

Digital Commerce *Innovators*

See how 16 organizations are boosting KPIs with exceptional strategies, experiences, platforms and analytics.

publicis
sapient



IN THE SPACE BETWEEN
NEXT *and* NOW IS **HOW**

Contents

Introduction:

Multiply exposure, excitement, efficiency—and profitability..... **3**

Commerce Strategy & Experience..... 4

Bang & Olufsen..... 5

British Gas, part of Centrica..... 6

Delta Air Lines..... 7

Nestlé Lab..... 8

Commerce Platforms & Marketplace Services..... 9

adidas..... 10

Carrefour..... 11

Large Domestic Retailer..... 12

Carnival Corporation..... 13

Supply Chain Optimization & Order Management..... 14

Eileen Fisher..... 15

Leading Consumer Packaged Goods Enterprise..... 16

Global Jewelry Retailer..... 17

Top International Grocery and Merchandise Retailer..... 18


Third-Party E-Commerce Optimization..... 19

Bayer..... 20

JennAir..... 21

JDE Peet's..... 22

SmartyPants Vitamins..... 23



Introduction: Multiply exposure, excitement, efficiency— and profitability

Digital commerce looks radically different today than it did yesterday and will tomorrow. Plodding ahead with business as usual—same experiences, same channels, same platforms—means falling behind. Whether you sell in brick-and-mortar stores, a digital storefront, or a third-party e-commerce platform, it takes a unified commerce strategy to unlock value and compete in today's dynamic, competitive landscape.

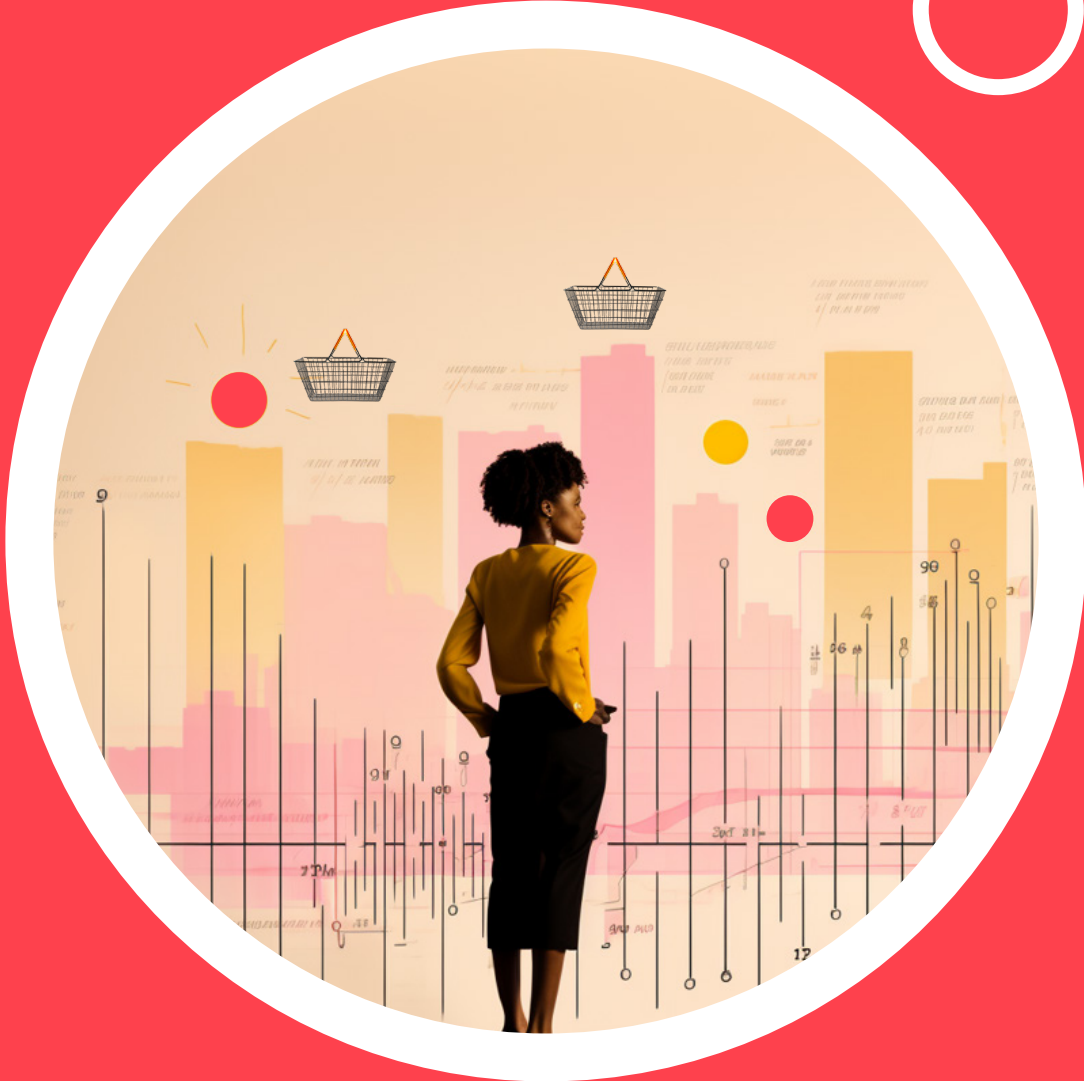
Success requires bold new visions and expert execution. How will you navigate the transition to direct-to-consumer? Attract attention in a noisy digital marketplace? Connect your digital and physical storefronts? Optimize conversion on your digital shelf? Build a profitable e-commerce marketplace of your own—and stand out on third-party marketplaces?

