



CASE STUDY

Product recommendations
in cosmetic store

Recostream●



AI-DRIVEN RECOMMENDATION SYSTEM IN ROXIE COSMETICS

02

The results after implementation

10% share of recommendations in the store's sales

4-7% of CTR recommendations depending on the location

20% of clicks on recommendations on the product page end with a purchase



Dawid Skwiot
Director, Roxie
Cosmetics LTD

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The Recostream recommendation system stands out because of the fact that it has algorithms that have a real impact on sales and the effectiveness of which can be objectively and independently assessed.

ABOUT THE STORE

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Beauty Store

Roxie Cosmetics UK Beauty Store is an English online cosmetics store with natural and vegan cosmetics. In the catalog you can find a wide range of hair, body and skin care products, makeup, nails and accessories necessary in a home SPA.

- ▶ Platform: Shopify
- ▶ Number of products: approx. 11 000
- ▶ Store address: roxiecosmetics.co.uk
- ▶ Deployment configuration: February 2021



ABOUT RECOSTREAM

AI/ML Personalized Product Recommendations

We have been developing an AI recommendation system that allows you to boost sales by 5-10%, while allowing store customers to find products that interest them faster and more accurately.

Placing recommendations is possible in a few minutes without the assistance of programmers, and their effectiveness is optimized by artificial intelligence algorithms and machine learning based on the actual customer behavior.



PURPOSE OF THE IMPLEMENTATION

1. Recovery of conversions on pages of unavailable products
2. Increase in the value of the shopping cart
3. Reduction of abandoned shopping carts
4. Improved CTR
5. Increasing Conversion



THE RESULTS

RESULTS AFTER IMPLEMENTATION

We analyzed independent results based on store statistics collected in Google Analytics Enhanced Ecommerce.

- 10% share of recommendations in the store's sales
- 4-7% of CTR recommendations depending on the location
- 20% of clicks on recommendations on the product page end with a purchase

RESULTS AFTER IMPLEMENTATION

Each location brought different results and the best converting recommendations depending on the location were arranged in the order of the most effective:

1. Product page
2. Shopping cart page
3. Pop-up on the page of an unavailable product
4. Dynamic recommendations on the blog page
5. Homepage



IMPLEMENTED SOLUTIONS

10 Types of Recommendations

10 Implemented Models in Various Store Locations:

- 1 Recently Visited in Store
- 2 Most Similar in Category
- 3 Others Also Added to Cart in Store
- 4 Most Viewed in Category
- 5 Others Also Viewed in Store

