Improving user experience on an ecommerce website, with data-driven merchandising & the power of Google Cloud

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On ecommerce websites, the performance of a product is often linked to its visibility rather than its real potential to appeal to visitors. It is thus crucial for brands to pay special attention to their product ordering if they want to help clients find what the best products, and ultimately boost sales!

Ludovic Moulard, Head of Analytics & UX Optimization, fifty-five

This ecommerce company is the European leader in the online sale of shoes and accessories. It sold 20 million pairs of shoes across 30 countries in 11 years, and lists over 750 brands and 55,000 different models.

CHALLENGE

When online merchandising reaches the limits of human capabilities

With such a broad offer, this e-merchant found it very hard to manage product ordering. For a long time, the merchandising teams thus relied on basic rule-based methods, following their past experience and limited performance metrics.

SOLUTION

Data-driven merchandising based on Google Cloud

fifty-five built a custom data-driven algorithm. Product data feeds and user interaction data are sent and processed daily into BigQuery. Then, fifty-five applies an algorithm with R, that takes into account various data such as the position of products, clicks, add-to-cart, conversions, product features and availability, price evolution… The output is a product score file that sets the optimal ordering, which is automatically implemented on the ecommerce website.

RESULTS

A unique shopping experience for clients thanks to optimal product ordering

Better product ordering helped create a virtuous circle over years, with an ever-improving user experience, thus a better conversion rate and an increase in the revenue per user. All results were measured through A/B testing to ensure continuous improvement.

+3%
turnover per visitor

3 years
of ever-improving sales

14 TeraBytes
volume of data processed monthly in Google Cloud