FRAGRANCE AND PERSONAL CARE

Sephora saw 6x the engagement with use of digital personalization features

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Sephora customers are now treated to a host of personalized features. Image credit: Sephora

By DANNY PARISI

LVMH-owned beauty retailer Sephora is introducing a host of new features to its online store focused on personalizing the purchasing process for individual customers.

Some of the new features include individual recommendations based on previous purchases and a personalized welcome when past users visit the online store again. Sephora is banking on the growing trend toward smarter online shopping experiences to help drive up ecommerce sales.

"Personalization is at the core of our ecommerce strategy, and partnering with Dynamic Yield allows us to craft truly customized shopping experiences across all touch points," said Alexis Horowitz-Burdick, managing director of Sephora Digital SEA, Paris. "With Dynamic Yield, Sephora customers can now seamlessly find the right products for their beauty needs."

Personalization efforts
Customers are demanding more personalization efforts than ever, and many online retailers have been responding by making ecommerce options smarter and more individualized.

This often takes the form of recognizing a user's individual identity and catering their experience to match that.

Sephora has made this one of its goals for its online shopping experience and has enlisted the help of Dynamic Yield, a platform that provides the kind of tech needed to make personalized online stores work smoother, to get it done.

Using this platform, Sephora has introduced several new features focused on personalization.
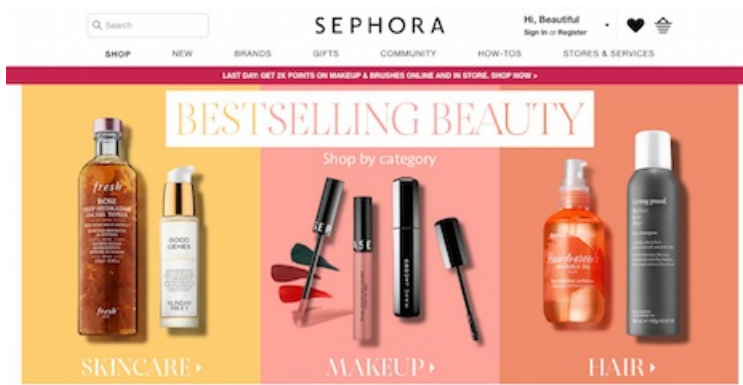
Sephora's personalized home page. Image credit: Sephora

For one, prior shopping behavior and demographic information will be used to make smart recommendations to customers as they shop online.

Additionally, Sephora's home page is now personalized to offer relevant content to consumers as soon as they arrive on the store page.

The personalization continues after they leave the store page however, with Dynamic Yield's platform giving Sephora the ability to create relevant follow-up emails to continue the conversation after the purchase has been made.

Sephora now has a total of 82 features powered by Dynamic Yield and focused on personalization and individualized shopping experiences. The two companies claim that an initial pilot saw six times more engagement based on recommendations alone.

Individual experience
Personalization is a key concept in modern retail. Many retailers are already working around the clock to come up with new ways to provide individual experiences to customers.

Luxury retailers who are continuing to put stock in the bricks-and-mortar space need to implement some form of customer identification technology that recognizes individuals right away instead of waiting until checkout.

Sephora's personalized recommendations. Image credit: Sephora

Now that online shopping has become so prevalent, consumers are no longer propelled by necessity to visit bricks-and-mortar locations. Retailers in the physical space need to make sure they are offering an experience that entices consumers to come in to the store, according to Boston Retail Partners (see story).

This trend is sure to be a key part of retail for the foreseeable future.

Speaking at Forrester's CXNYC event in New York on June 20, two analysts from Forrester expounded on how personalization can help engage customers and take some of the hassle out of the customer journey. For example, personalized services can use data about customers to give contextual options to smooth out the purchasing process (see story).

"Personalization is the future of ecommerce and the companies that give their customers authentic and tailored experiences are positioned to maximize this critical trend," said Ander Orcasitas, head of Asia operations at Dynamic Yield, New York. "Sephora is a recognized leader in ecommerce innovation making their decision to choose Dynamic Yield a powerful testament to the impact of the platform."

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