

CASE STUDY



OVERHAUL PROFILING FROM RELEVANT SEARCH

How Perfume's Club managed to drive the perfect set of relevant results based on truly anonymised behaviour patterns



EMPATHY.CO

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It is not about how something functions,
it's about how it makes you feel

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01

BACKGROUND



The importance of a contextual and trustworthy experience

Cosmetics and beauty may be one of the most difficult product categories to sell online. How do you explain to a customer what a perfume smells like, the texture of a moisturiser or the effectiveness of a facial treatment?

The world of perfumery, traditionally associated with face-to-face sales, faces several challenges in ecommerce that break down these barriers acquired by consumers over the years. Contextualising searches, by offering the consumer a better experience, was one of the keys to Perfume's Club's commitment to Context.

Beauty products are mainly characterised by the personalisation of their components depending on the consumer's intended use. The same goes for searches: None is the same as the previous one because the needs vary from one consumer to another, even from a certain way to search to another. If each of the Perfume's Club's products has characteristics that suit the consumer's tastes, then the challenge lies in translating those tastes and preferences to the results offered by the consumer's queries.

All of this establishes Trust as the most important endorsement that no brand can afford to sacrifice. This is achieved by invoking Empathy ContextAPI, which delivers Contextual Relevancy models that respect consumers' privacy through a truly anonymised experience.

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Main goals

TO PROVIDE A JOYFUL & TRUSTWORTHY EXPERIENCE:

In any physical shop, customers would go directly to the shop assistant to ask for specific information about a product. The objective of Perfume's Club consists of turning their search box into a shop assistant that the customer queries, creating a trustworthy and reliable relationship with their customers.

TO ALLOW DISCOVERABILITY ACROSS THE WIDE CATALOGUE:

One of the great advantages of online commerce is the possibility of making available to the consumer extensive catalogues that are capable of satisfying virtually all customer needs. But this is a double-edged sword, as browsing through these product categories becomes practically unmanageable for the regular consumer who, by definition, does not have much time to shop. Therefore, how can I show all the possibilities offered by my catalogue in a timeframe that is manageable for my consumer? By personalising the searches of each of my users.



TO DRIVE A FRICTIONLESS AND EXPRESSIVE EXPERIENCE:

A new way of browsing is born with the contextualisation of results. Users get used to the fact that if they do not find what they are seeking on first impact, they understand that it is most likely that the product does not exist. The impact of this new navigation is a game changer in the consumer's journey since, on the one hand:

Consumers find the product they are looking for in less time, they discover a catalogue which implies more searches on products that they would not have been able to find with a grid navigation, and a highly significant technical detail: by not navigating during pages and pages of results, the requests to the API are exponentially reduced which also causes greater and more successful performance on the Perfume's Club site.



02

ANALYSIS & INSIGHTS

FROM SEARCH AWARENESS TO ACHIEVING YOUR CUSTOMER'S SEARCH INTENTION

Context is a customisation system that allows you to generate behavioural patterns, so that the searches suit the client's tastes and preferences. How can we do that?

Every query and click from each consumer generates a signal. These signals are collected, processed, filtered and transformed into actionable intent insights.

Using and processing the query parameter only for analytical and statistical purposes, and always avoiding the binding of data to the user, Context achieves the reordering of results based on the collective behaviour of all consumers.

FROM BASICS TO SEARCH PERSONALIZATION

Since 2017 Perfume's Club has recognised the importance and value of online search, relying on Empathy to understand the search and general behaviour of perfumery consumers. At an early stage of the relationship, Perfume's relies on Empathy to understand search metrics without results, allowing them to gain visibility of real opportunities for their business and turn them into positive impacts on their sales. Trusting in the power of enriching the search and

The aim is to not only improve relevant results, but also maintain the conviction that the search experience can play a much more significant role than the search itself, scaling up the relationship between the customer and brand.



navigation experience, Perfume's Club and Empathy have worked on a roadmap in which different features have been integrated. The aim is to not only improve relevant results, but also maintain the conviction that the search experience can play a much more significant role than the search itself, scaling up the relationship between the customer and brand.

