

Devred turns its e-commerce site into a strategic growth lever thanks to AB Tasty.

Devred, the iconic men's ready-to-wear brand, has risen to a major challenge: transforming its e-commerce site into a genuine driver of strategic growth. With 300 physical shops and a well-established in-store identity, Devred has embarked on an ambitious drive to conquer digital experiences, attract younger customers, and boost its online performance. The company chose AB Tasty to implement a comprehensive solution combining recommendations and merchandising as well as web experimentation in order to, reinvent the online customer experience and maximize its digital impact.

THE CHALLENGE

With 300 physical shops in France and a strong offline presence, Devred was finding it difficult to turn its e-commerce site into a real driver of growth. With only 2% of its sales generated digitally and a conversion rate of 2%, well below the market average of 3%, the brand wanted to rethink its digital approach. The e-commerce team was looking for a solution that was both high-performance and easy to manage.

Their main objectives:

- To increase the proportion of e-commerce sales to 15-25%, in line with industry standards.
- Offer a fluid, personalized user experience while simplifying their technological ecosystem.
- Turn the digital channel into an autonomous and strategic growth driver.



THE SOLUTION

With the help of AB Tasty, Devred implemented a global strategy combining personalized recommendations, merchandising optimization, and A/B testing.

Here are the key points of their approach:

- **Personalized recommendations:** displayed at strategic points (home page, product sheets, add-to-basket mode), these recommendations were optimized to encourage conversion and increase the average value of shopping baskets.
- **Dynamic merchandising:** Devred personalized category pages during key events such as Black Friday, while consolidating the management of their campaigns into a single interface.
- **A/B Testing:** the AB Tasty's experience optimization platform or AB Tasty's web experimentation platform enabled them to quickly test new ideas (addition of reassurance elements, design changes) to validate best practice.
- **Intuitive interface:** access to a custom widget allowed the team to easily control the design and content of recommendations, reducing their reliance on technical resources.

THE RESULTS

Since partnering with AB Tasty to revamp their digital experiences, Devred has recorded significant improvements:

- Product recommendations: users shown recommendations spend 4 times more than other visitors. The revenue generated by these users represents 35% of the site's overall turnover.
- Average basket: users shown recommendations have an average shopping basket of €98, 13% more than other visitors.
- Simplification: the e-commerce team has reduced the complexity of its technology stack while managing campaigns more effectively thanks to a unified interface.

THE BENEFITS

Devred has achieved significant online sales growth by harnessing improved personalization and strategic merchandising, boosting the digital channel's contribution to overall sales.

By delivering a seamless and consistent experience across digital and physical touchpoints, the brand has successfully captured the interest of a younger, more loyal audience.

With the support of AB Tasty's advanced analytical tools, Devred has embraced data-driven decision-making, enabling the rapid identification of areas for improvement.

Furthermore, the adoption of intuitive and versatile tools has empowered the team with greater autonomy, significantly enhancing operational efficiency.

