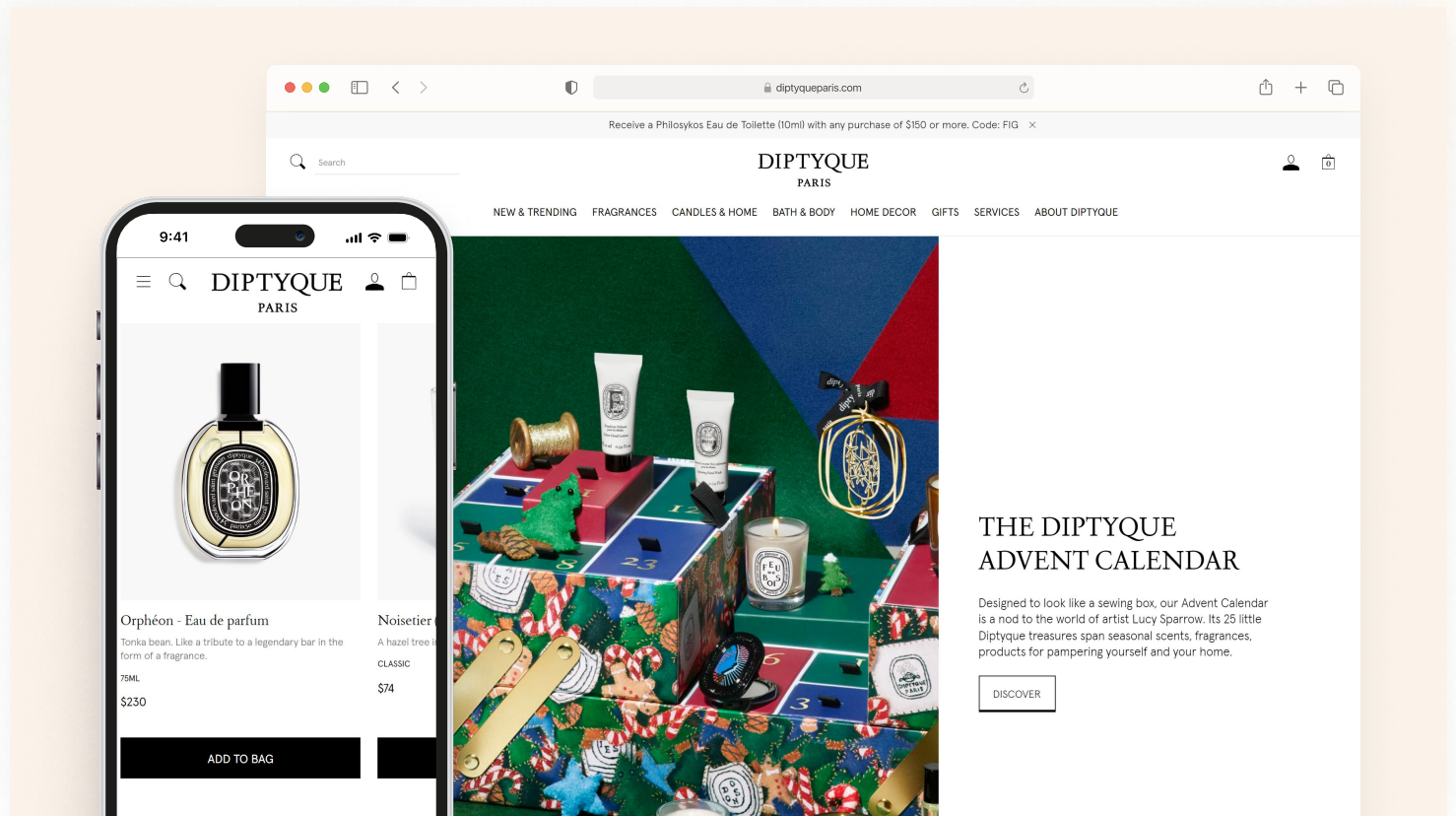


## Case study

# Diptyque Paris implemented a culture of Experimentation with the help of EchoLogicx

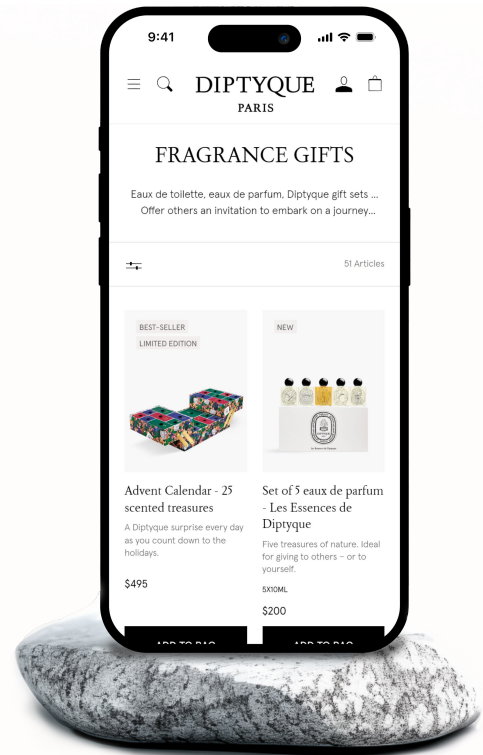


## About Diptyque Paris

Diptyque Paris is a renowned French luxury brand, known for its artisanal fragrances, candles, and body care products. Established with a deep-rooted passion for craftsmanship, the brand has built a global reputation for delivering refined and sophisticated olfactory experiences. Each product is a testament to the brand's dedication to quality, design, and creativity. For over a year, EchoLogicx have had the privilege of supporting Diptyque Paris, collaborating to elevate their customer engagement by optimizing their websites and amplifying their presence in the luxury market.