Why Perfume's Club decided to go for Context

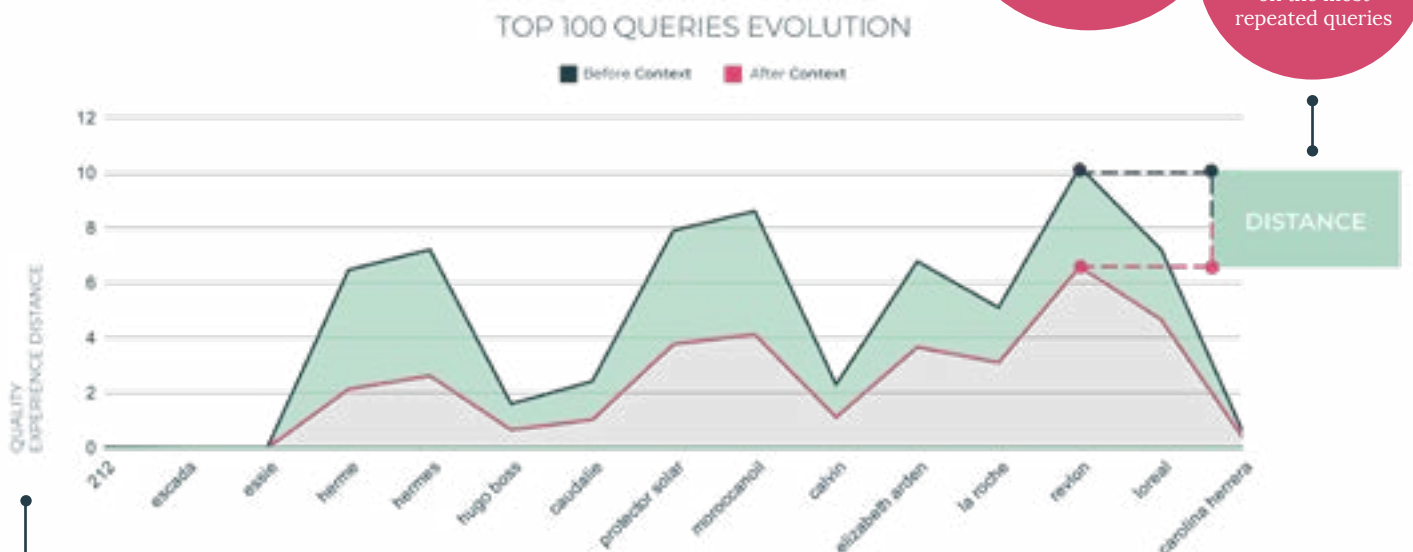
The aim of integrating Context into Perfume's Club was clear: to close the gap between two of the metrics that indicate success in terms of results and consumer intent.

Click-through rate (CTR) tells us how many clicks occurred after a search, and Findability shows us how many of those clicks occurred on the first page. By reducing the gap between these two metrics, we ensure that users search and find what they are looking for on the first page of results and also we obtain a new KPI to measure the quality of the user experience with the search engine: Quality Experience Distance.

The lower this KPI, the higher the volume of clicks on page 1 - indicating that users have to make less effort to find the product they are looking for, and therefore the quality of their experience will be higher.

