



CASE STUDY

COLRUYT CREATES MAXIMUM IMPACT USING PERSONALIZATION

How can you ensure relevancy for your customers across every online channel?

In this case study, you will learn how Colruyt Group, a retail leader, implements personalization to increase its online presence, customer engagement, and revenue in its non-food business units.

Colruyt chose to focus its efforts on optimizing the customer journey of two of their brands, with a goal to increase their revenue and the loyalty of online customers.

In this report, we will share key outcomes achieved from Colruyt's collaboration with Froomle. You'll learn how we:

- personalized their online channels;
- increased their engagement;
- increased their revenue.

About Colruyt

In business since 1928, Colruyt Group is a Belgian retail corporation, which owns Colruyt supermarkets, Dreamland, Dreambaby, OKay, Bio-Planet and others. They are located across Belgium, France, and Luxembourg. Each brand is known for its product quality and customer loyalty.

Colruyt Group prides itself on maintaining high quality standards and consistent efforts on increasing their brand awareness across all business units.

For more info, visit www.colruytgroup.com.



40+
brands

410M€
investments

600+
own stores

30.000+
employees

CASE 1

Personalized homepage for more discovery and engagement

Dreamland utilizes a Froomle recommendation carousel high on the homepage of their website. The goal of the carousel is to engage users with relevant and diverse products within their first few moments on the website.

Discover for you

Recommended for you



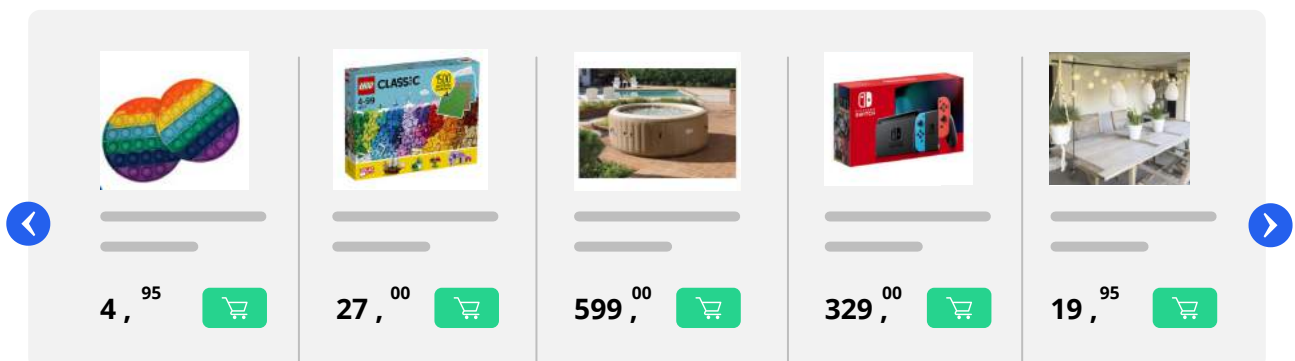
Challenge

- Using typical search, navigation, and banner features, the Dreamland website was well designed for visitors that already knew what they are looking for when they arrived.
- Also, we found out that organic discovery for browsers or for promoting interesting offers is not so strong.

