CASE STUDY

Product recommendations in cosmetic store
AI-DRIVEN RECOMMENDATION SYSTEM IN ROXIE COSMETICS

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

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.
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
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)
Recommendation banner: Bestsellers in Store
Location: homepage
Recommendation banner: Recently Visited in Store
Location: shopping cart page
Recommendation models:
Others also bought,
Others also added to the cart
Location: product page
INSTALLATION PROCESS
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 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.

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
Cosmetics LTD
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Contact us!

AND SIGN UP FOR A FREE TRIAL
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FIND OUT MORE ABOUT PRODUCT RECOMMENDATION SYSTEM
recostream.com/blog

ZUZANNA PAJORSKA
Marketing Manager
zuzanna@recostream.com
team@recostream.com
recostream.com