TOP 100 QUERIES EVOLUTION

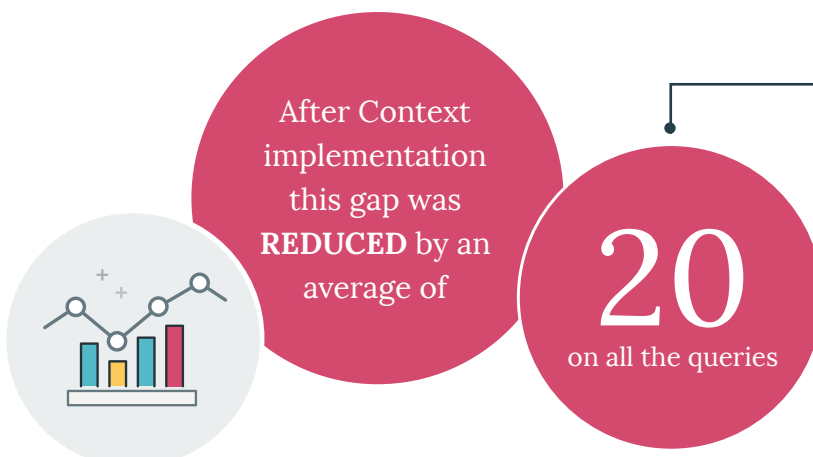
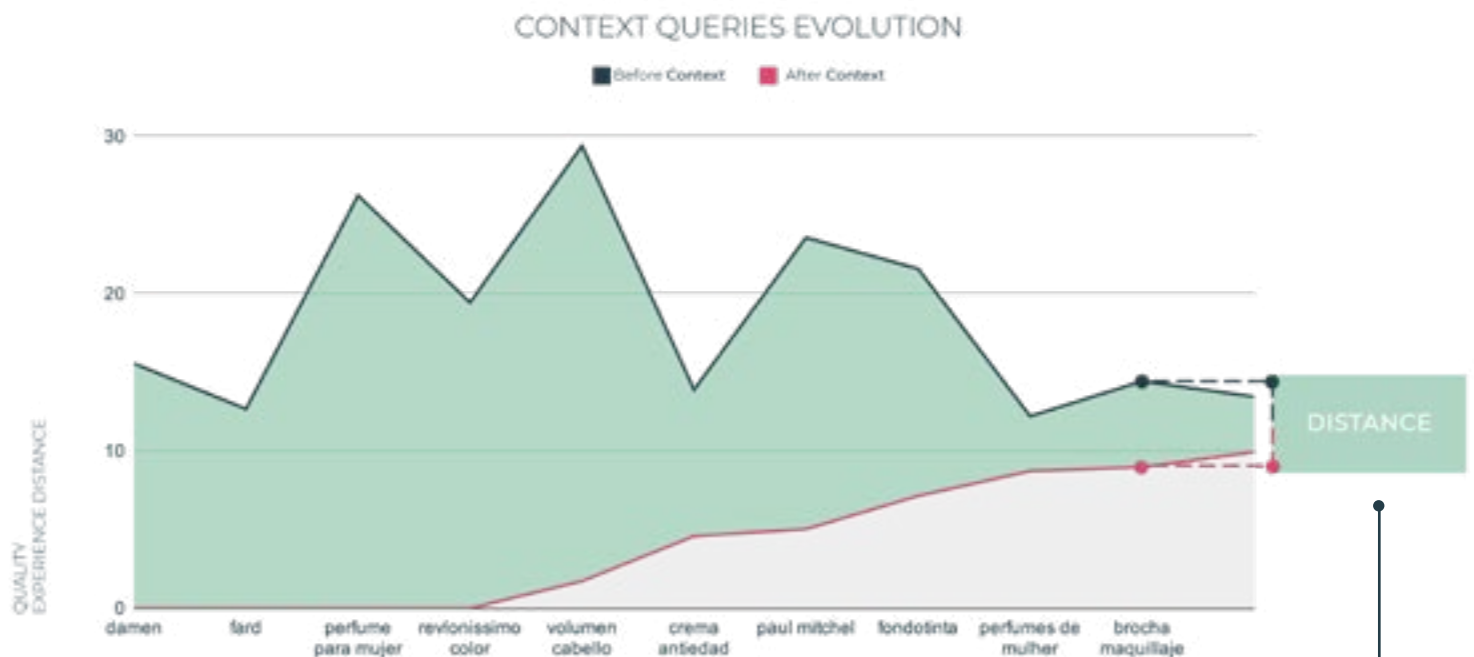
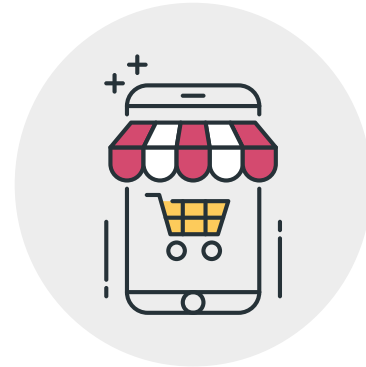
The queries with the highest volume in Perfume's Club improved their Quality Experience Distance by up to 8 points, so that brands such as *Hermes* or *Essie* improved their performance on the Search Results Page.