Solution

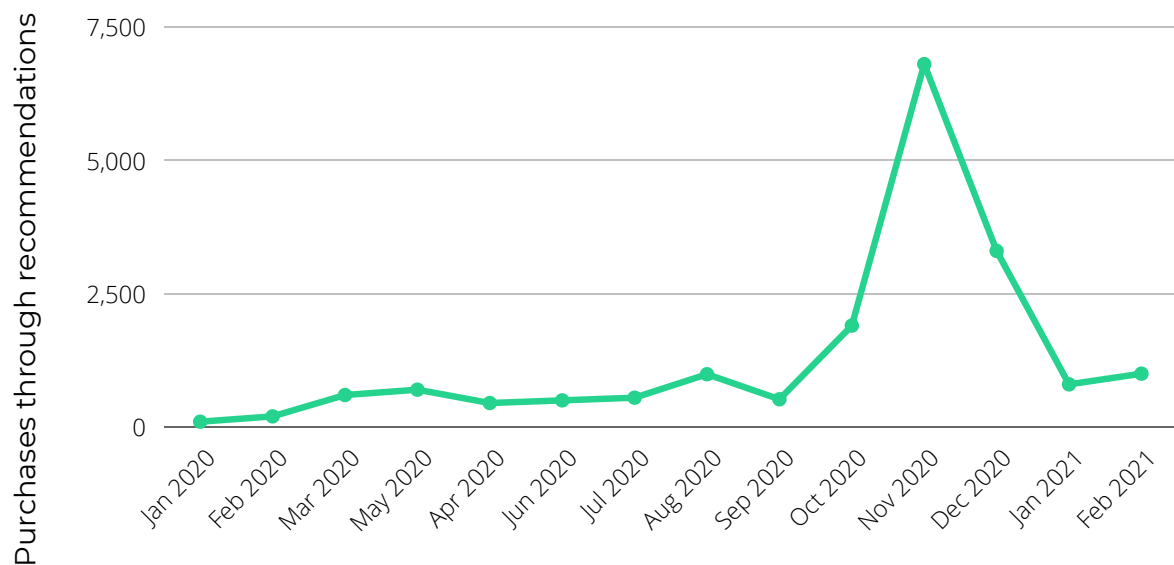
- Home page carousel with diverse products based on individual user's browsing history.
- Popular products for anonymous or new users.
- Continuously testing & optimizing the different underlying algorithms of the carousel to achieve the best results consistently.

Discover our products

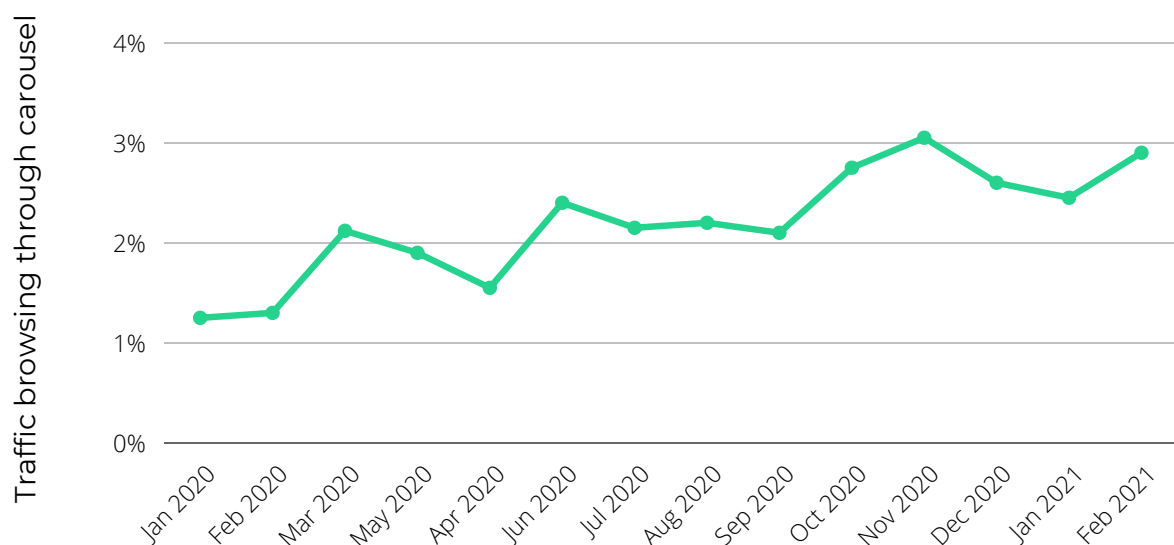


Results

- Up to 18.000 products sold through the carousel over the last year, with an increasing impact over the year.
- Over the past year: Increase in traffic from the carousel from 1,25% to 3%.
- Froomle tracks user behavior using first party cookies, however, these cookies have a limited life. We made the lifetime longer and this increases the recommendation relevance even further.



Graphic 1. Number of purchases through recommendations in one year.



Graphic 2 .Percentage of traffic though carousel in one year.

CASE 2

Froomle vs. Google AI

Froomle is committed to be a top class recommendation engine and to continuously improve our recommendations.

