

CREATE A DIRECT-TO-CONSUMER CHANNEL



Capgemini helped a global cosmetics company launch a new direct to consumer platform

The Challenge

Senior leadership at a global cosmetics and beauty products company felt it relied heavily on resellers and distributors and wanted to launch a new direct-to-consumer channel. Interacting directly with customers would give the brand visibility into customer sentiment, habits, and needs while enabling more control over customer experiences. The segment had recently been disrupted by digital-only brands, and the market was ripe for a new direct-to-consumer model.

The Solution

Capgemini leveraged the latest cutting-edge Adobe technologies to build a new, direct-to-consumer platform across its brand that would allow it to listen to and meet customer needs. The open-API platform integrated seamlessly into existing legacy business systems, including Salesforce and Klaviyo, making it non-disruptive and future proof.

The Outcome

The new direct-to-consumer platform massively expanded the brand's scope and reach to new markets around the world—including the critical Chinese market. Marketers can now automate personalization to approach potential new customers at scale and with a high degree of certainty where they are in the buying journey. The ability to engage with customers on their terms whenever and wherever they are built loyalty in a time when competition is growing in the cosmetics industry. The result of this agility? A new \$1 billion brand.

\$1B
BRAND WORTH

TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE PLATFORM (RT-CDP)

ADOBE EXPERIENCE MANAGER SITES

ADOBE TARGET

ADOBE ANALYTICS

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).