eCommerce Trading,
Western Europe
Avon



Agenda

1. A quick background on Avon
2. Our challenge as a multi-platform business
3. Personalization as the key to a better CX
4. Why we partnered with Dynamic Yield
5. Avon's initial vision and first steps
6. Q&A

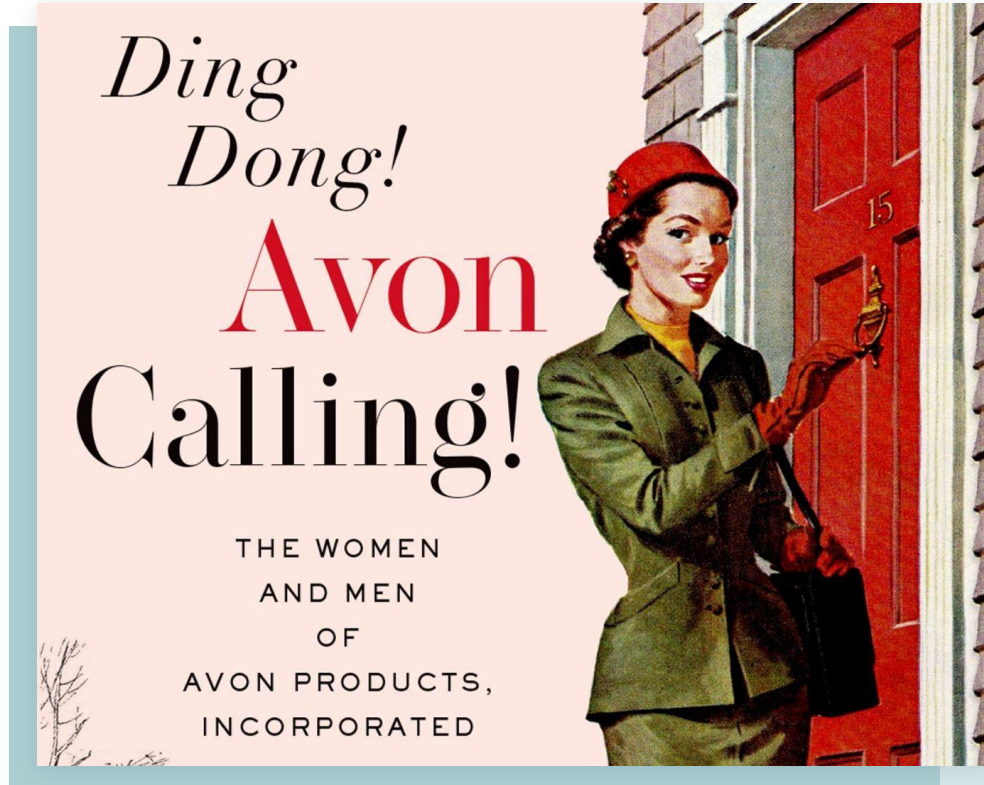


About AVON:

- In business for 135 years, 60 in the UK
- A multinational cosmetics, skin care, fragrance, and personal care company
- Annual sales of \$5.57 billion worldwide in 2019
- 40,000+ employees in over 100 countries
- Now part of Natura&Co, creating the world's fourth largest Beauty pure-play company
- Over the last 65 years, the Avon Foundation has contributed over US\$1.1 billion to causes that support women



What most people think of when they hear Avon



When in actuality

Customers can buy directly through their local representative



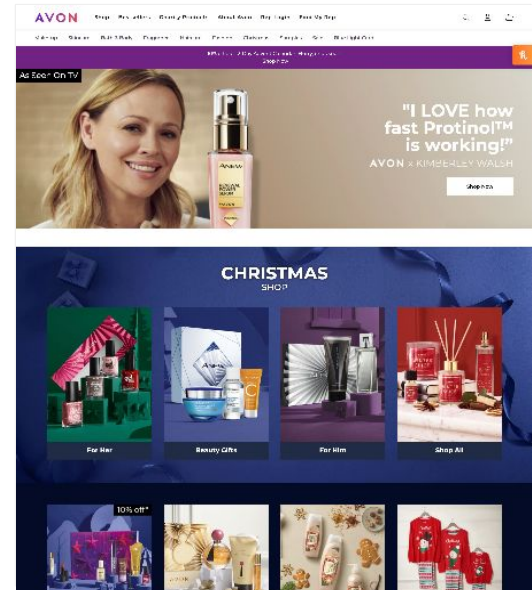
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Buy online through their local representative



