



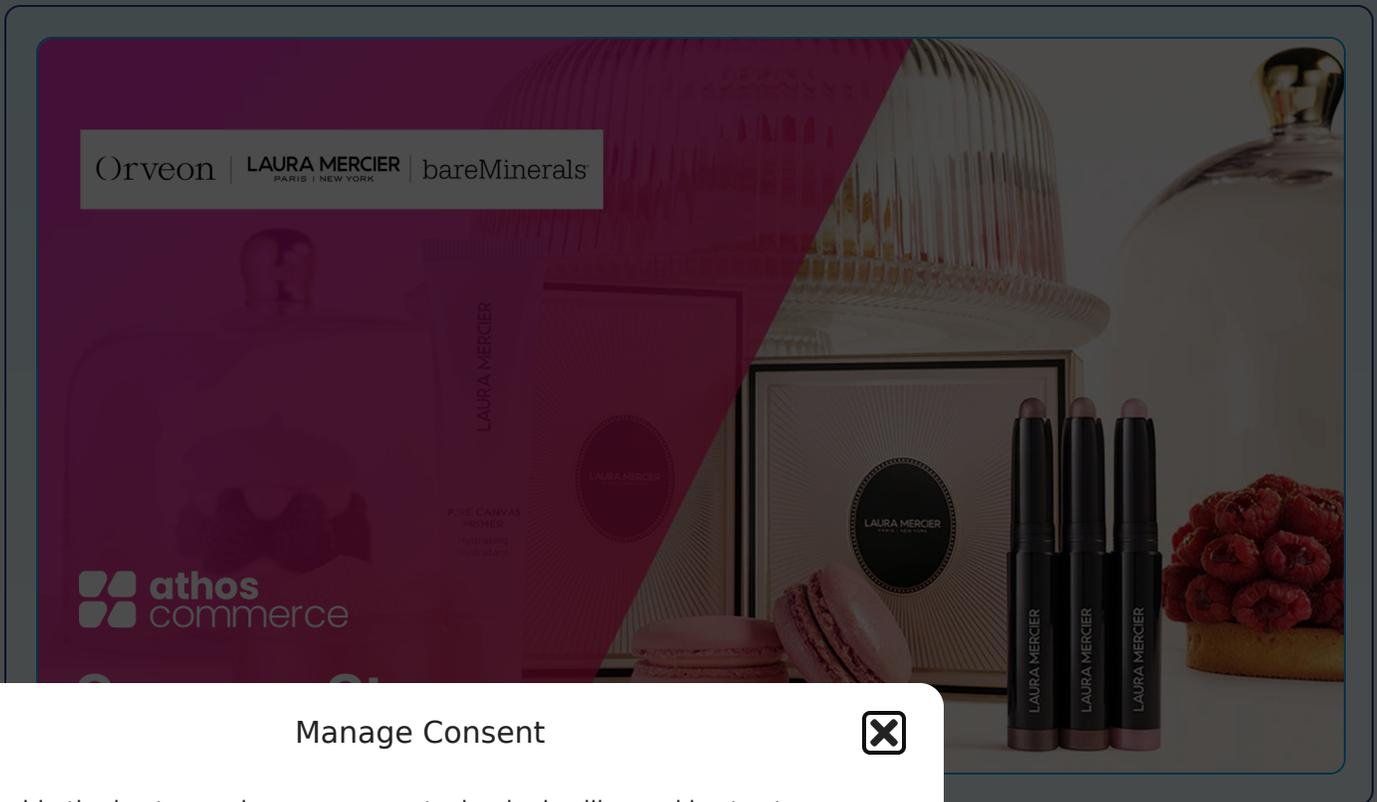
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Laura Mercier & Bare Minerals Case Study

Discover how Orveon and Athos Commerce transformed Laura Mercier and BareMinerals with personalized Shopify experiences and smarter product discovery.