At Publicis Sapient, we've been guiding leading companies on their digital business transformation journeys for decades. Our 360° Digital Commerce offerings help you improve profitability, reduce cost to serve and deliver personalized and frictionless experiences to your customers. We offer end-to-end solutions that span strategy, design, customer experience, implementation and measurement so that you can build new digital commerce capabilities that unlock value quickly.

Read on for the stories of 16 companies across industries that are harnessing the power of digital commerce to improve profitability, personalize experiences and reduce cost to serve.

Our **SPEED** approach to digital business transformation:

- | | |
|----------------------|---|
| Strategy | Develop and test your hypotheses on value pools. |
| Product | Evolve in pace with changing technology and customer expectations. |
| Experience | Create value for your customers. |
| Engineering | Deliver on your promise. |
| Data & AI | Validate your hypotheses and uncover insights for constant improvement. |

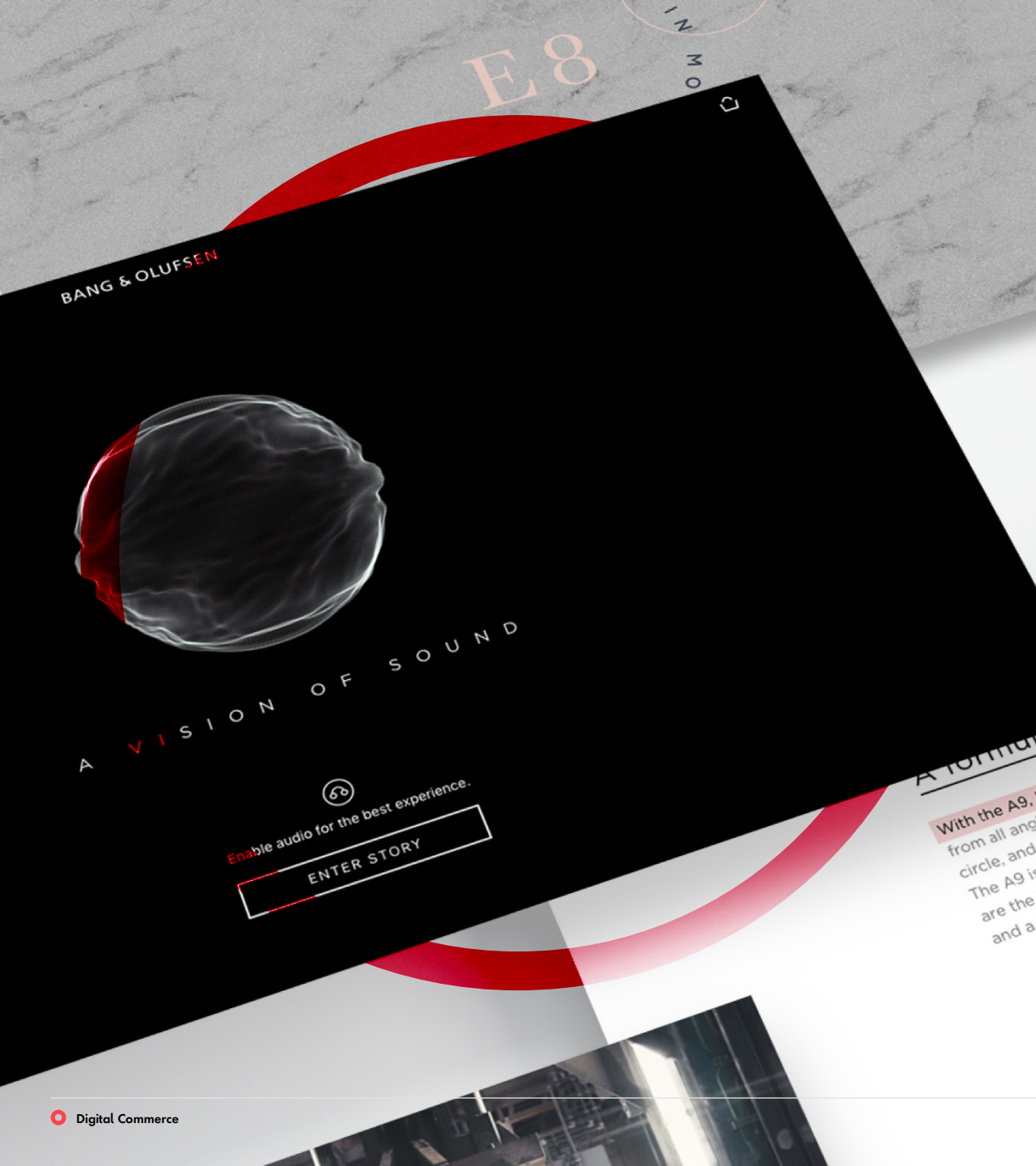


Commerce Strategy & Experience

Solutions and strategy | Channel management | Brand and go-to-market strategy

Where will you place your bets? A different channel strategy? New digital experiences to increase conversion and revenue? Captivating content? Your own business-to-business (B2B) or business-to-consumer (B2C) e-commerce marketplace? Whatever your goals, we'll help you build out a strong value proposition, business case and roadmap to get executive buy-in.





BANG & OLUFSEN

Building a new digital flagship store worthy of a famed luxury brand

PS

Imperative for Change

Bang & Olufsen (B&O) is known for combining sleek design and superior sound technology to deliver high-end audio products. The company has been a pioneer in innovation since its founding in 1925. Nearly a century later, B&O wanted to extend that reputation to the digital world. The goal: build a digital storefront to complement physical stores, expressing the brand through both channels in one clear voice.

Transformative Solution

We worked with B&O to create a global digital flagship store that engages consumers through story-led content and immersive experiences. We used composable commerce, integrating the existing fulfillment system with other microservices-based e-commerce solutions and a headless (back-end only) content management system.