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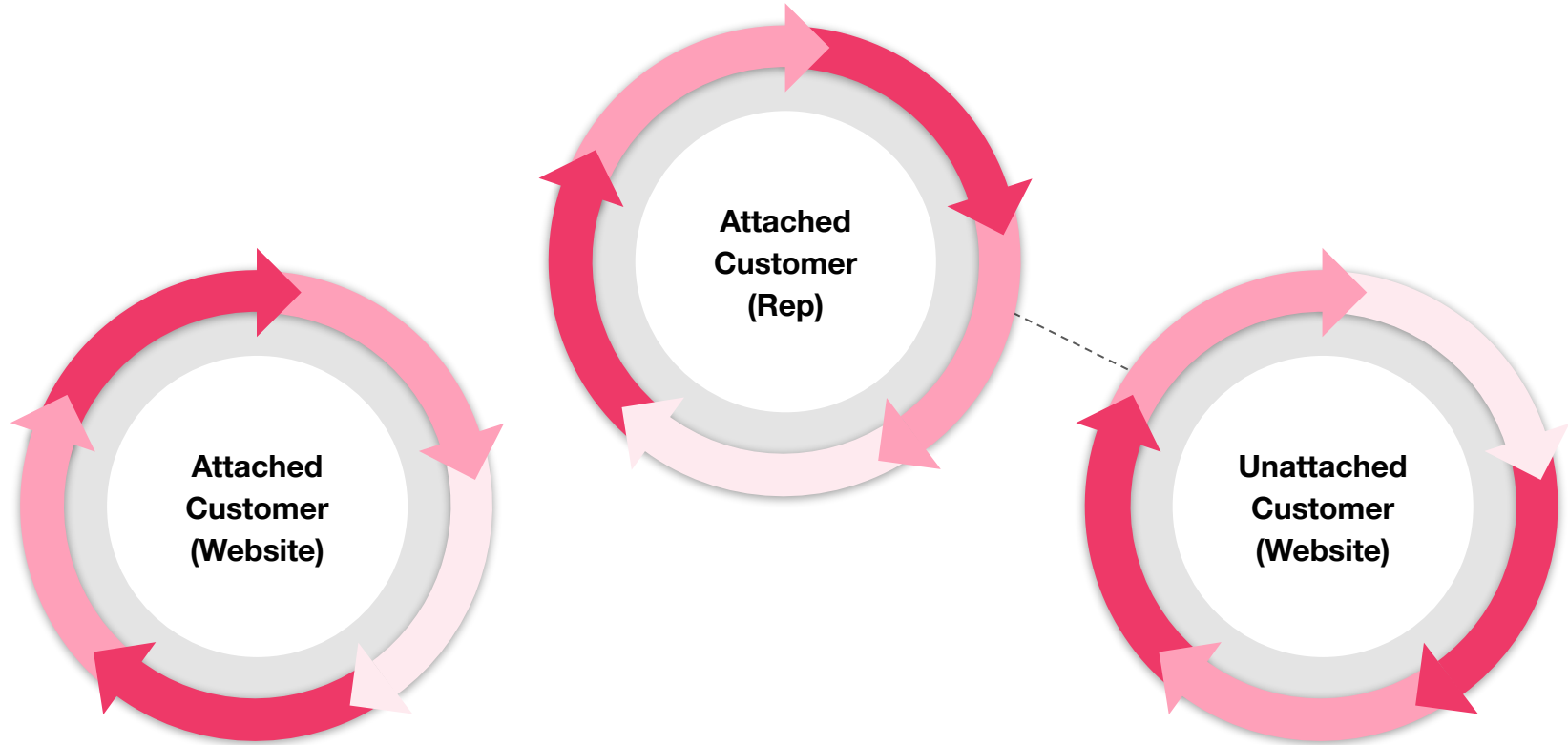
Or buy online independent from a local representative