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+26%

increase in ecommerce conversion for Bare Minerals

-18%

decrease in bounce rate for Bare Minerals

The Brand

In the ever-evolving world of e-commerce, established beauty brands strive to maintain their global presence while adapting to the changing digital landscape. When they were purchased by Orveon Group, Laura Mercier and BareMinerals brands had an opportunity to start fresh and launch digital flagship stores that truly represented and promoted the unique brand experiences. In collaboration with Half Helix, a full-service design and development agency specializing in helping brands come to life online and Athos Commerce, an eCommerce product discovery technology, these Orveon brands have been able to create

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The Challenge

Carney Nir, VP of Global eCommerce at Orveon Group, recognized the unique opportunity to innovate with the big established brands under Orveon's umbrella, delivering speed to market, expanding globally, and building a flexible infrastructure to support acceleration plans.

Partnering with Half Helix, Carney led the careful selection of a robust tech stack, including Shopify Plus for ecommerce, Athos for personalized search and product discovery, and Nosto for UGC.

Migration to Shopify + Localization

First, Half Helix helped with the strategic migration from Salesforce Commerce Cloud to Shopify 2.0. The migration to Shopify has given them the opportunity to launch four out of the planned twelve global sites within one year. Shopify also has given Orveon the flexibility to look at each region specifically and make easy changes on what they individually need to succeed. One store in the UK can look and feel the same as the US site however they have the flexibility to make each regional experience unique.

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The Solution

Onsite search and merchandising

Search personalization plays a pivotal role, particularly for beauty brands like Laura Mercier and BareMinerals, as they can explore various search methods to enhance their users' experience. Remarkably, beauty brands rank second highest in search conversion rates, reaching approximately 10%, owing to shoppers precise knowledge of what they seek.

Products in the search bar and product landing pages are ordered by understanding the user's behavior and rearranged on what the consumer is more likely to buy. The significance of personalization in search for beauty brands is crucial, as consumers search for various product features, names, and even symptom-related queries. The ability to process natural language and provide relevant search results greatly enhances the user experience and drives higher conversion rates.

Athos, with its fully automated system, has alleviated a considerable workload for Carney and her team. By integrating with Athos, the Orveon team can access valuable data that deepens their understanding of consumer preferences. This information empowers them to fine-tune their merchandising strategy. For instance, if they consistently observe the demand for a particular product, they can draw up effective ways to showcase it more distinctly.

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personalization feature enables BareMinerals and Laura Mercier to be customized to look and feel like an authentic part of their own user interfaces rather than being a third-party



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The emotional aspect of the beauty industry further emphasizes the importance of personalization, as it allows brands to connect with customers on a deeper level, catering to their specific desires.

”

I might buy a new lipstick if I am having a bad day. You may buy something else because you are feeling a certain way. There are signals that the consumer gives us that allow us, through personalization and AI, to understand the intent in a better way to serve the right product. It might be based on what you have previously browsed, might be based on what similar consumers are searching for, or frequently bought together. These all help guide the customer to better find what they are looking for.

Carney Nir

VP of Global eCommerce and Digital Experience, Orveon Global

Feature Focus:

Merchandising: Athos' Smart Merchandising is a holistic tool that magically combines rich insights from site-wide search, navigation, purchases and the customer's current session

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covery experience for
osites.

es the shopper's intent and
s platform. Athos then uses
results.

matter the length or the
t the shopper means when
lections, and price points.

avoid missed opportunities for revenue growth through Klevu's analytics dashboard.



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- 38% Increase in AOV for Laura Mercier
- 29% Decrease in bounce rate from Paid Search for Laura Mercier
- 26% Increase in ecommerce conversion for Bare Minerals
- 18% Decrease in bounce rate for Bare Minerals
- 5% decrease in category bounce rate

Partner with Athos Commerce to transform your ecommerce store. With proven tools and expertise in search and merchandising, we empower businesses to achieve measurable growth. Contact us today to start optimizing your store for success.

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Want to keep tabs on us?

Sign up to get a variety of resources filled with ecommerce best practices straight to your inbox.

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Industry



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Platform

Shopify

Solutions

Category Merchandising

Personalization

Search & Autocomplete

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