

How Shiseido leveraged the power of machine learning to predict lifetime value of customers and personalize website experience with the goal to improve e-commerce performance



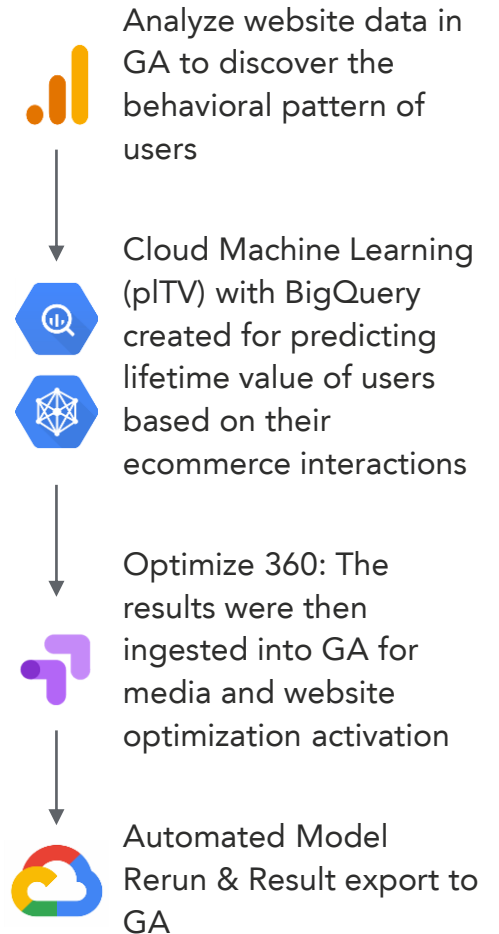
Shiseido is an iconic beauty company specializing in skin care, hair care, cosmetics and fragrances. Based in Tokyo, Japan, the group operates in approximately 120 countries and regions around the world.

### THE CHALLENGE

As part of the digital transformation, Shiseido is looking to accelerate their e-commerce performance by:

- Maximizing the value from first party data to understand user behavior on the site
- Segmenting Shiseido's customers according to their potential value (e.g. sales) and efficient use of marketing spend
- Leveraging machine learning capability to predict lifetime value and automate the process for ongoing optimization

### THE SOLUTION



## THE RESULTS

### Media activation

Accurately segmented low & high life time value groupings, with conversion rate optimization activation use cases identified.

**x 1.27**

conversion rate

**↓ 24.8 %**

cost per conversion

**x 2.2**

return on advertising spend

**x 2.7**

revenue per user

### Website activation

Shiseido continued the collaboration with 55 as a long-term data partner to achieve significant e-Commerce performance using Google Optimize 360:

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*Google and 55 are pivotal partners to accelerate Shiseido e-Commerce performance. We are proud to be the first in the beauty industry to leverage machine learning to optimize media planning and buying.*

**Paul Yuen,  
Marketing Director, Brand Shiseido Hong Kong**

**↑ 12.6 %**

add-to-cart rate

**↑ 11.4 %**

average order value

**↑ 12.6 %**

revenue