

OUTPACING DIGITAL DISRUPTORS



Capgemini helped a health and beauty reseller improve search results and grow revenue

The Challenge

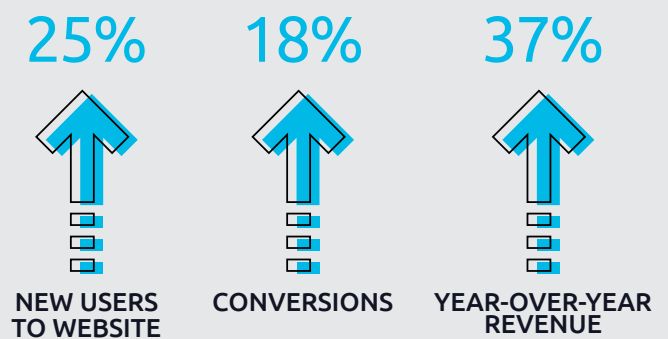
A certified reseller of leading natural health and beauty brands needed a comprehensive digital strategy that encompassed cutting-edge commerce technology and marketing strategies that would position the brand as an industry leader.

The Solution

The Capgemini Digital Marketing team devised an SEO optimization strategy that would improve search-engine rankings for many of the leading brands the company sold. Paid media strategies were then informed by these results, leading to increased organic and paid search results. Following this, Capgemini helped migrate to the robust, scalable Adobe Commerce platform.

The Outcome

The new SEO strategy powered by Adobe increased new users to the company’s website by 25 percent. And because these visitors were more targeted and more likely to purchase, conversions went up 18 percent. Simply optimizing its search engine results, the company increased revenue 37 percent year over year. The success didn’t go unnoticed. The company’s website was recently named a finalist for a Search Engine Land award.



TECHNOLOGY SOLUTIONS:

ADOBE COMMERCE CLOUD

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion (about \$21 billion USD at 2021 average rate).