10 Implemented Models in Various Store Locations:

6 Bestsellers in Store

7 AI Maximized Conversion

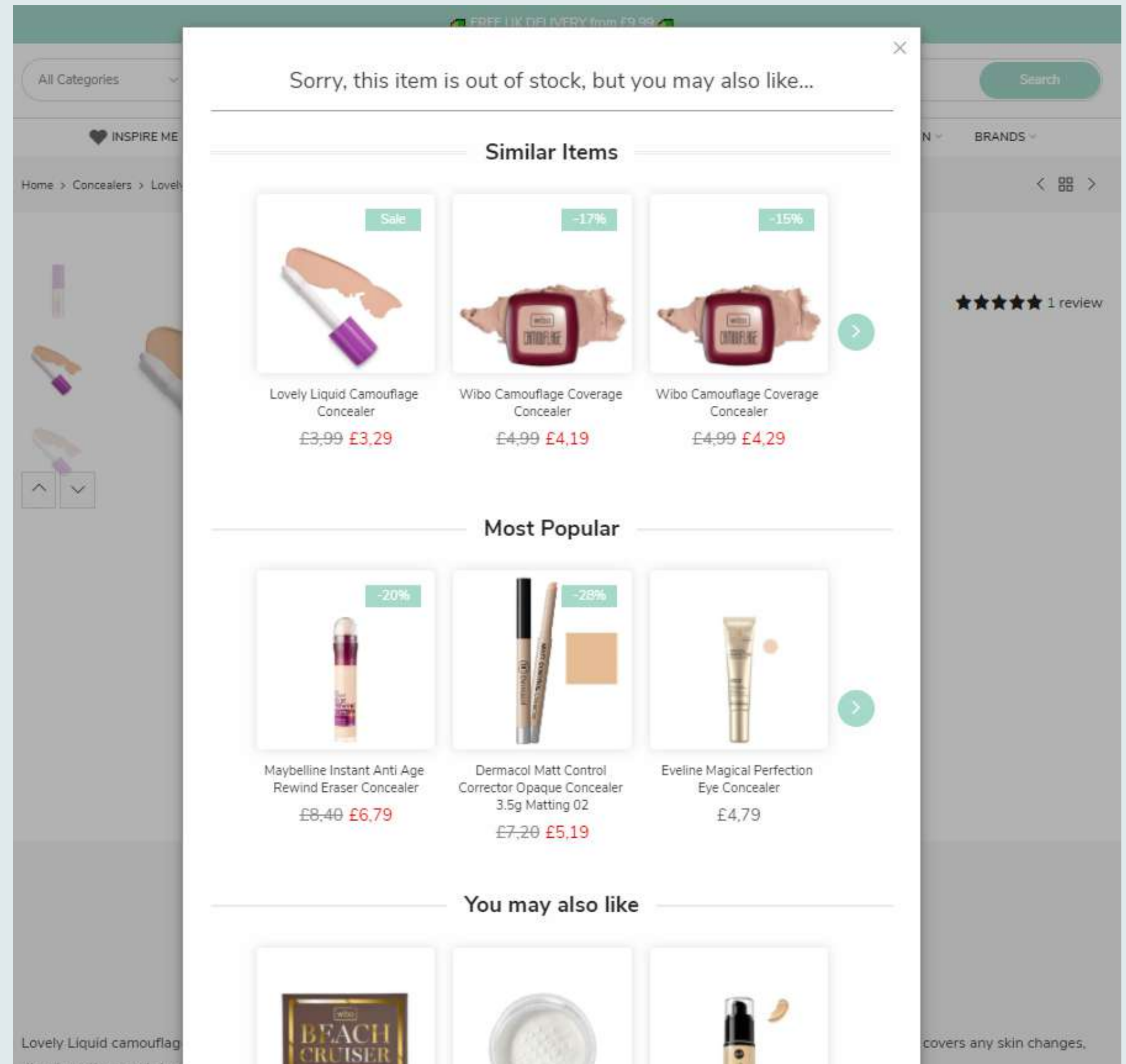
