



Case Study

LANCÔME
PARIS

Successful SFCC Implementation with NULogic

- Customized SFCC promotions and campaign capabilities to meet specific needs.
- Introduced bundled product offers and free samples with every order.
- Integrated Modiface for personalized 'Virtual Try On' feature implementation.
- Expanded store capacity for future scalability.
- Created an intuitive drag-and-drop interface for diverse campaign landing pages.
- Enhanced search function through Einstein Search integration.
- Achieved 50-60% increase in revenue and site traffic.
- Optimized website performance and reduced load time.