The QED is the difference between CTR and Findability rates. The lower this gap is, the easier consumers are finding relevant results.

CONTEXT QUERIES EVOLUTION

In the following chart we can see how, before the context integration, there are queries that reduce the Quality Experience Distance by up to 20 points. Products that before context integration appeared on the second and third page of results, one month later appear on the first page.



A collection of amber glass bottles of various sizes, some with black caps, arranged on a wooden surface. In the foreground, there is a pile of dried lavender and other herbs. The background is softly blurred.

03

STRATEGY & IMPLEMENTATION

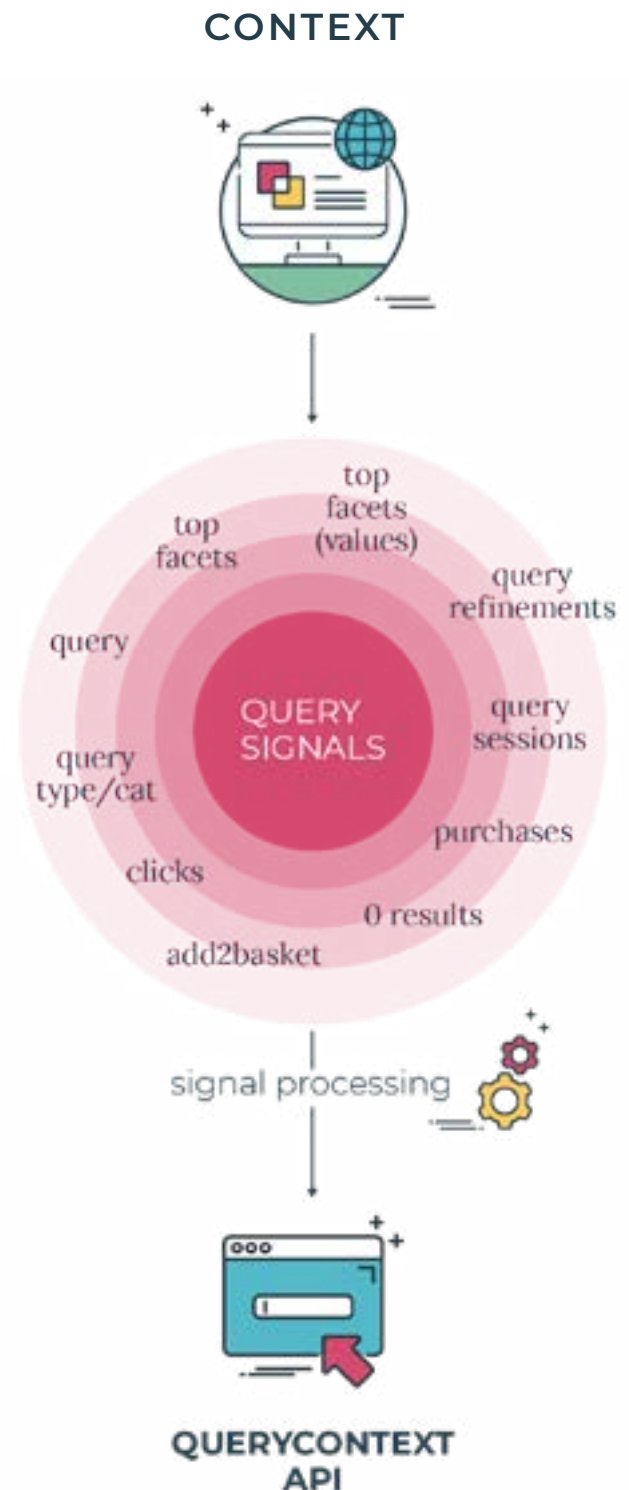
Serving trust through experiences

Context studies the general behavior of consumers with a query and develops a relevance model based on this. All the search results that the consumer receives are based on those signals.

Empathy and Perfume's Club worked together to build this meaningful relationship through search personalization results, helping