Services

Strategy & Consulting
Customer Experience & Design
Technology & Engineering

Industry

Consumer Products

Business Impact

B&O's compelling digital presence amplifies its brand in the competitive luxury market. The new digital storefront integrates with new brick-and-mortar flagships in New York, Paris, Tokyo and London, making B&O a trusted, one-stop shop for world-leading luxury home electronics. In the words of B&O's e-commerce director: "The digital market is increasingly playing a key role for exclusive products, and we are proud to now give our customers access to digital buying experiences that match their preferences."

By the Numbers:

23%
increase in conversion

27%
increase in revenue

 [Stream the video](#)



BRITISH GAS, PART OF CENTRICA

Simplifying orders and payment with a mobile app

Imperative for Change

A trusted U.K. brand for 200 years, British Gas sells gas and electricity services, in-home repair and maintenance services, insurance and smart connected home solutions. Facing pressures from digital-native competitors and a newly introduced tariff cap, British Gas needed to simplify the process of booking service appointments, ordering services and making payments.

Transformative Solution

The parent company, Centrica, engaged us to help build a mobile app and introduce agile development into its engineering organization. With a glance at the app, customers can now see their energy usage across multiple categories, pay bills via Apple Pay or Google Pay, switch tariffs, book appointments and manage rewards. We launched a fully functioning minimum viable product (MVP) in just 82 days, working in agile sprints to address more than 200 customer pain points.

Services

Strategy & Consulting
Customer Experience & Design
Technology & Engineering
Product Management

Industry

Energy & Commodities

Business Impact

The app is wildly popular, downloaded by 64 percent of customers. [The Energy Saving Trust Group](#) heralded it as “arguably the best of the energy supplier apps.” The Centrica engineering organization now has the skills to iterate the app as commerce continues to evolve. Over the first 18 months, Centrica’s mobile team released an enhanced version monthly, elevating the digital experience with each iteration.

By the Numbers:

2M

downloads—64% of customer base

55%

of customer interactions are now digital

15%

drop in call volume



[Stream the video](#)



DELTA AIR LINES

Whetting travelers' appetites for the next adventure via social media

Imperative for Change

To increase bookings, Delta Air Lines wanted to strengthen engagement with its SkyMiles loyalty club members. The strongest connections are emotional—photos and stories that make travelers think, “I want to go there!” What kind of experiences would inspire people to explore new destinations—and make it easy for them to book a flight?

Transformative Solution

To fulfill this vision, we created an engaging search engine on deltaskymileslife.com, enabling customers to search for amazing destinations and experience them vicariously via fellow travelers' photos. Instagram photos with the #SkyMilesLife hashtag are fed into the website, moderated and tagged with the location, categories and the nearest airport Delta services. To promote the #SkyMilesLife hashtag, 14 influencers were handpicked and flown by Delta to their favorite city to capture content. To encourage travelers to share their own photos, Delta promoted #SkyMilesLife onboard their flights and in airports, launched a video campaign on Instagram and Facebook and shared videos via email and digital channels.

Services

Strategy & Consulting
Customer Experience & Design

Industries

Travel and Hospitality

Business Impact

In just the first few months, the SkyMilesLife website brought in \$2 million in ticket revenue—a testament to the power of community and social commerce. During that same time, SkyMiles customers redeemed 40 million miles of award travel through the site.

By the Numbers:

\$2M
revenue generated in just a few months

40M
SkyMiles redeemed online for travel

 [Contact us to learn more](#)



NESTLÉ LAB

Engaging consumers directly with a new marketing content strategy

Imperative for Change

Nestlé, the world leader in infant nutrition, saw its market share in China fall by 50 percent over three years. Behind the trend was a shift in parenting culture. More moms and dads preferred to engage directly with the companies making their babies' food instead of relying on healthcare providers as go-betweens. To meet customers where they were, Nestlé needed captivating campaigns, innovative partnerships and more relevant content in all channels.

Transformative Solution

Nestlé asked us to help imagine a new digital commerce strategy aligned with today's consumer attitudes and to put in place the needed organization and technology. We spearheaded the building of Nestlé Infant Nutrition Lab, a digital organization with four centers of excellence: communications, health, digital and media. Staffed by 40 specialists, the Lab is transforming commerce with engaging, always-on content (as opposed to one-off campaigns) and innovative partnerships.

Services

Strategy & Consulting
Customer Experience & Design
Technology & Engineering
Enterprise Platforms
Data & Artificial Intelligence
Product Management

Industries

Consumer Products

Business Impact

Nestlé Lab successfully changed brand perception with a new digital content strategy and by shifting its marketing focus from the medical community to parents. A survey taken before and after the new engagement model was put in place showed a sharp rise in the portion of people agreeing that the product has high-quality protein (+30 percentage points), that Nestlé is a premium brand (+20 percentage points) and that Nestlé's product meets their needs (+13 percentage points).

By the Numbers:

20%

growth in overall sales
in the first 12 months

70%

growth in e-commerce
sales

17M

RMB (US\$2.5M)
e-commerce sales on
Singles' Day



[Stream the video](#)