Discover for you

Recommended for you

Home Page



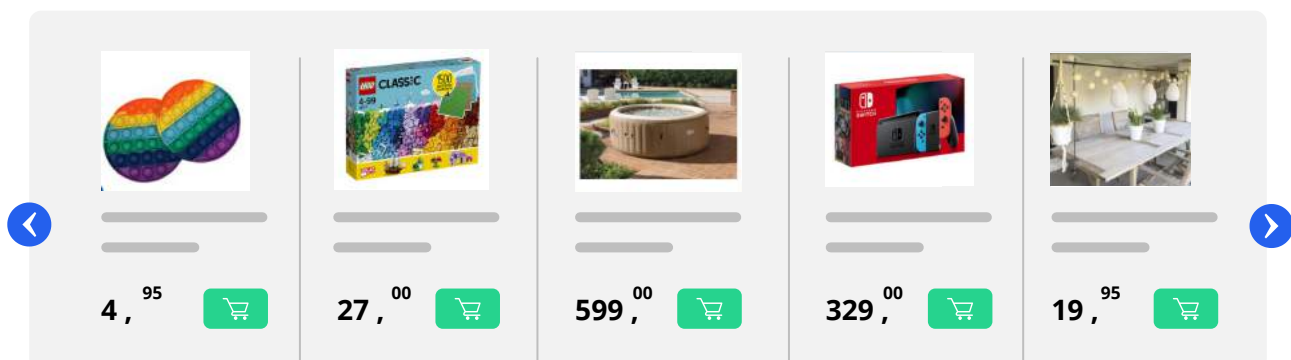
Challenge

We challenged ourselves to beat the Google Recommendation AI (GRAI) platform in CTR and conversion. As GRAI is quite limited in terms of possible filters & metadata languages, it could only be based on the Dreamland Home Page carousel for the NL website.

Solution

Froomle continuously benchmarked 3 different in-house recommender systems against GRAI, after each iteration keeping the one with the best results and testing new variations. As fundamental techniques we used collaborative filtering (on which our company was founded), content-based recommendations (using product metadata), and a deep learning technique. We outperformed Google with both collaborative filtering and the deep learning technique. The latter achieved the best results, however requiring much more computing power.

