# L'ORÉAL®

# Building a global digital marketing platform

L'Oréal transforms its business to become the No. 1 digital beauty brand.

Industry: Retail • Founded: 1909 • Employees: 80,000
Headquarters: Clichy, France • loreal.com

As the largest cosmetics company in the world, L'Oréal's brands are favorites of both women and men, professional stylists, and first-time beauty consumers. From iconicabrands such/as Garnier and Maybelline New York to African Beauty Brand (ABB) and China's Magic Mask, L'Oréal's brand portfolio serves the diverse needs of international consumers with product lines spanning hair and skin care, sun protection, makeup, and perfume.

## The Challenge

L'Oréal's ambitious digital goal is to refresh and relaunch 600 websites for 15 brands in three years. The ultimate prize: to become the No. 1 digital beauty brand in the world. At the center of its global business transformation initiative is improving consumers' online experience. Fostering cooperation and collaboration between the brand's global goals and the unique country demographics will drive success.

With 1 billion consumers interacting every day with the company's 3,000 different websites, L'Oréal saw the opportunity to deliver a consistent brand experience, open new e-commerce channels, create a personalized shopping experience, and increase revenue through cross-selling. At the same time, the 60 country subsidiaries needed a solution to cost effectively localize products and services and scale for future growth.

Today, L'Oréal's beauty consumers are passionate about their favorite brands and want a rich, interactive, digital relationship with them. Along with the company, consumers want to be co-creators of a brand identity through experiences such as following L'Oréal ambassadors on social media, contributing to fashion trends via new applications for products, and supporting L'Oréal's humanitarian programs.

## 1 billion
Consumers interacting everyday with 3,000 websites

## From 10 to 1
Consolidation of web technologies onto Sitecore XP

## 2x
Improved page load time

> " Through this program, we have now built a common platform, a marketplace of functionalities so every brand and country can concentrate again on providing the best experience for our consumers.
>
> — Lubomira Rochet, *Chief Digital Officer, L'Oréal Global*

Central to L'Oréal's transformation is the need to reinvent its core marketing model to create and deliver new, personalized experiences that seamlessly marry the real and digital worlds that consumers value and expect—but do so in a manner that delivers a globally consistent online brand experience while providing cost-effective localization.

## The Sitecore Solution

After a worldwide search, L'Oréal chose Sitecore to provide the digital marketing platform and Valtech as its business transformation partner. Sitecore was the only platform offering both rich personalization capabilities and speed of deployment for global scale with Microsoft Azure PaaS. Valtech was chosen not only for its global/ local footprint but also for its blend of digital marketing knowledge, technology forte, change management capabilities, and innovation spirit in the retail sector.

The L'Oréal solution is built on multiple Sitecore products and represents the largest implementation in Sitecore's history. Using Sitecore Experience Platform (XP), L'Oréal with Valtech developed a "website factory," a marketplace of reusable web templates that allows individual brands across 60 countries with widely varying needs to create and deploy websites quickly and easily.

The Sitecore Experience Database (xDB) within Sitecore XP collects and connects visitor interaction data to deliver personalized shopping experiences for consumers. In one example, the flagship L'Oréal Paris brand developed a new "beauty genius" app that stores website visitors' answers and then returns content and product suggestions based on that visitor's profile.

Sitecore XP deployed on Microsoft Azure PaaS ensures business continuity plus autonomy and agility for web development. This shortens time to market for new products and services and provides more time for brand teams to design new experience and added to their consumers.

The bottom line? Sitecore's suite of products enable L'Oréal to quickly and cost-effectively deploy globally scalable solutions that allow brands to offer unique experiences to the country subsidiaries and consumers.

### Success Snapshot

- Speed to market and flexibility for L'Oréal brands
- Customized product offerings based on consumer profiles
- Lower capital costs and technology administration
- Unified, consistent digital presence across all brands
- Sitecore® Experience Platform™ on Microsoft Azure PaaS
- Sitecore® Experience Database™ (xDB)

## The Outcome

L'Oréal, Sitecore, and Valtech have already seen success. Out of 3,000 sites, only 20% were driving the bulk of their traffic, and many sites were decentralized or inactive. The first three brands' new websites are live and the global rollout across others is in progress.

Consumer engagement is a priority, so web page loads speeds are an important KPI. In the new, relaunched websites, average web page load times have decreased to less than three seconds from seven seconds.

"Through this program, we have now built a common platform, a marketplace of functionalities so every brand and country can concentrate again on providing the best experience for our consumers," says Lubomira Rochet, Chief Digital Officer of L'Oréal Global.

In a short time, L'Oréal has also seen significant cost savings. Website technologies have been consolidated from more than 10 different technologies to one: Sitecore.

L'Oréal's journey to become the No. 1 digital beauty brand is on its way through engaged and connected consumers across the entire brand portfolio.

## AI Brings New Inspiration

Today more than ever, consumers do not want to make the wrong purchase whether they are shopping in person or online. To reinvent the beauty experience through technology, L'Oréal is using artificial intelligence and augmented reality on its websites, and connected devices to offer customers more ways to analyze and understand their needs and gain personalized recommendations for products and services. One of its new offerings is based on an AI algorithm developed by ModiFace, a company L'Oréal acquired two years ago. L'Oréal applied deep learning to 10,000 pictures, powering its algorithm to detect the seven signs of aging in a customer's skin – such as under-eye wrinkles, lack of firmness, or radiance – and recommend a treatment plan.

"AI is a never-ending source of inspiration and innovation, enabling L'Oréal to meet consumers' diverse needs," said Anne Guichard, Websites General Manager at L'Oréal. "Now consumers can upload their own picture to L'Oréal's websites, and in just a few minutes they receive their personalized skincare matrix. Consumers learn about their skin and are presented with a product routine specifically tailored to meet their needs.

**To learn more visit sitecore.com**

## valtech_

**Sitecore Platinum Implementation Partner**

Valtech is a global digital agency with expertise in technology, innovation, marketing, and experience design, and has a core passion for addressing transformational business challenges for clients. Valtech holds the belief that differentiation comes from orchestrating seamless experiences around the customer—by rethinking the customer journey and implementing the right, fully connected solution.

valtech.com

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