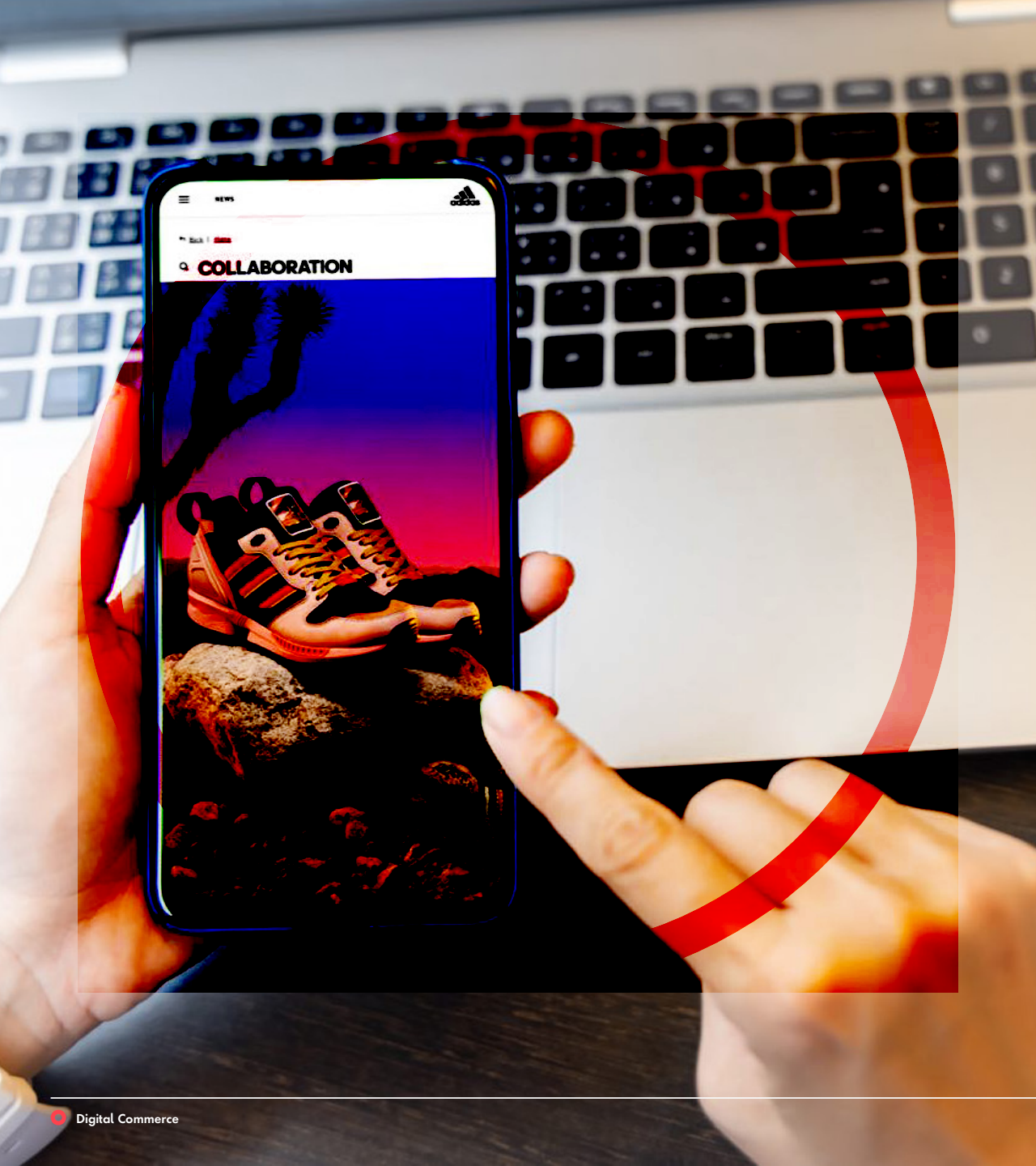


Commerce Platforms & Marketplace Services

Direct-to-consumer commerce | Digital marketplace

Deliver exceptional shopping experiences at every touchpoint: brick-and-mortar stores, your digital storefront and third-party digital marketplaces. Build a flexible, scalable digital commerce platform that grows with your business. Unlock value faster with **composable commerce**—blending best-of-breed applications into a platform tailored to your needs.





ADIDAS

Selling on a digital platform as stable and fast as its athletic customers

Imperative for Change

At adidas, service interruptions were creating negative brand experiences, at an estimated annual cost of €10 million (US\$11.1 million) in lost sales. To support projected 30-40 percent annual growth, adidas needed a more reliable platform. And when issues did arise, the company wanted to know right away, for swift remediation.

Transformative Solution

We teamed up with adidas on a Site Reliability Engineering (SRE) strategy. Specialized teams identified gaps in architecture, design, monitoring infrastructure and scaling. One team focused specifically on resiliency and observability. We closed those gaps with a combination of technology, new operational processes and a new mindset: "No Order Left Behind."

Services

Strategy & Consulting
Customer Experience & Design
Technology & Engineering
Data & Artificial Intelligence

Industries

Consumer Products

Business Impact

Revenue bleed has been staunch, thanks to a more stable platform and timely visibility into issues affecting the customer experience. New releases no longer cause service interruptions. And all of this in just one quarter.

By the Numbers:

37%

decrease in revenue loss year over year

83%

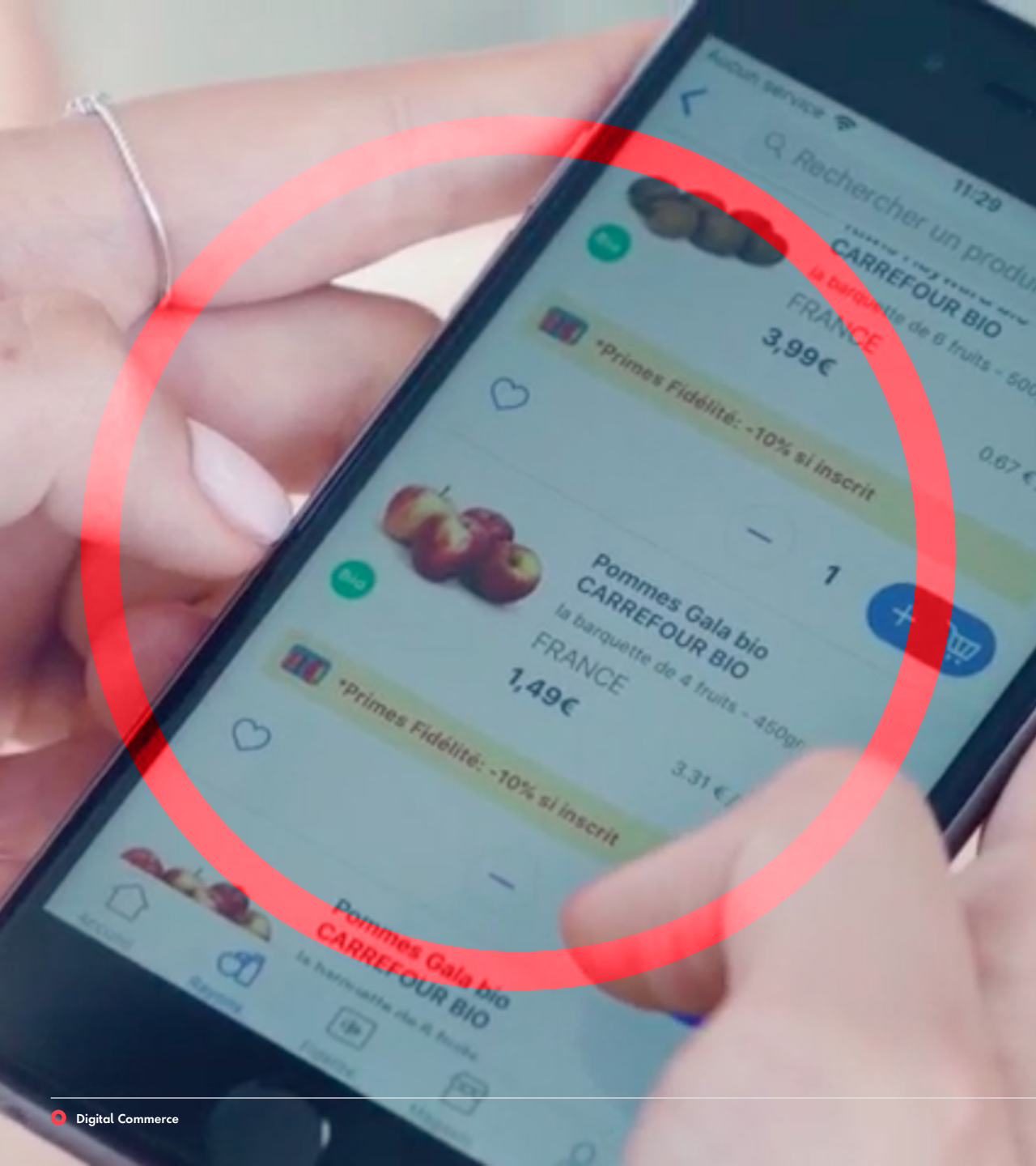
decrease in mean time to detect issues (MTTD)

85%

decrease in mean time to resolve issues (MTTR)



[Read the case study](#)



CARREFOUR

Increasing customer satisfaction and conversion rate by bridging organizational silos

Imperative for Change

Carrefour, a leading grocery and department store chain in France, faced formidable competition from digital-native grocers. The company aspired to have a digital presence as strong as its brand and loyal customer base. As it was, digital assets from different organizations didn't look the same. They were also managed separately, an impediment to making changes at scale.

Transformative Solution

In January 2018, Carrefour announced a goal of €5 billion in e-commerce sales over five years—20 percent of overall sales. The company engaged us to spearhead its digital commerce strategy. We began by shaping a digital vision to increase e-commerce sales and prepare for a mobile-first future. To put the vision into practice, we introduced a new software delivery model that bridged organizational silos by forming agile teams with members from different parts of the organization.

Services

- Strategy & Consulting
- Customer Experience & Design
- Technology & Engineering
- Data & Artificial Intelligence
- Product Management

Industries

Retail

Business Impact

Carrefour's new e-commerce platform went live just six months after the project kickoff, igniting a massive increase in traffic. Customer satisfaction rose to its highest-ever levels and the conversion rate continues to grow. What's more, Carrefour now has the processes and tools to enhance the customer experience on a daily basis, leveraging feedback and behavior.

By the Numbers:

150%

increase in conversion rate since launch

6

months to MVP

1

week for major releases, with zero downtime

[Stream the video](#)



LARGE DOMESTIC RETAILER

Innovating faster by shedding on-premises infrastructure

Imperative for Change

This leading domestic retailer spent so much time maintaining an on-premises e-commerce platform that innovation took a back seat. The retailer wanted a modern, cloud-based e-commerce platform to control costs and free up time for new feature development to increase sales.

Transformative Solution

We migrated the existing e-commerce system to Google Cloud Platform, using a microservices architecture. We took the composable commerce approach, integrating best-of-breed components like Drupal content management system and Apigee API management, both deployed as microservices. Now the retailer can quickly introduce new and improved features because updates to the user interface don't require changes to back-end services.

Services

- Strategy & Consulting
- Customer Experience & Design
- Technology & Engineering
- Data & Artificial Intelligence
- Marketing Platforms
- Product Management

Industries

Retail

Business Impact

The modern, cloud-based e-commerce platform sailed through its first holiday shopping experience with zero glitches, effectively handling a \$30 million increase in sales. Unburdened from infrastructure management, developers now have more time to innovate. Release frequency is 25 times faster than before, and turnaround time for system enhancements has sped up from five weeks to one.