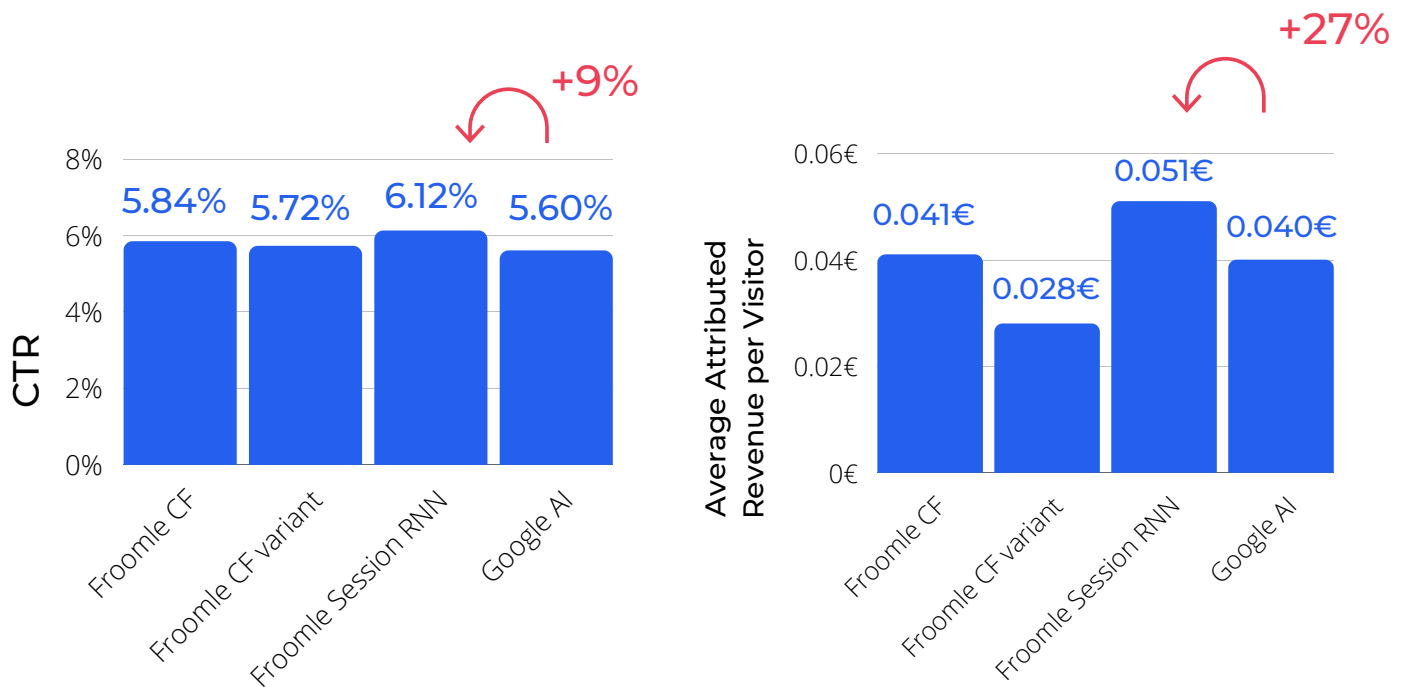
Discover our products



Results

Over the course of the benchmark:

- Improved the CTR for known users by 20% (from 5% to 6%).
- Outperformed Google A.I. algorithm for known users with 9% in CTR and 27% in attributed revenue using Froomle's neural network algorithm 'Session RNN'.
- Froomle's collaborative filtering technique (Froomle CF), also achieved similar results.
- Gathered learnings to increase relevance on the home page:
 - Show products clicked before;
 - Use a short popularity window to catch trends;
 - Recent actions matter more than older ones;
 - Diversify the recommendations on brand.



Graphic 3. CTR and average attributed revenue per visitor.

CASE 3

Increase user experience & conversion on Product pages

Related products



dreambaby



Challenge

Dreamland wants to ensure that no matter the touch point on their website, that the personalized experience is seamless. Specifically for their product detail page, they wanted to increase the engagement of their customers by showing the most relevant products to the one being browsed.

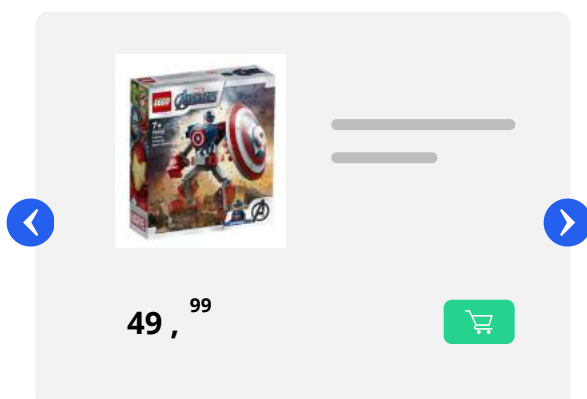
Even with a large and diverse product catalogue, the number of alternatives might be incredibly small for a specific item. On top of this, in order for your recommendations to be as relevant as possible, the metadata behind the scenes needs to be as clean and structured which is not always the case.

Solution

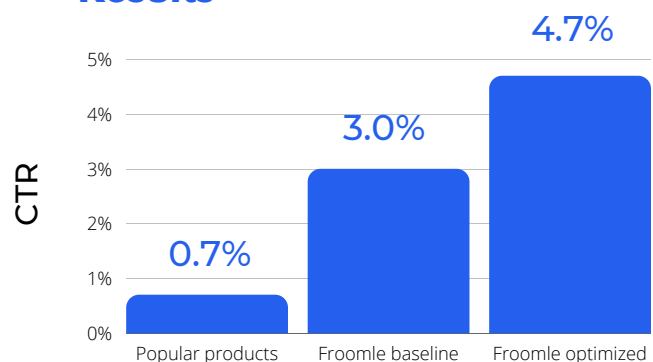
Within all Froomle modules, our algorithms use a technique called Collaborative Filtering which uses the behavior of the entire customer base to determine similar products based on what products are most commonly viewed or bought together.

Combining Collaborative Filtering techniques with Content-Based Recommendations, Froomle can use the name or the brand of the product as a base to then provide recommendations for new products or products with limited traffic that match recommendations from other items.

Others also viewed



Results



Graphic 4. CTR per user group.

CASE 4

Up-sell via 'add to cart' recommendations

Basket pop-up

Check-out up-sell



Challenge

Colruyt wants to capitalize on the intent of a customer who has added something to their basket by offering recommendations after a product is added to the basket in order to promote a higher average order value.

