

FRAGRANCE AND PERSONAL CARE

## Lancme's mobile page solution sees the small screen surpass desktop

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Lancme's #MiracleontheMove campaign

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Beauty marketer Lancme has been able to garner a 17 percent increase in conversions on the mobile Web, thanks to an accelerated mobile page program.

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The luxury beauty manufacturer is now seeing more traffic via mobile Web than through desktop after it launched its Progressive Web App. Lancme has seen a 53 percent spike in mobile sessions on Apple mobile devices as well as an 8 percent increase in cart abandonment recovery through push notifications.

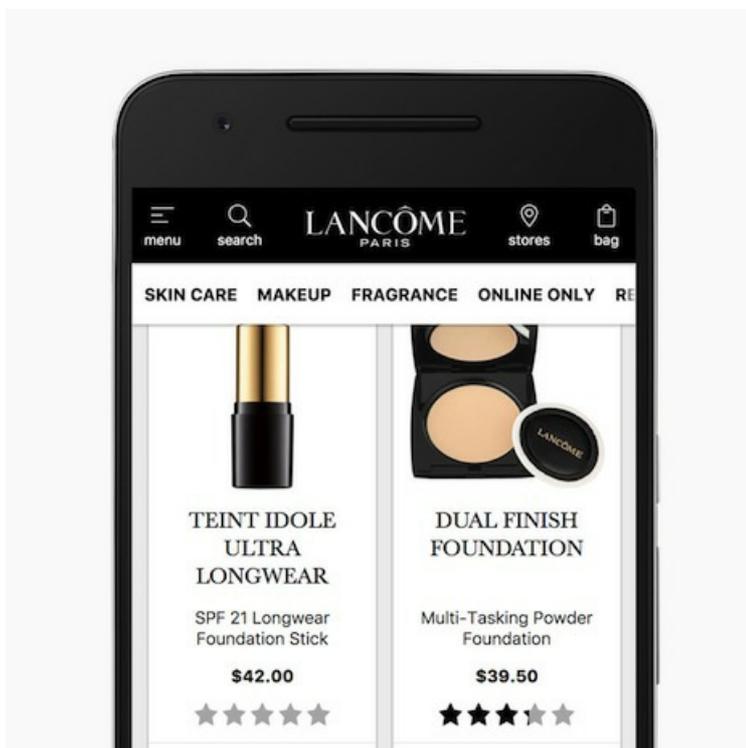
"What Mobify has done is magic," said Malik Abu-Ghazaleh, vice president of digital marketing and ecommerce at Lancme. "With our internal mobile benchmarks showing that our site is even faster than Amazon, we're confident shoppers discovering products from search engines are now getting the best possible first impression from our site."

Lancme partnered with Mobify to create the AMP. Research comes from a [case study by Google](#).

### Friction-less experience

Lancme looked to mobile Web instead of a mobile application, hoping to appeal to a mass audience instead of the small, loyal-only audience an app typically garners.

To ensure its investment into mobile Web would pan out, Lancme looked to develop a highly performing mobile site and a friction-less experience. The mobile Web site has an experience that mirrors an app, but is available without download, making it more accessible.