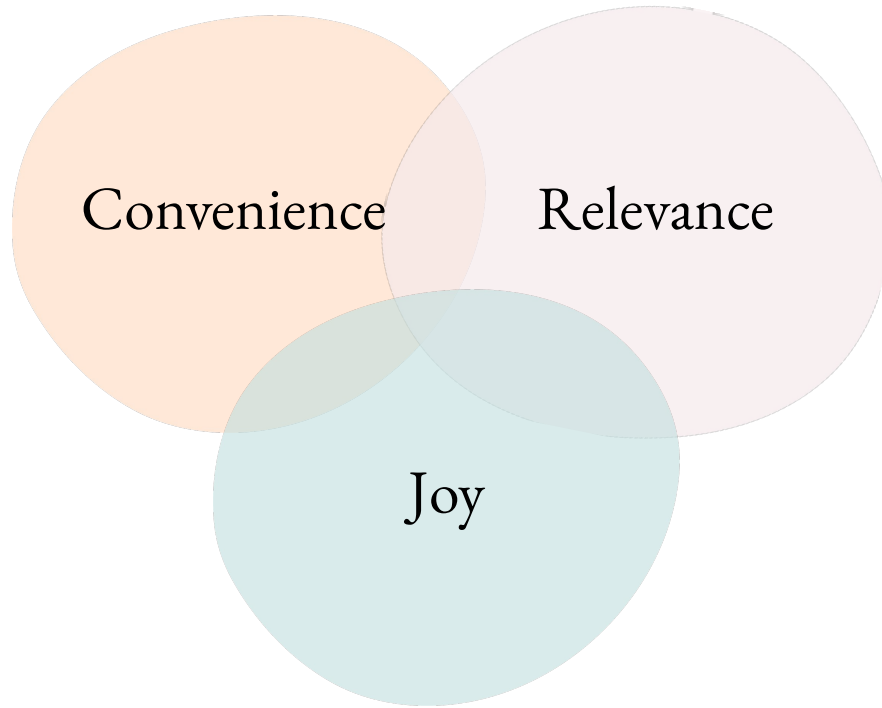
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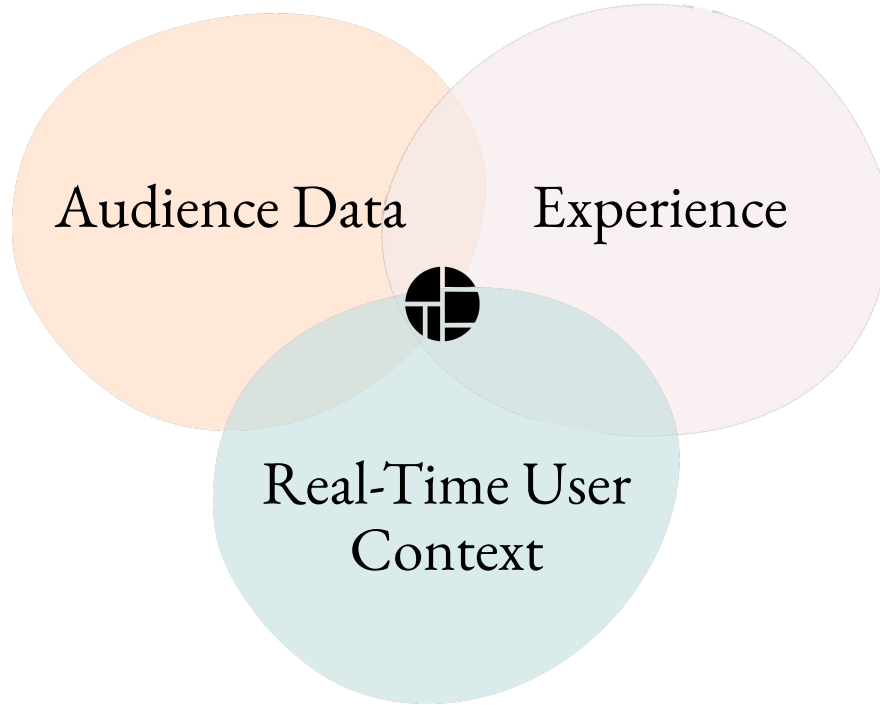
Creating quite a complex, siloed customer journey



