

FRAGRANCE AND PERSONAL CARE

## Sephora continues to advance customer journey through intelligence

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*Personalization is key to the future of marketing but it comes with problems of scale and content creation. Image credit: Sephora*

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By STAFF REPORTS

LVMH-owned Sephora, known for its innovations in customer personalization and marketing, has announced that it is investing further in the tailored customer journey.

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Global CRM provider Salesforce is working with Sephora to help strengthen its existing shopping path for the consumer. The beauty retailer will be leveraging Salesforce's Commerce Cloud product to bring intelligent product services to customers throughout Europe.

"Everyone has different beauty and skincare needs, and we want to provide our customers with shopping experiences that are as unique as they are, whether they're shopping in-store or online," said Anne-Veronique Baylac, CDO at Sephora Europe & Middle East, in a statement.

### Sephora and Salesforce

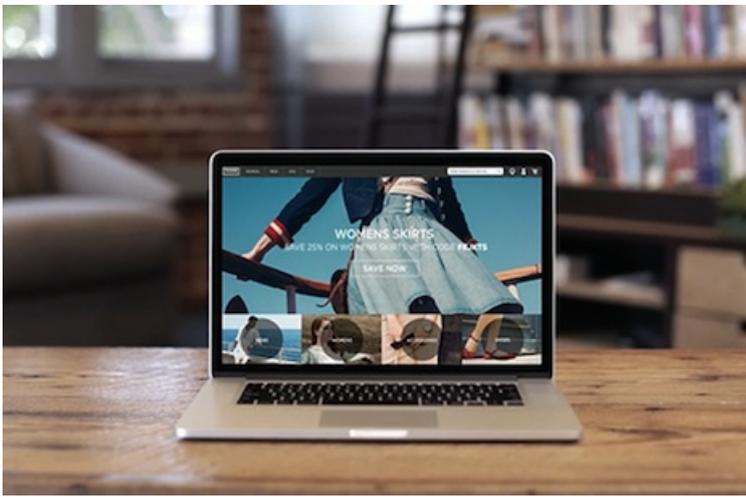
Beginning in Sweden and Denmark, Sephora has launched on Commerce Cloud, soon rolling out to other major countries in Europe such as Portugal, Germany, France and Poland.

The goal of Salesforce's product is to beef up the customer journey through new personalized initiatives, creating a seamless experience through the use of data and AI.

Sephora's experience on all devices will be consistent and intelligent.

The software looks into individualized information such as past purchases, skin type, makeup and cosmetic preferences and geographic regions to better provide content, offers and recommendations.

"To meet the expectations of today's shoppers, retailers must deliver customer experiences that are personalized, connected and fast," said Shelley Bransten, senior vice president of retail industry solutions at Salesforce. "With Commerce Cloud and Service Cloud, Sephora Europe will be able to grow and innovate at the speed of their consumer and build more personal and predictive shopping journeys for every single shopper."



*Salesforce provides a seamless customer journey. Image credit: Salesforce.*

Last year, Sephora introduced 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 ([see story](#)).

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