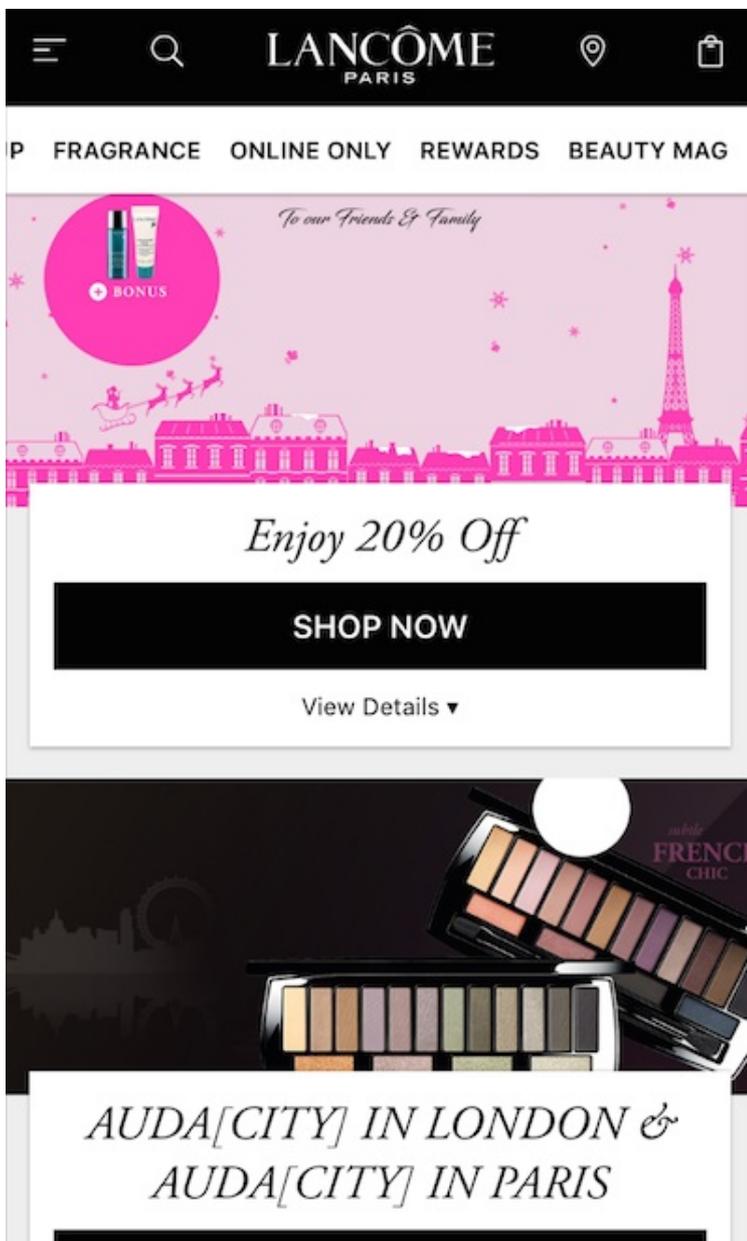
### *Lancme's new retail page*

Originally, Lancme saw a 38 percent conversion rate on desktop but that dropped to 15 percent on mobile, alluding to a problem with technology. The brand was able to increase conversions on mobile by 17 percent.

The new Web site garnered a 94/100 on Lighthouse, an automated tool for improving Web page quality.

Lancme's mobile site saw a decrease in time until the page is inactive of 84 percent. Mobile sessions rose by half and there was also a 15 percent decrease in bounce rates.

On iOS devices, the beauty brand saw a 53 percent jump in session time and a 10 percent decrease in bounce rates.



Through a new push-notification program, Lancme was able to encourage 8 percent of those who clicked to purchase. The program sees an 18 percent open rate on mobile, in addition to the decrease in cart abandonment.

#### Marketing for Lancme

Lancme is also innovating in its campaigns in addition to its technology. For instance, the beauty manufacturer was recently on the hunt for a mysterious man in the French Riviera to promote a personified product line.

The brand invited a handful of influencers to the Cte d'Azur in search of Monsieur Big, sharing clues as to the character's whereabouts and personality in a string of Instagram posts. The playful effort leaves the follower in suspense, encouraging repeat interactions with the brand's account ([see more](#)).

Lancme first retooled its mobile Web site experience to more closely resemble a native app in a move to better engage its clientele last December.

The features, speed and easy interfaces of mobile apps have conditioned consumers to expect the same from Web sites they visit on their smartphones. Keeping these expectations in mind, Lancme used features of Google's Progressive Web App technology along with other app-like features to further consumers' user experience on mobile ([see more](#)).

"Most retailers are struggling with flat or declining organic search traffic," said Peter McLachlan, chief product officer at Mobify. "AMP turns the tide by promoting results for organic search terms to the top of the search engine result page."

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