8 Most Similar in Store

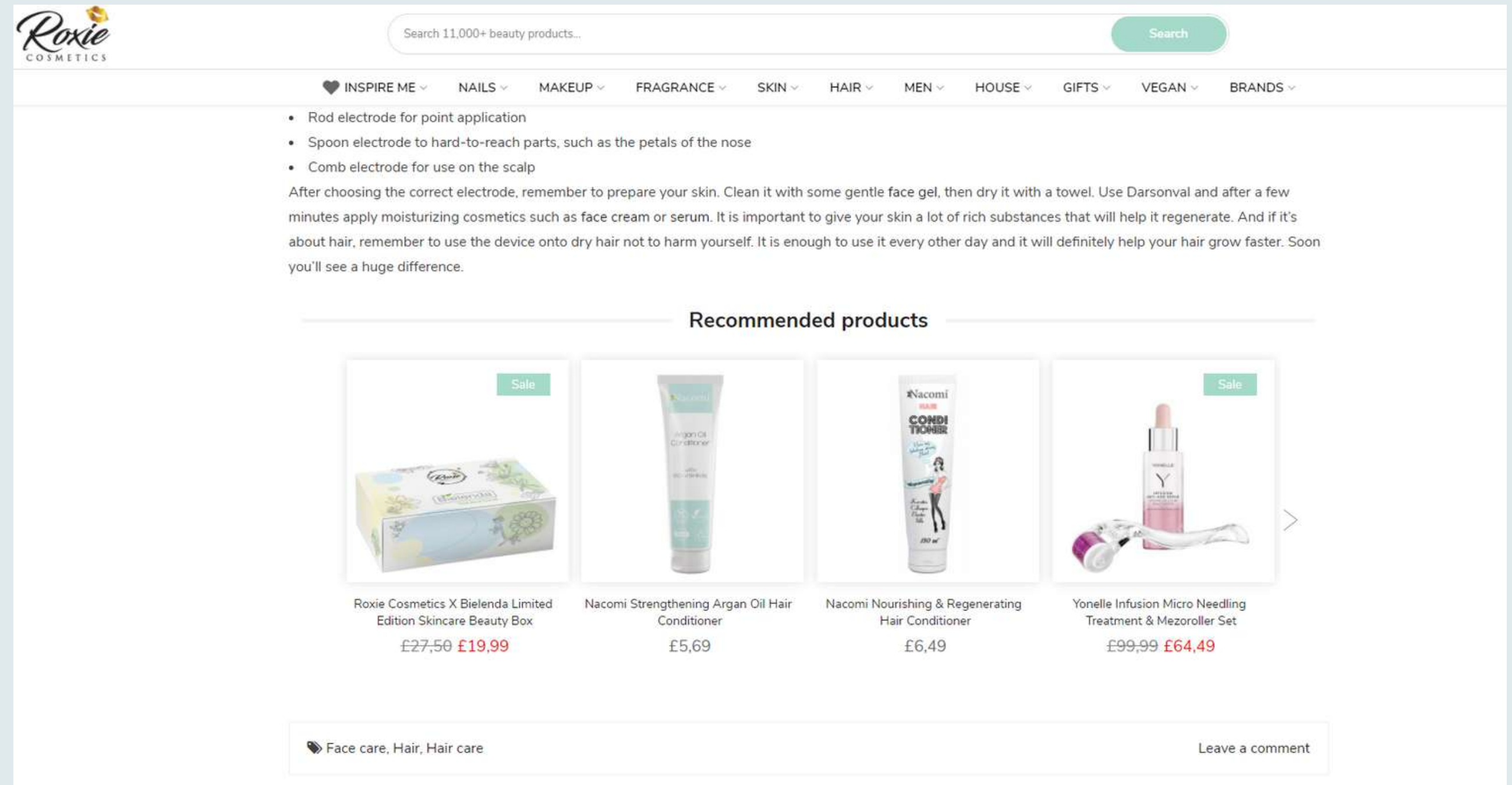
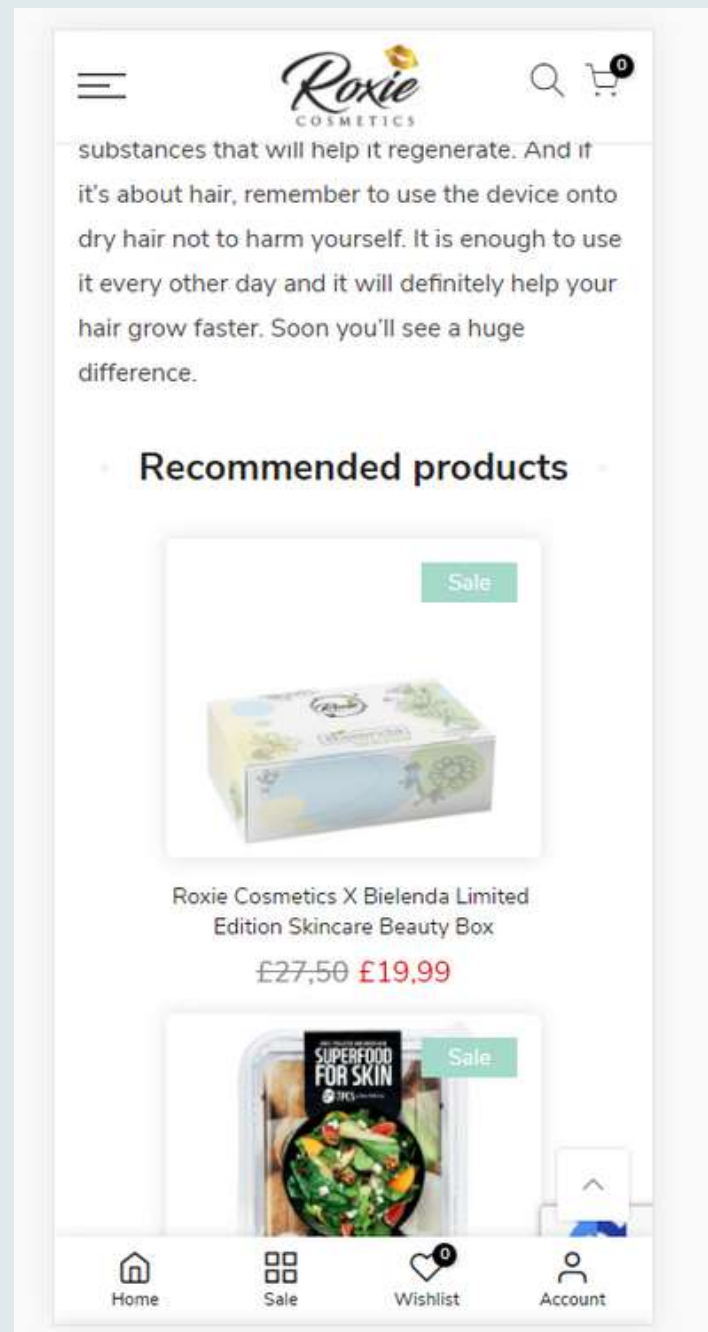
9 Rule-Driven Recommendations