By the Numbers:

\$30M
lift in holiday sales

50%
decrease in
development costs

35%
faster page
performance

 [Read the case study](#)



CARNIVAL CORPORATION

Gaining economies of scale—and deeper insights—with one platform for multiple brands

Imperative for Change

Carnival Corporation, the global cruise operator, has two guiding principles: exceed guest expectations and leverage the company's scale. Leveraging the scale proved tough because Carnival's different brands—Costa Cruises, Cunard, Holland America Line, P&O Cruises and Seabourne—largely operated like separate businesses. This led to inconsistent booking experiences for guests and redundant technology investments. Company leaders wanted to standardize technology and experiences while still allowing each brand to express itself uniquely.

Transformative Solution

We worked with Carnival to introduce a shared digital experience platform. The different cruise brands now share data, insights and investments while retaining their unique identity for online and onboard experiences. Analytics on data from all brands, not just one, produce more accurate insights, helping Carnival increase bookings across its portfolio.

Services

Customer Experience & Design
Technology & Engineering
Enterprise Platforms

Industries

Travel & Hospitality

Business Impact

By bringing all brands onto one e-commerce platform, Carnival now enjoys economies of scale for build, deployment and maintenance. Guests appreciate the streamlined booking experience, which does away with lengthy forms and includes more relevant content and engaging storytelling. The outcome: more guests book travel directly on brand websites, Carnival's most cost-effective booking channel.

Additional Outcomes:



shared platform for 5 brands



Increased bookings on brand websites



Lower booking costs



Faster introduction of new guest experiences



[Stream the video](#)



Supply Chain Optimization & Order Management

Direct-to-consumer commerce | Digital marketplace

Define a strategy, vision and required capabilities to optimize your supply chain. The payoffs: bridging the customer expectation gap, removing the silos that inhibit innovation and optimizing the cost of servicing your customers. We'll also help you build a product roadmap and partner with you on go-to-market planning and execution.





EILEEN FISHER

Creating an “endless aisle” with a consolidated inventory system for physical and digital stores

Imperative for Change

Eileen Fisher, a women’s clothing retailer with a reputation for sustainable, timeless fashion, wanted to create synergy between its brick-and-mortar locations and digital storefront. As it was, the two channels had separate inventory tracking systems. This led to lost sales when in-store customers wanted an out-of-stock size or color, and the associate didn’t have a way to check where else it might be.

Transformative Solution

Working with IBM, we consolidated Eileen Fisher’s separate inventory management systems into a central order management hub. Powered by IBM Order Management, the hub integrates with the Adobe Commerce (previously Magento) platform. Now sales associates in physical stores can use a mobile app or browser to find out-of-stock items in the customer’s size and preferred color in any store or warehouse and ship directly to the customer’s home. Customers who order online receive orders faster because Eileen Fisher now ships from stores—often located much closer to the customer.

Services

Strategy & Consulting
Customer Experience & Design
Technology & Engineering

Industries

Retail

Business Impact

Thanks to the end-to-end supply chain management system, Eileen Fisher customers rarely leave the store disappointed because an item is out of stock. With the mobile app, associates can be where they’re needed most—not necessarily at the checkout counter. The consolidated inventory system has reduced returns and helped increase e-commerce sales by double digits. It also gives physical store managers a snapshot to help them improve capacity management.

Additional Outcomes:

\$\$

Double-digit increase in e-commerce sales

↑

Increased margins

↓

Reduced order cancellations



[Read the case study](#)



LEADING CONSUMER PACKAGED GOODS ENTERPRISE

Entering the D2C market with flair

Imperative for Change

This CPG leader wanted to build direct relationships with consumers to boost sales and brand affinity and get to know individual customers better. But the D2C market is dominated by retailers, and breaking into that world isn't easy. To create new value for consumers without jeopardizing existing relationships, the company needed a D2C business model and technology to bridge existing technology and supply chain gaps.

Transformative Solution

We built multiple prototypes of D2C business models, testing them with users and assessing their financial viability. We presented a detailed business case of the winning model to the company's executive committee, including technology and data requirements, a full D2C operating model, a data-driven marketing plan and KPIs.

Services

- Strategy & Consulting
- Customer Experience & Design
- Technology & Engineering
- Data & Artificial Intelligence
- Product Management

Industry

Consumer Products

Business Impact

Our work rallied the organization around D2C and helped the workforce understand the risks and rewards. Convinced by the solid business case, the company invested \$30 million in technology and \$40 million in marketing to launch the D2C channel. The prototypes we developed sped time to market and modernized the supply chain. The D2C organization quickly grew to 90 people and is expected to bring in \$60 million in profits over four years.

By the Numbers:

\$250M
in D2C revenue

\$60M
in operating profit
projected over 4 years

 [Read the case study](#)



GLOBAL JEWELRY RETAILER

Polishing up order management and fulfillment for a shimmering customer experience

Imperative for Change

This retailer designs, manufactures and markets jewelry to shoppers in more than 100 countries. The order management system (OMS) in the APAC region kept causing problems. The retailer wanted to make sure that shoppers anywhere in the world enjoyed consistently great shopping experiences in the digital storefront and physical stores.

Transformative Solution

Teaming up with IBM, we conducted workshops with employees to understand the issues. These included error-prone and time-consuming manual processes, limited inventory reconciliation and outdated customer service tools that negatively affected shopping experiences. To overcome these problems, we migrated the jeweler's operations to IBM Sterling Order Management on Cloud, starting with two target markets in the APAC region. Innovations included improved ship-to-home services, realtime inventory visibility and an optimized return/refund process.

Services

Strategy & Consulting
Customer Experience & Design
Technology & Engineering
Enterprise Platforms

Industries

Retail

Business Impact

Improvements were immediate, including enhanced supply chain visibility across channels, optimized processes and stronger relationships with shipping partners. The combination enabled the retailer to introduce appealing new e-commerce services like "click-and-collect" store fulfillment and better support for shoppers' post-purchase inquiries and returns.