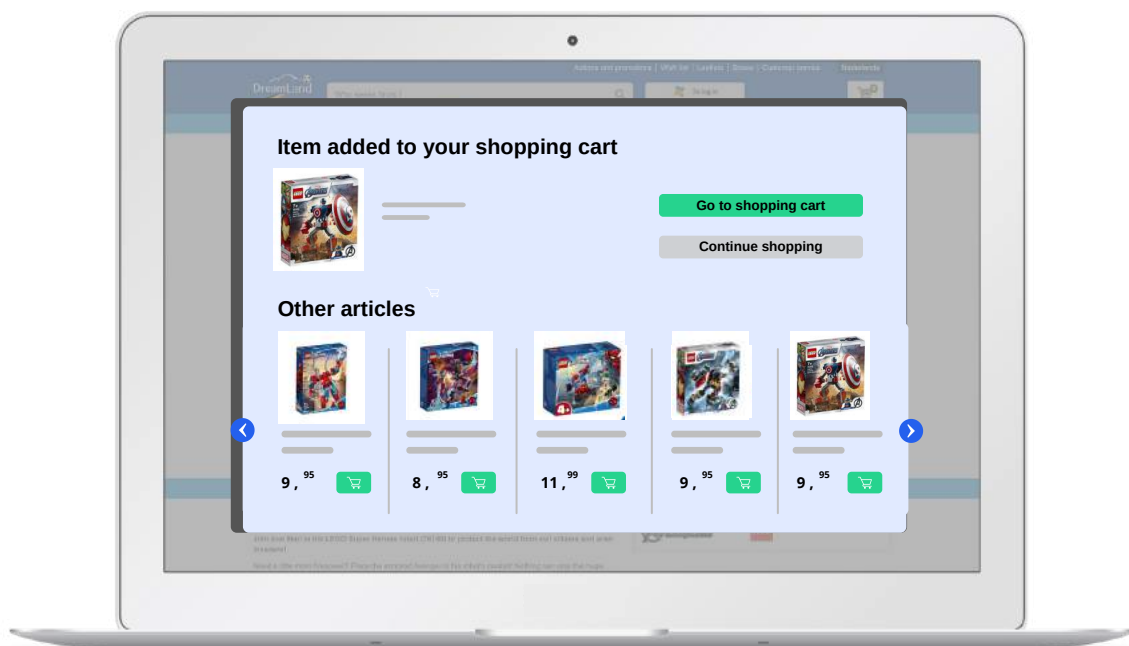
Solution

- A pop up that shows recommendations when a product is added to the basket.
- Taking into account the added product, but ensuring not to recommend alternatives (avoiding cannibalization).
- For some products, there are manually maintained 'add ons' (such as batteries or trampoline covers).

Results

Over the last 3 months of 2020:

- Conversion rate of 0.5% which accounted for 22,000€ of revenue from that carousel.



CASE 5

Increase customer loyalty via Gift Wizard

Personal Shopper



Challenge

- Help user find a gift when they do not have a specific item in mind or have limited information of the recipient.
- Browsing through a large product catalogue.
- Goal of becoming a 'go to' website for gifts.