10 Cross Sell

Recommendation models:
Most Similar in Category, Most Viewed
in Category, Cross Sell


Location: Pop-up on the page
of an unavailable product






Recommendation models: contextual recommendations
Location: blog (mobile and desktop view)

Recommended For You



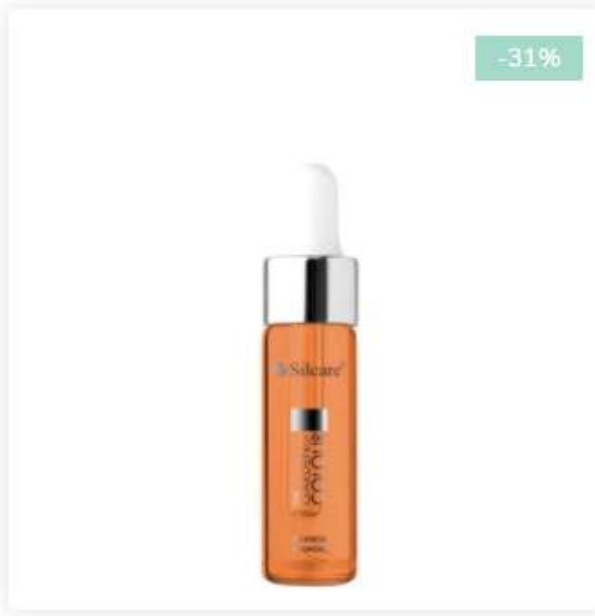
Victoria Vynn Nail Forms Basic

£4,59



Victoria Vynn Top No Wipe Gloss

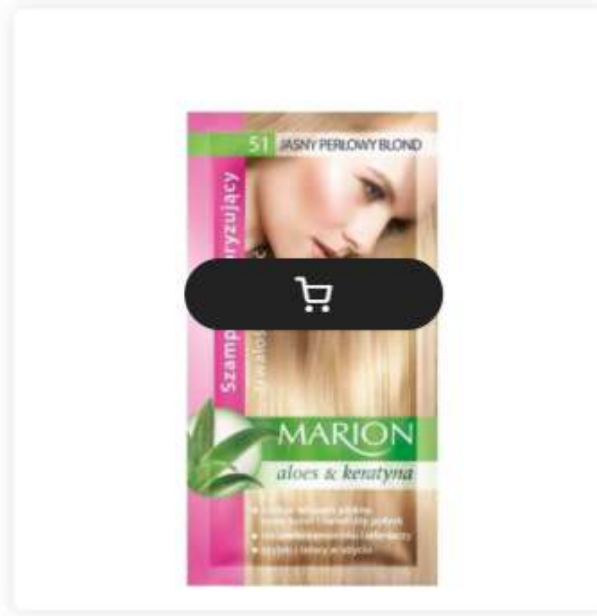
£7,69



-31%


Silcare Cuticle Oil Mango Orange

£1,99 **£1,39**



Marion Hair Colouring Shampoo With Keratin & Aloe

£1,89



Victoria Vynn Salon Nail Prep

£3,99

Recommendation banner: Bestsellers in Store

Location: homepage

Recostream

Recently viewed products



Elisium Starter Maxi Nail Kit 7in1 Flexy Gel

£55.00 **£39.89**

★★★★★ 3 reviews



Maybelline Super Stay Full Coverage
Under-Eye Concealer Opaque Concealer
Under The Eyes 10 Fair 6ml