Additional Outcomes:

5k

active pick slots and
24 packing stations
(dependable at scale)



Faster delivery because
of route optimization



[Stream the video](#)



TOP INTERNATIONAL GROCERY AND MERCHANDISE RETAILER

Expanding internationally and optimizing the supply chain

Imperative for Change

A top-five global retailer wanted to scale its online grocery platform, domestically and internationally. To deliver a consistent purchasing experience for all products, the company decided to expand the e-commerce platform to include nonfood items, like apparel. Previously, nonfood items were sold only on a third-party marketplace.

Transformative Solution

We've been partnering with the retailer on its digital business transformation journey since 2010. A major milestone was replacing the legacy monolithic architecture for the e-commerce platform with a modern microservices architecture. As a result, new grocery stores anywhere in the world can quickly onboard to the digital commerce platform, earning revenue sooner. Customers can purchase nonfood items from the same online store, increasing average basket size. We also helped the retailer adopt data-driven pricing, optimize the supply chain to handle large orders and introduce scan-and-go in physical stores.

Services

Strategy & Consulting
Customer Experience & Design
Technology & Engineering

Industry

Consumer Products

Business Impact

The retailer has seen outstanding growth in its online grocery and general merchandise stores. Company leaders credit rapid onboarding of new stores with more than \$400 million in revenue. Our ongoing support for branding, digital marketing and engineering initiatives has provided continuity throughout the digital business transformation journey.

By the Numbers:

\$1B

annual revenue from general merchandising solution

\$500M

annual revenue from international grocery e-commerce

**\$400M–
\$500M**

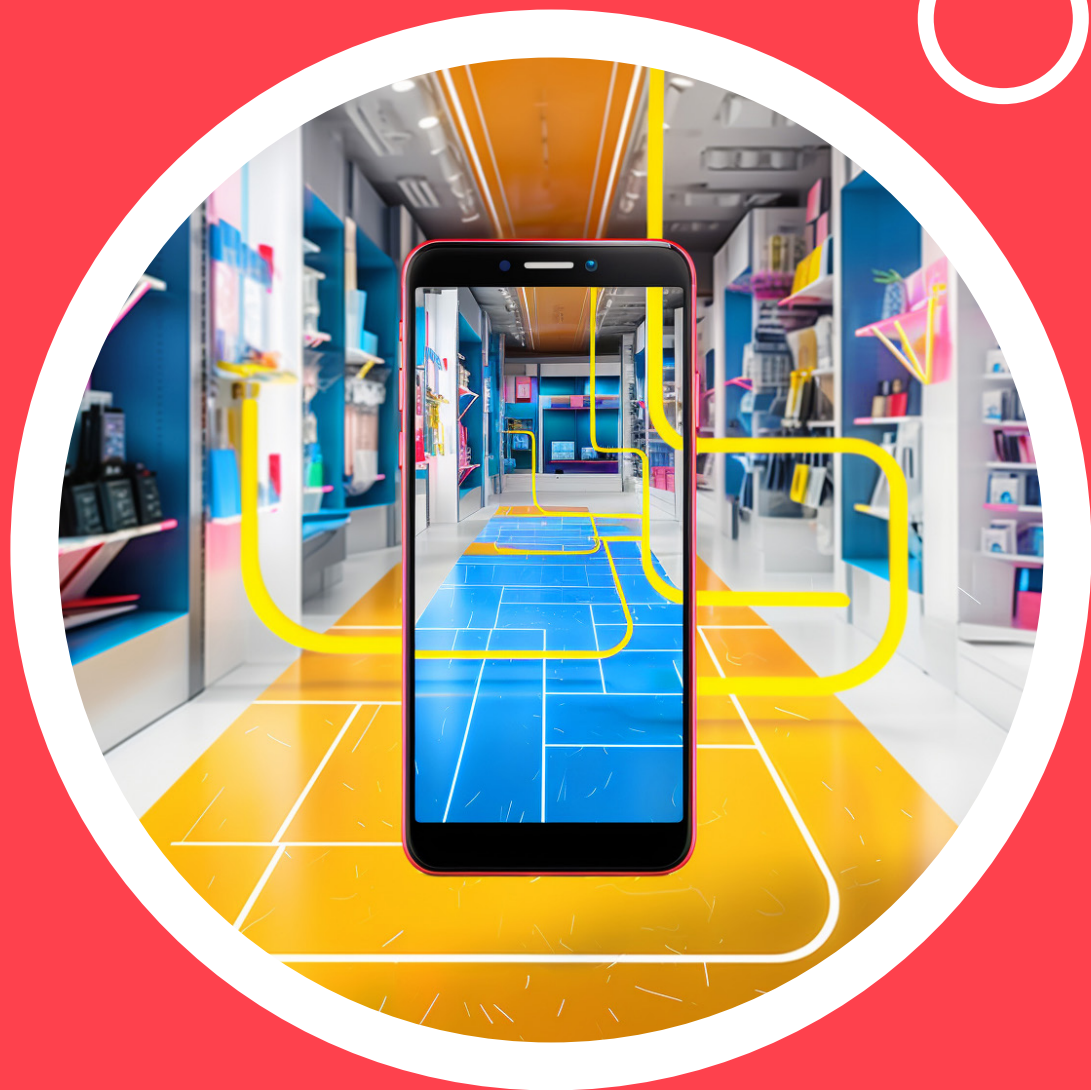
revenue attributed to rapid onboarding of stores

35%

improvement in e-commerce order picking rate



[Read the case study](#)



Third-Party E-Commerce Optimization

E-commerce content marketing | Intelligent digital shelf

Build a D2C channel that increases revenue from day one—or increase sales on your existing e-commerce marketplace. Execute a winning content marketing strategy to capture attention on third-party marketplaces. Optimize conversion on your digital shelf with analytics.