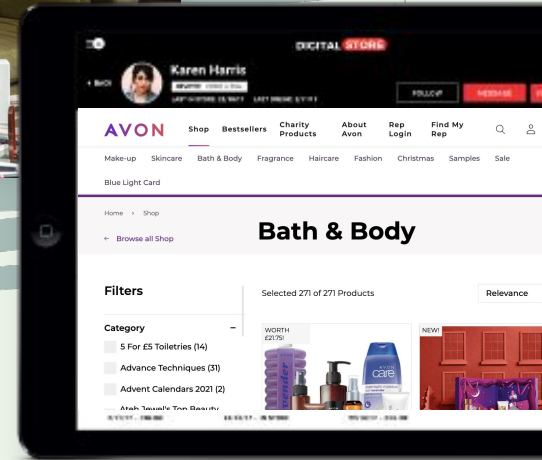
When we know what customers really want is



Which can only be achieved through personalization

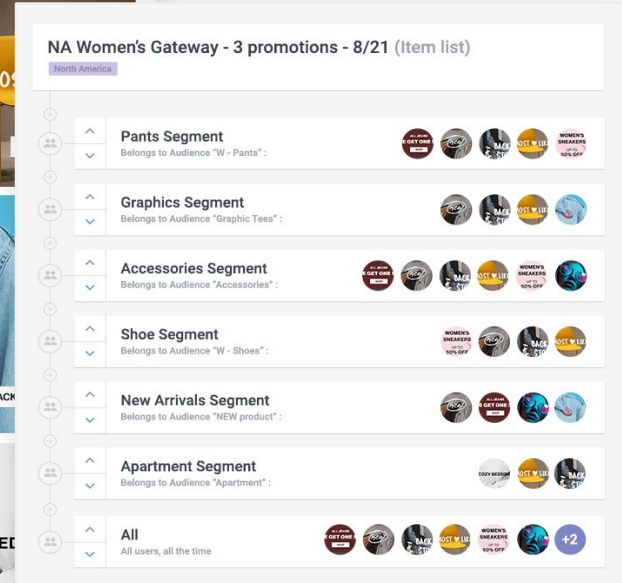
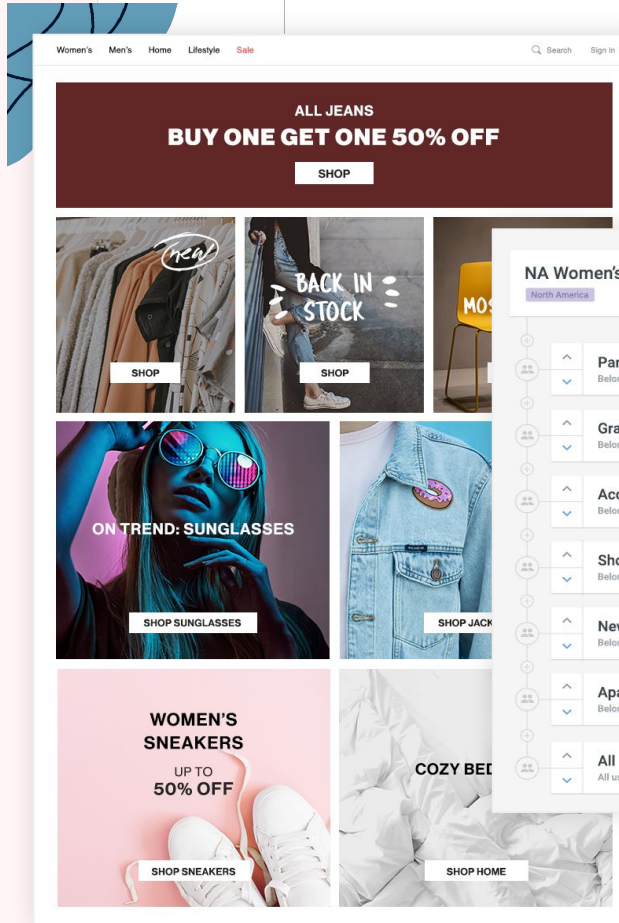


