



HOW L'OCCITANE INCREASED **CONVERSIONS** BY UNDERSTANDING USERS



L'OCCITANE

ABOUT THE COMPANY

L'Occitane en Provence is an international retailer of body, face, fragrance and home products. It has more than 50 websites in 30 countries with over \$1 billion in revenue in 2015.

INTERNATIONAL CHECKOUT ANALYSIS

CHALLENGE

L'Occitane noticed a large discrepancy in checkout page conversion between markets. For instance, dropout was much higher in Russia and China. The company needed to quickly understand how users behaved differently in each of its key markets to optimize the checkout UX and boost ROI.

METHODOLOGY

L'Occitane used Contentsquare SaaS to conduct a step-by-step analysis of the checkout process, and identify checkout struggle points specific to each market.

In Russia, which had the lowest conversion rate, behavioral metrics surfaced several key insights. For instance, users hesitated 13 seconds longer on the delivery page than the international average. This was time spent finding the difficult-to-locate address modification button — a function Russia-based visitors use more than any other country.

Russian users also engaged more with the assurance elements than peers, with the call center contact being clicked

2.52 times more frequently. Despite this, the assurance bar containing important shipping and contact information was placed low on the page, with only 30% users scrolling far enough to view it.

L'Occitane used the Contentsquare Sunburst to map all user checkout journeys, beginning at the Shopping Bag page. This Sunburst helped teams visualize where Russian visitors dropped off. For example, the overall drop-out rate was 11% on the Gifts & Samples page and 18% on Shipment, well above the international average.

OUTCOME

By understanding the behavior of their international users and making targeted, data-driven UX improvements, **L'Occitane achieved an overall 15% lift in conversion rates.**

WHY AWS

ContentSquare prides itself on being a client-focused company, delivering the utmost level of service to its partner brands. Data exhaustivity, retroactivity, speed to insight, high standards of security and compliance with regulations — reliability and availability are key architectural requirements, underpinning all of the platform's capabilities.

Being able to collect and store data on a very large scale is key to Contentsquare being able to fulfill its promise to brands, and today the platform uses more than thirty AWS services.

S3 enables affordable storage on a massive scale, in multiple regions, and with an impressive durability guarantee of 99.99%.

Adopting an integrated service like CloudFront means Contentsquare can guarantee its clients 100% availability of its tracking system and a speedy load time for its tracking tag.

Using the Redshift data warehouse allows ContentSquare to access several dozen TBs of data using SQL, without any of the maintenance headaches associated with administering a database cluster — a huge time and resource saver.

AWS cloud services encourage full user autonomy and in six years of use, Contentsquare has never run into any major issue with any of the services, and the support team has been very responsive when needed.

Another key benefit of using the platform is that it allows Contentsquare to include open-source technologies for a more customized solution to its data-related needs.