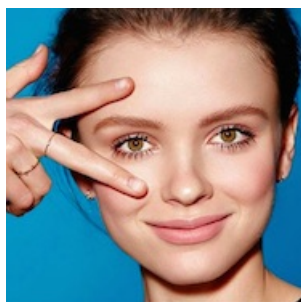


INTERNET

Lancme makes Web site update based on consumer insights

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Instagram image from Lancme

By STAFF REPORTS

Beauty marketer Lancme is simplifying the online shopping experience for its customers with the launch of a new Web site.

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Lancme has updated its online store to better reflect the experience consumers have come to expect at its physical points of sale, using the Edgcase Product Intelligence Platform to ensure that its descriptions mirror the language of the consumer. Within beauty, translating the makeup counter experience to the online environment has created a need for consumer-centric ecommerce solutions.

Speaking the same language

For Lancme, Edgcase's technology helped it to focus in on the key product attributes, highlighting these differentiators using shoppers' vocabulary. The vendor also added category-level filters, so that consumers can find products to fit their specific needs, such as skin tone or hypoallergenic requirements.

The tools built into Lancme's site were based on the interactions between the beauty brand and its clients. This data was then used to influence the manner in which products are attributed.

"The Lancme brand represents many things, but most important is our beauty enthusiast," said Kristopher Jean, director of digital strategy and ecommerce at Lancme, in a brand statement. "We are constantly looking for ways to ensure we align our shopping experiences with our customers' needs, particularly when it comes to our online store.

"In partnering with Edgcase, we are able bridge the gap between what our shoppers are looking for and what they find because we're armed with rich product data that better describes our products, in a language they understand."



Screenshot of Lancme's Web site

Beauty marketer Lancme has the highest digital IQ of any brand in its category, according to the latest ranking by L2 (see story).

Part of what makes Lancme a leader has been its focus on the ecommerce experience.

In 2014, the brand began letting consumers see what a product will look like on a similar skin tone with a new ecommerce tool.

Lancme uses Sight Commerce's Infinite cloud-based visual commerce solution, which allows consumers to select a model that is the closest to their skin color and then see how any products they browse would look once applied. Shopping for cosmetics online can be stressful, since it can be difficult for consumers to tell how a certain color or product will look on their face, a problem this tool aims to solve (see story).

"We are extremely excited about the partnership with Lancme because they are so deeply invested in creating a world-class experience for their shoppers," said Susanne Bowen, CEO of Edgecase.

"At Edgecase, we share that passion. Our Product Intelligence Platform unlocks the power of product attribution to create an inspiring shopping experience," she said. "Connecting shoppers with the products they love is our number one job, and it's incredibly rewarding to see brands like Lancme leverage rich product data from Edgecase to serve their customers' needs."