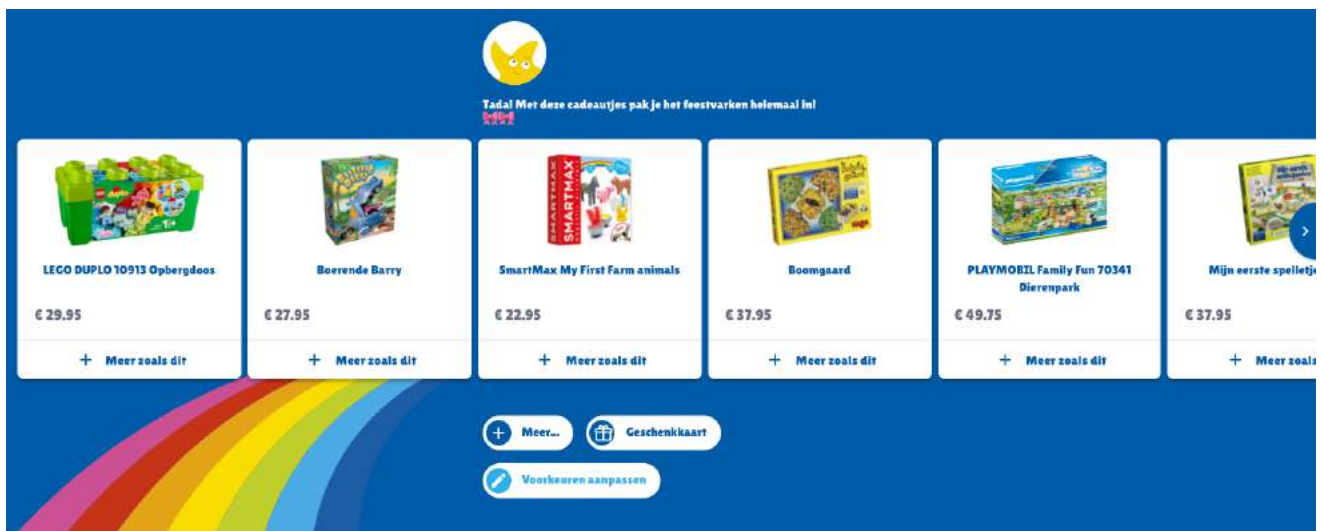
Solution

A Gift Wizard named 'Dreambuddy' was created to help users browse through the Dreamland catalogue.

Froomle provides recommendations in this wizard based on the inputs from previous questions and actions that quickly help the user find the gift they are looking for.

Results

Increased usage of the wizard over time, especially in key holiday periods such as lead up to the St Nicolas period (November 2020).



CASE 6

Boost in partner or in-house brands

Supported Dreambaby in developing new business models and increasing margins by promoting selected brands in their website recommendations.

Sponsored



Challenge

When looking at ways to increase their profit margin, Dreambaby looked not only to their customers but also at their suppliers.

Typically Dreambaby would boost certain brand partners in their marketing campaigns or website banners, however they also decide to experiment with adapting their existing Froomle personalized carousels to go one step further and incorporate the specific boosted brand into the individual personalized product recommendations.

Solution

Froomle increased the presence of an external brand and the in-house brand 'Dreambee' in their carousels on the home page, category pages, and product detail pages, while still personalizing the overall recommendations on an individual level.

For instance, instead of 3 products of another brand followed by 1 product of the boosted brand, the user will get a recommendation set like 'boosted 1', 'other 1', 'boosted 2', 'other 2'.