£10.80 **£8.19**

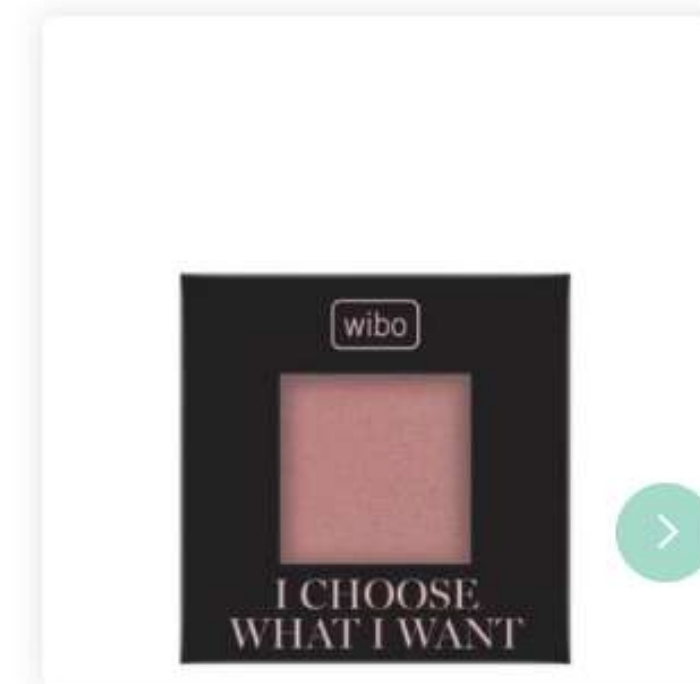
☆☆☆☆☆ No reviews



Verona Pro Series Cream For Eyebrows
Henna

£3.99 **£2.99**

☆☆☆☆☆ No reviews



Wibo Hd Blusher I Choose What I Want

£2.49


☆☆☆☆☆ No reviews

Recommendation banner: Recently Visited in Store

Location: shopping cart page

Recommendation models:
Others also bought,
Others also added to the cart
Location: product page


Customers Also Bought



-26%

Joanna Henna Cream Eyebrow & Eyelash Tint


~~£3,99~~ £2,99



-61%

Delia Traditional Henna Eyebrow Colour


~~£2,09~~



-61%

Wibo Adorable Matte Lipstick


~~£7,60~~ £2,99




-38%

Lovely Color Wear Long Lasting Lipstick

~~£3,99~~ £2,49




Others Also Added to Cart



-31%

Silcare Pure Line UV Builder Gel Clear


~~£5,99~~ £4,19



-40%

Icone Hybrid Gel Polish UV/LED 021 Lazy Day


~~£4,80~~ £2,89



-29%

Icone Rose Degreaser Nail Cleaner


~~£5,00~~ £3,59



-37%

Clavier Jadeit Green Face Roller

~~£8,99~~ £5,69



INSTALLATION PROCESS

Installation Process in Roxie Cosmetics Store

- 1.Registration on the recostream.com website, where the email address and the URL of the store were provided.
- 2.Lines of **JavaScript code** have been pasted into the shop's website.
It took 3 minutes without any programmer assistance.
- 3.The Recostream team made a **configuration of the appearance** and adapted it to the design of the store.
- 4.The **AI recommendation engine** was launched in one business day.
- 5.Trial period started: **30 days**.
- 6.The results were **integrated with the Google Analytics** account for independent and objective performance evaluation.
- 7.Ongoing **contact with the customer service manager** was maintained.