customers to create a beautiful shopping experience that entertains, and that lets people explore ideas and trends, imagining and aspiring to a future version of themselves.

Brands such as Clarins and Kerastasse are two of the most popular searches by Perfume's Club customers.

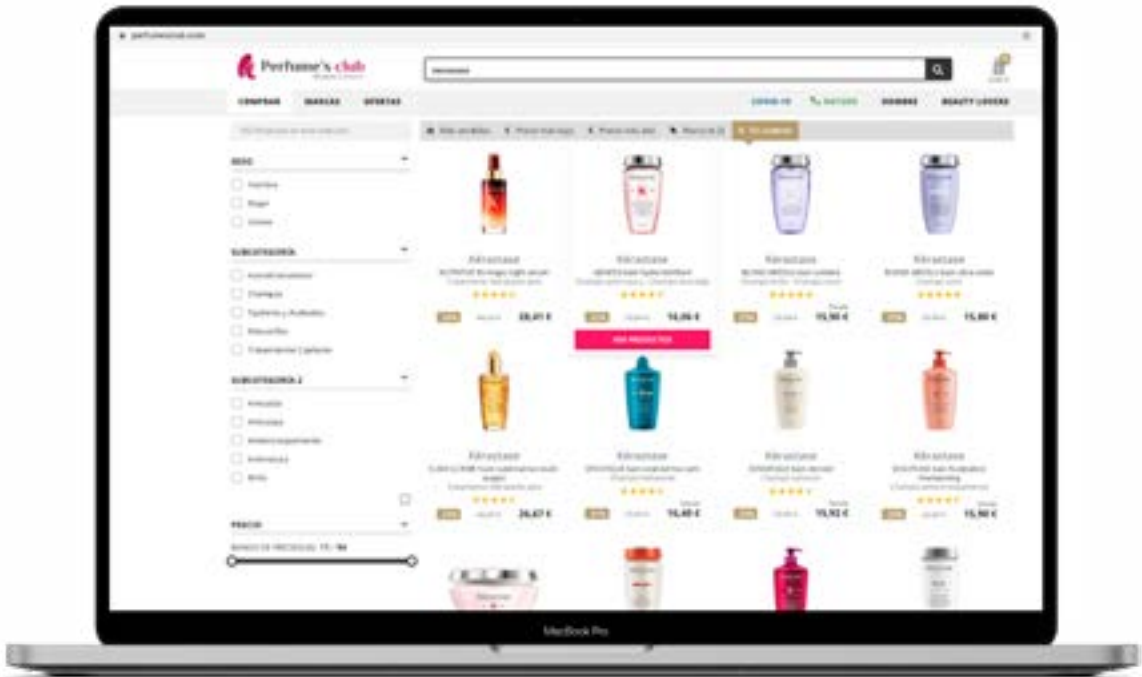
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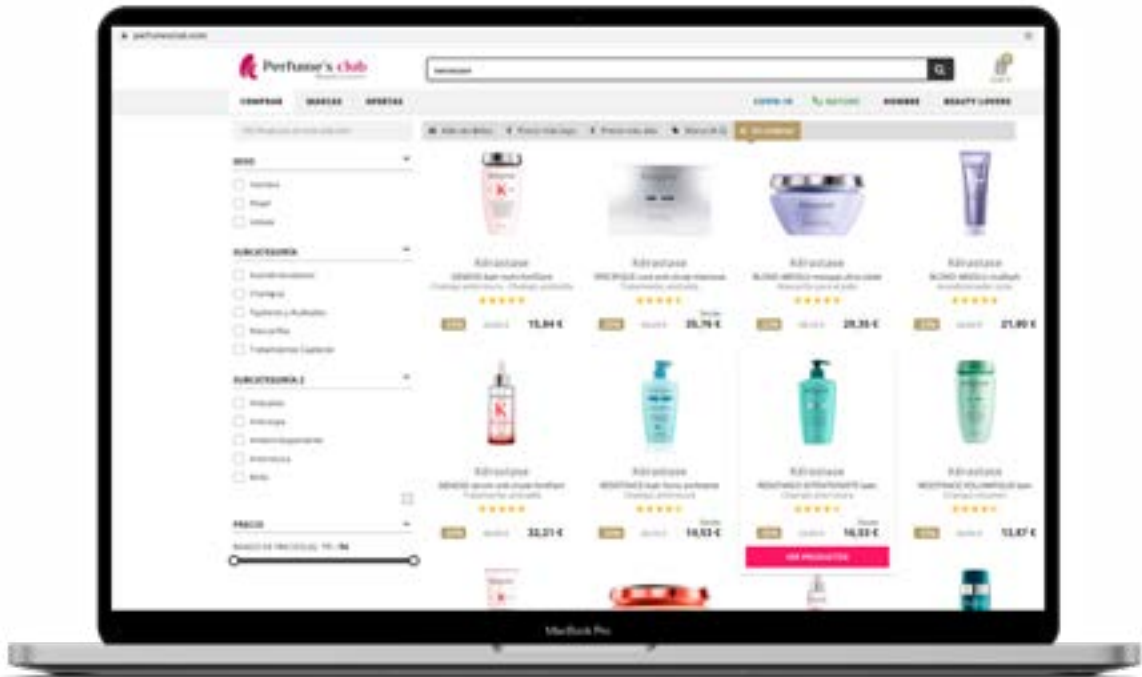
These images show how Context influences the search results page, and how the perfect set of relevant results depends on context.