So we can provide the same 1:1 level of service we're known for, digitally

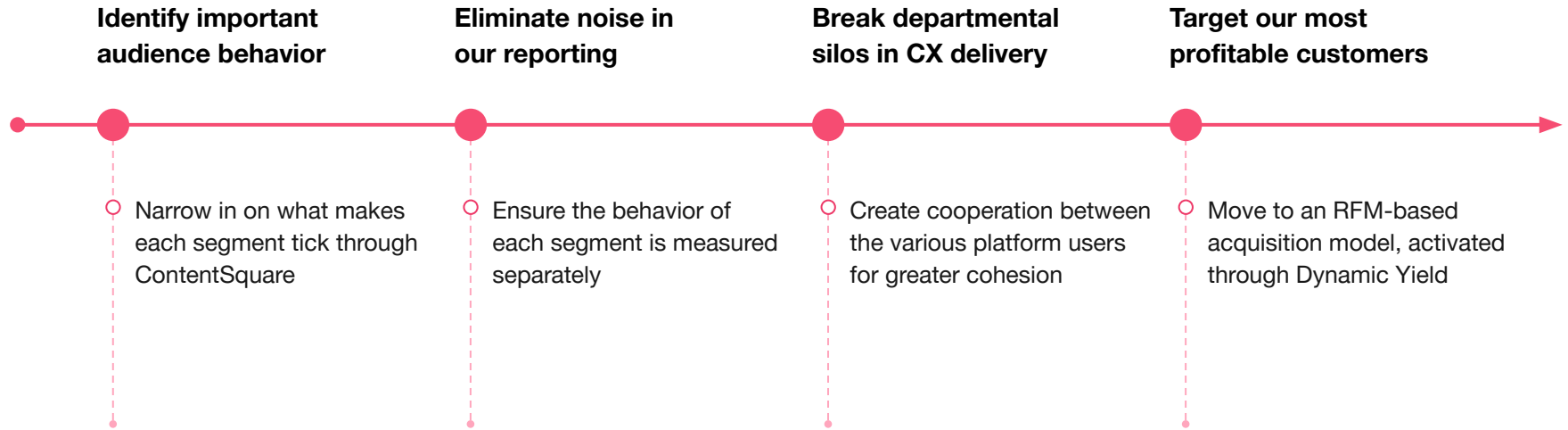


Enter Dynamic Yield

- ✓ Industry leading technology
- ✓ Agile and easy-to-use platform
- ✓ Superior UI and streamlined workflows
- ✓ Multiple solutions in one
- ✓ OOTB templates and engine
- ✓ Cross-site asset sharing
- ✓ Business and tech friendly



Allowing us to establish a clear initial vision and next steps



Which we've already begun to actualize

Use Case:

PDP Recommendations

Hypothesis:

By surfacing related products with AI-powered predictive targeting & encouraging the user to explore items on the product page, Avon could unlock deeper revenue opportunities and increase cart value.

Targeting:

All shoppers in different regions (UK, Czech, Poland)

Customers also viewed

Product	Rating	Price	Discount
Anew Age-Transforming...	★★★★★ (4.30)	£15.00	
Power Stay 24 Hour Longwear Foundation..	★★★★★ (4.46)	£12.00	
True Colour Under Eye Brightening Illuminator	★★★★★ (4.35)	£4.50	20% off (from £5.60)
Avon True Flawless Concealer Stick	★★★★★ (4.46)	£4.00	12% off (from £4.56)

Ostatní také zakoupili

Product	Rating	Price	Discount
Kleštěčky na nehty - speciální nabídka	★★★★★ (5.00)	49,90 Kč	20% off (from 62,38 Kč)
Duální pletová péče Anew		429,90 Kč	22% off (from 550,00 Kč)
Intenzivní omlazující sérum	★★★★★ (4.80)	429,90 Kč	22% off (from 550,00 Kč)
Luxusní obnovující gel na oční okolí s výtažky ...	★★★★★ (4.78)	49,90 Kč	25% off (from 66,53 Kč)



Which we've already begun to actualize

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Hypothesis:

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Targeting:

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Recently Viewed

Product	Price	Rating	Quantity
Aromatherapy Beauty Sleep Pillow Mist Spra... <small>OFFER</small>	£4.00	★★★★★ (4.75)	1
Skin So Soft Original Dry Oil Spray - 150ml	£3.50	★★★★★ (4.63)	1
Avon True Flawless Liquid Foundation... <small>OFFER 30% off</small> <small>Just dropped! SAVE £3.00</small>	£7.00 £9.99	★★★★★ (4.41)	1
mark. Loose Powder Foundation <small>OFFER</small>	£8.00	★★★★★ (4.52)	1



And this is just the beginning

Implement product recommendations for over 26 countries

Surface product availability to power social proof messaging

Create urgency among visitors by displaying countdown timers

Trigger exit-intent popups for reduced cart and site abandonment

Personalize homepage hero banners during the BFCM sales week





Thank You.

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