For June



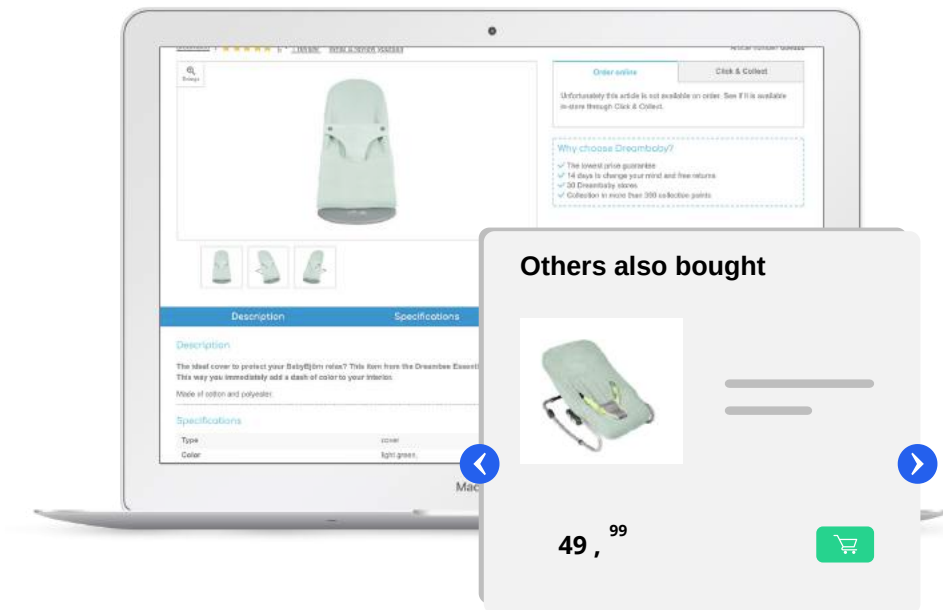
For Tom



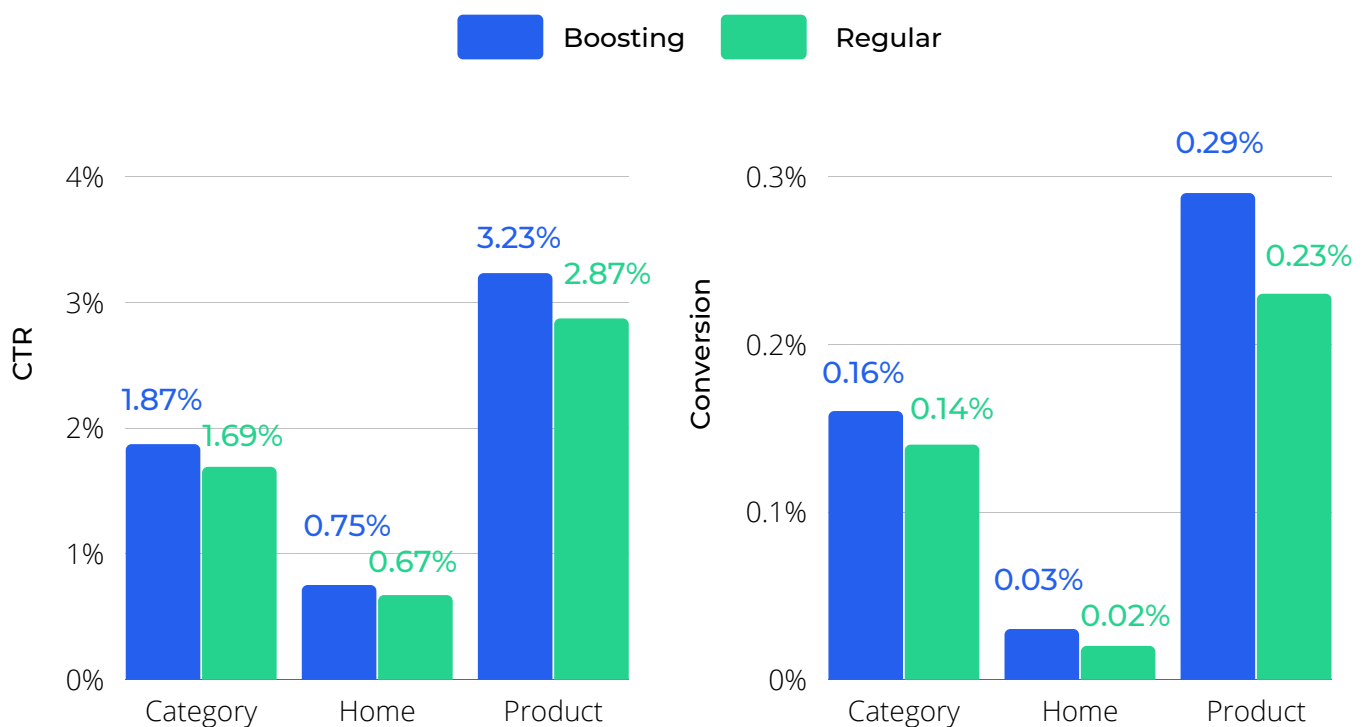
For Giulia



Results



- Increased visibility of the boosted brands from 10 to 45% in the carousels.
- Increased carousel engagement and sales on the boosted products with (10-20%) across modules.
- With a positive effect on the general user experience and conversion of the carousels. As shown in the graphics below.



Graphic 5. CTR & conversion per page type per user group

About Froomle

Froomle is the leading provider of AI-first recommender systems specially built for ecommerce. Based on its self-learning technology, Froomle enables webshops to automatically recommend the relevant products for every consumer at the best moment, using the most suitable channel in real-time.

The Froomle Recommender System personalizes your customer experience, backed by data-driven science and academic research.

Brands like Mediahuis, Telenet, Colruyt Group, and Veepee partner with Froomle to help them learn and personalize their customer's experiences.

For more information, visit us at:
www.froomle.ai

What's next?

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- > [Forward this case study to your colleagues](#)
- > [Become a guest of our podcast and share your learnings with forward-thinking retailers and e-commerce leaders](#)