THE CLIENT ABOUT US

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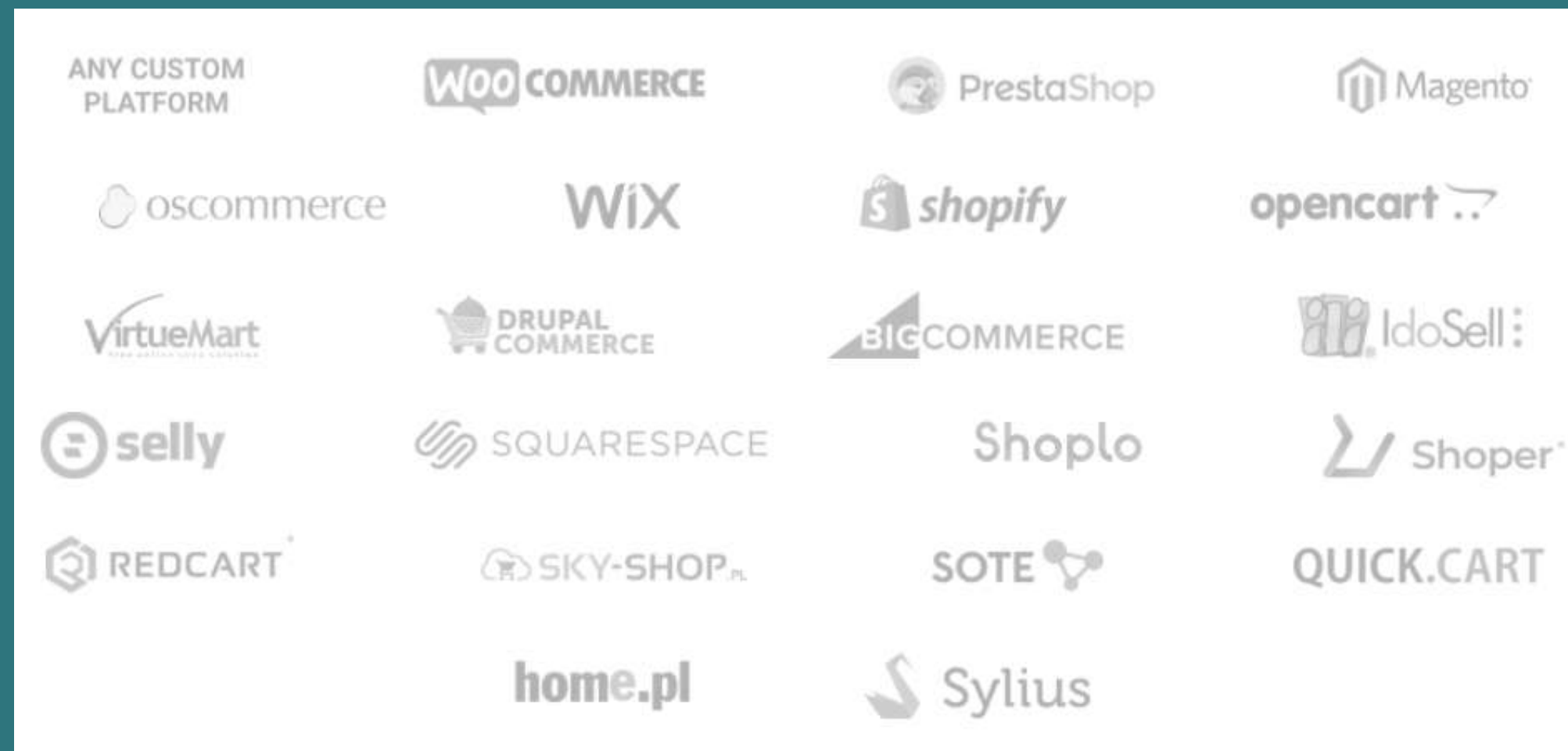
In addition, we made use of the possibility to recover conversions from unavailable products, which was very successful in our online cosmetics store and translated into increased sales.

I am satisfied with the cooperation with Recostream so much that I decided to implement the system in my other store.



Dawid Skwiot
Director, Roxie
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COMPATIBLE WITH ALL ECOMMERCE PLATFORMS



Contact us!

AND SIGN UP FOR A FREE TRIAL

recostream.com/register

**FIND OUT MORE ABOUT PRODUCT
RECOMMENDATION SYSTEM**

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