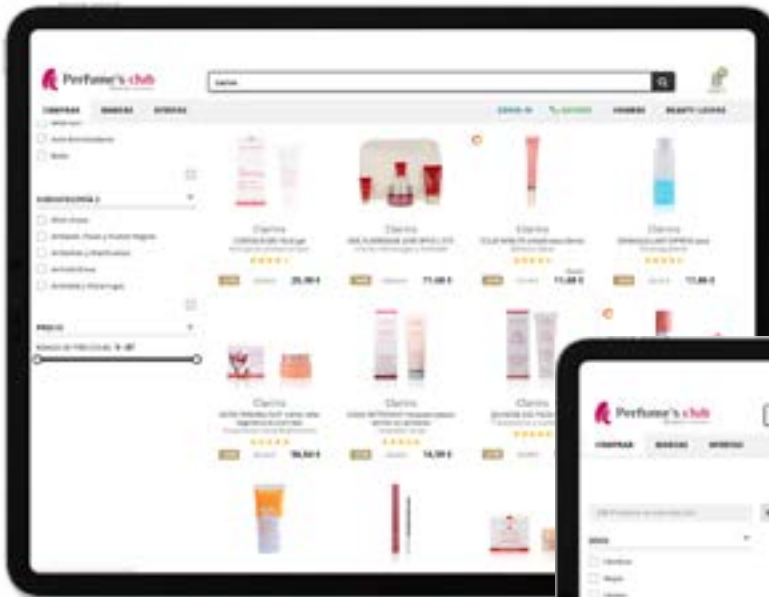


KERASTASE BEFORE

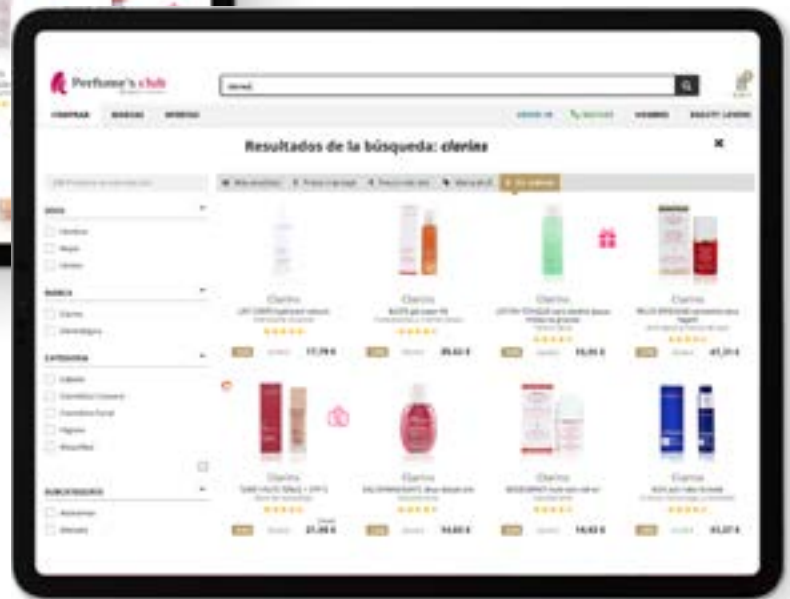


KERASTASE AFTER





CLARINS BEFORE



CLARINS AFTER

It's a fact that 35 percent of consumers seek inspiration from online commerce at least once a week. That makes it almost an obligation for brands to make every single visit influence the customer far beyond simply satisfying their needs, and of

35%
CONSUMERS

SEEK
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course, to always take into account that shopping, for Perfume's Club, is much more than a simple transaction.

It is necessary to anticipate, to help the consumer build a trusting relationship with the brand, to create a wonderful search experience that allows the consumer to discover the possibilities and products that the brand has for them. A good reputation may get me to try a product, but unless I come to trust the company, I will soon stop buying from it.

04

RESULTS



Quick integration & impact

One of the top 100 Perfume's Club queries is *Revlon*. In the graph we show how the Quality Experience Distance has been reduced by 35%, which has had a positive impact on the Add to Cart of this query, increased by 10%.

QUERY EVOLUTION: "REVLON"

	Before Context	Context Start	Context +1
Distance	10.21	6.79	6.59
CTR	29.03	25.81	27.07
Findability	18.82	19.02	20.48
Add to cart	10.15	11.49	11.18