BAYER

Boosting Amazon sales by listening to the data

Imperative for Change

Bayer's Consumer Health division markets more than 170 brands worldwide, including recognized household brands like Alka-Seltzer, Claritin and Bayer-brand aspirin. Three years after becoming an Amazon seller, Bayer decided to look for ways to increase conversion on the digital shelf, accelerating sales growth. But with its large product portfolio, the company needed strategic guidance on where to focus and how to pick the right opportunities.

Transformative Solution

We teamed up with Bayer to optimize Amazon sales by using traffic and conversion data to identify products with potential for increased sales. For example, one of the most clicked-on products, a foot care cream, had the lowest conversion rate. Another product had declining traffic and conversion rates because it was often out of stock. We made recommendations to capitalize on these opportunities.

Services
Strategy & Consulting

Industries
Health

Business Impact

Sales grew. For example, our recommendation to enhance the foot-care cream product page with videos and enhanced images and copy increased conversion on the digital shelf by 17 percent. Insight into another product's out-of-stock conditions spurred Bayer to talk to Amazon about offering larger product bundles, increasing profitability.

By the Numbers:

68%
increase in Amazon sales

5/6
5 out of 6 product categories gained market share

 [Read the case study](#)



JENNAIR

Getting a luxury brand in front of the right influencers

Imperative for Change

JennAir, the luxury appliance brand, pondered how to capture mindshare from a new generation of designers and architects, who recommend appliances to their customers. The company needed a fresh content marketing strategy to reinforce its reputation as a modern brand that brings progress to the kitchen.

Transformative Solution

We started by modernizing JennAir's brand with eye-catching images and edgy copy. Then we boldly put that brand in front of designers and architects. At tradeshow, we built a labyrinth gallery and hosted parties for top kitchen designers. In videos, we drew a stark contrast between competitors' plastic-based manufacturing and JennAir's progressive glass-and-metal designs. We reinvigorated showrooms, created 20 new JennAir retail experiences and established a presence in venues popular with designers. We put social marketing to work, enlisting up-and-coming designers to turn attention toward JennAir through social conversations.

Services

Strategy & Consulting
Customer Experience & Design

Industries

Consumer Products

Business Impact


With a bold marketing campaign and out-of-the-box thinking, we helped JennAir attract the attention of designers and architects. The effort brought significant improvements in market share and sales.

By the Numbers:

#1
in market share for luxury appliances for target audience

11%
increase in sales

86%
increase in retail partner commitments

 [Read the case study](#)



JDE PEET'S

Raising search results on Tesco, leading to sales boost

Imperative for Change

JDE Peet's (formerly JDE) owns some of the world's oldest and most established coffee and tea brands, prominent on store shelves throughout Europe and elsewhere. But translating that dominance to third-party marketplaces proved challenging. Some of JDE's best-selling products ranked low in tesco.com search results, leading to lost sales opportunities.

Transformative Solution

We helped JDE identify all products that did not appear in the top 10 search results or on the first page of Tesco's search results. Then we explored why. We discovered that certain highly searched keywords, like "coffee pods" and "coffee capsules" did not appear in product names. JDE worked with Tesco's search team to add the relevant keywords to the backend code.

Services

Strategy & Consulting

Industries

Consumer Products

Business Impact

In just one week, a JDE Peet espresso brand rose from the bottom of page one to the number one position in Tesco organic search results. A ristretto brand moved from the bottom of page three to the top half of page one. Boosted search rankings led to a 12 percent increase in weekly sales without any promotions.

By the Numbers:

#1

position in Tesco search results

12%

incremental increase in weekly sales



[Read the case study](#)



SMARTYPANTS VITAMINS

Capturing the top spot in Amazon search rankings with SEO and “competitor conquering”

Imperative for Change

A trusted health and wellness leader, SmartyPants Vitamins planned to add its first-ever baby multivitamin to the adult and kid supplements sold on Amazon. To compete with the established category leader, the company had to educate parents on the benefits of baby vitamins, still a relatively young category.

Transformative Solution

We began by helping SmartyPants identify the top-searched keywords in the category. Embedding these terms into the product detail page (PDP) boosted the product’s organic search ranking. Next, we conducted in-depth research on competitors, identifying a keyword variant for multivitamins that boosted traffic when added to the product page. Ads targeted to a competitor’s customers caught their attention, a strategy called competitor conquering. We also advised SmartyPants to use Amazon DSP, a demand-side platform, to educate parents on Vitamin D supplements.

Services

Strategy & Consulting

Industries

Retail

Business Impact

SmartyPants captured significant market share from the get-go, thanks to a strong product page, targeted ads that won over competitor’s customers and parent education on Amazon DSP. The reimagined product page helped the company seize the top spot in search rankings. Now the business is applying lessons learned to other products.

By the Numbers:



Amazon’s Choice Badge, awarded to top-selling, highly rated products

#1


organic search position for top-3 search terms

60

days to reach #1



[Read the case study](#)



What impact do these solutions hold for your business?

[Learn more](#)

WHY PUBLICIS SAPIENT

Publicis Sapient is a digital transformation partner helping established organizations get to their future, digitally enabled state, both in the way they work and the way they serve their customers. We help unlock value by applying a startup mindset and modern methods, fusing strategy, consulting and customer experience with agile engineering and creative problem-solving. Digital pioneers with 20,000 people and 53 offices around the globe, our experience in technology, data sciences, consulting and customer obsession—combined with our culture of curiosity and relentlessness—enables us to accelerate our clients' businesses by designing the products and services their customers truly value. Publicis Sapient is the digital business transformation hub of Publicis Groupe. For more information, visit publicissapient.com.

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