"REVLON"
BEFORE &
AFTER

- 35%
AVG. DISTANCE
FINDABILITY - CTR

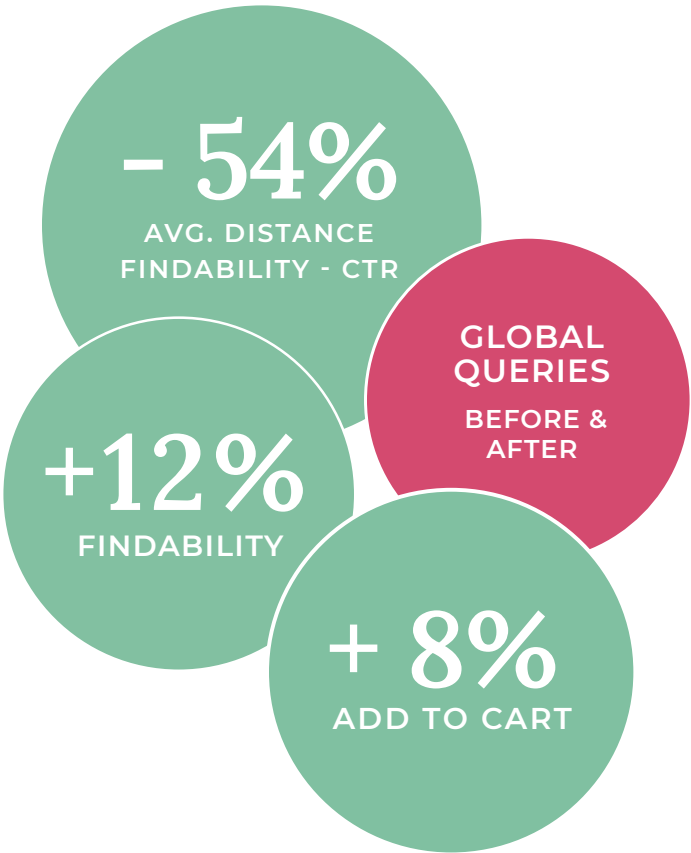
+ 9%
FINDABILITY

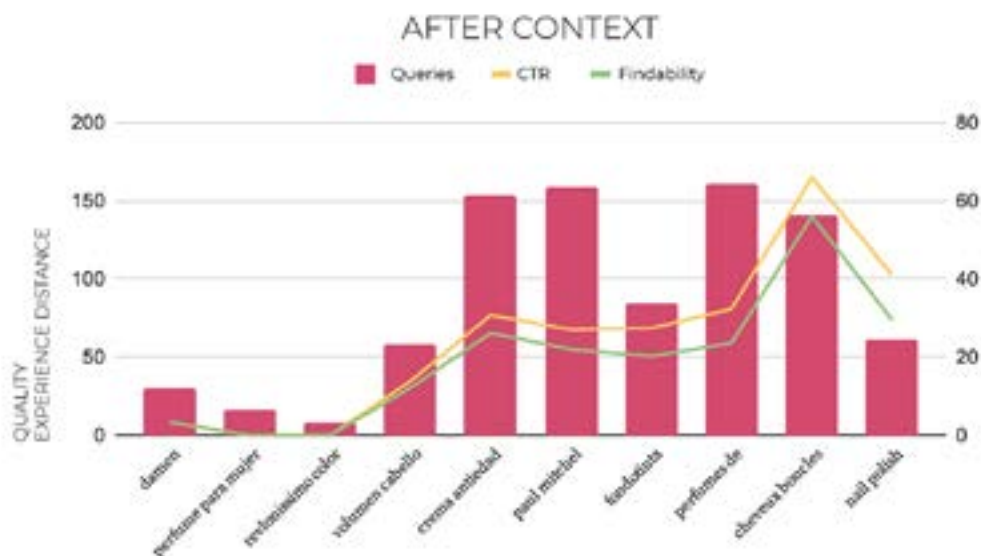
+ 10%
ADD TO CART



Context Evolution

Taking into account that we want to see how the positioning of the products improves in the different queries made by users, we will analyze this KPI in each of the terms selected for the analysis. In which terms is the service really working, and in which is it not?





05

SUMMARY



Meaningful & relevant results

2020 has marked a historic milestone in all consumer sectors and has exponentially changed the relationship between consumer and brand. Extensive catalogues, better prices, placing and receiving orders wherever you want and, above all, the absence of social contact, have made online commerce more than ever the first choice for many consumers who had never considered it before.

Over the course of 2020, and as the pandemic evolved, different search trends were observed in Perfume's Club. Context intervened by offering consumers the opportunity to discover products related to their search.

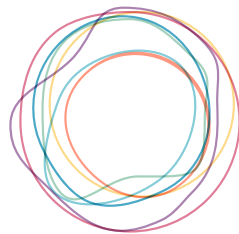
Through Context, Perfume's Club consumers not only find what they are looking for, but also discover products related to their search and current trends, and improve the search experience by providing results based on the general behaviour of consumers.

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