## The Challenge

As a global brand with a presence in Europe, UK, USA and Asia, Diptyque Paris sought to improve their conversion rates and revenue through a robust optimization program across their digital channels. They aimed to embrace experimentation based on research and data-driven decision-making to impact their bottom line. However, they didn't have existing development resources to handle this new expertise and support their CRO (Conversion Rate Optimization) efforts. This is when they connected with EchoLogyx to initiate and elevate their CRO program.

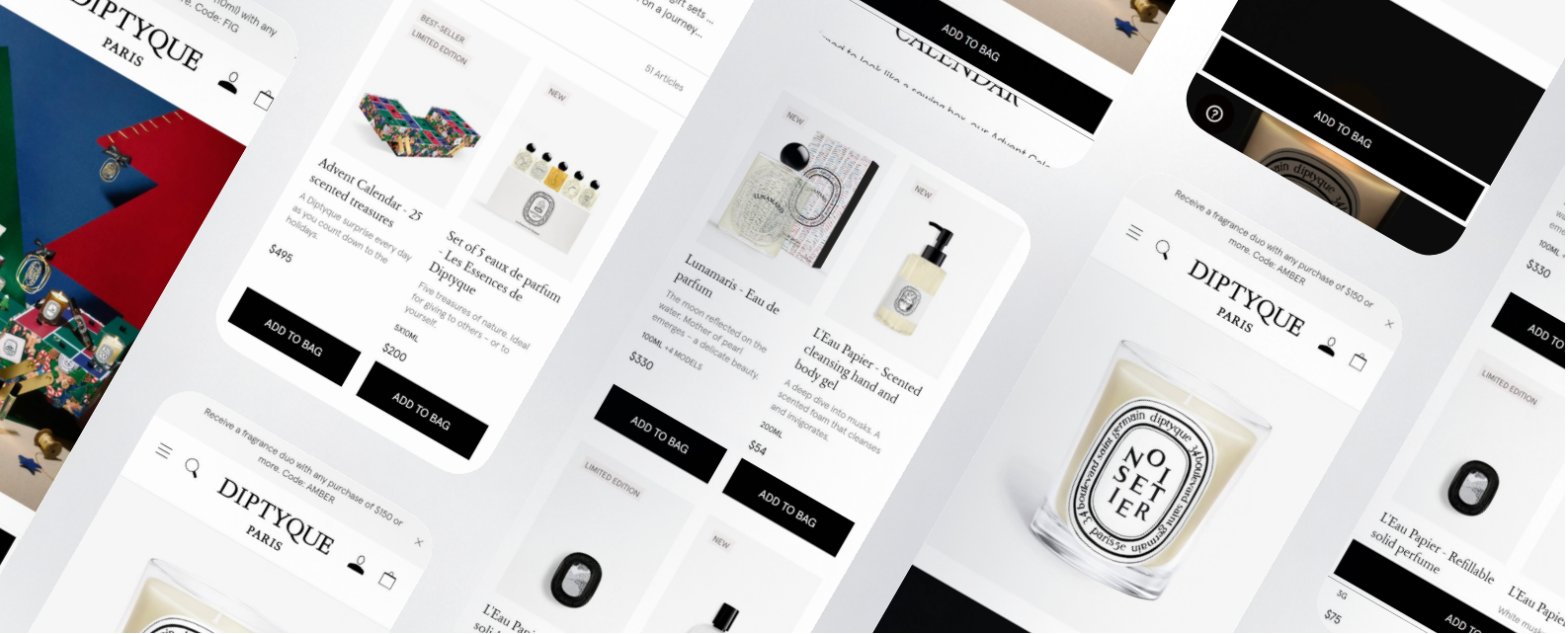


## How EchoLogyx Helped

With extensive experience in experimentation, EchoLogyx worked closely with Diptyque Worldwide Ecommerce Performance team based in Paris, to streamline the CRO process and ensure consistent testing across all their regional websites. The EchoLogyx team developed and ran hundreds of experiments, continuously optimizing every aspect of their digital experience.

Solutions engineers from EchoLogyx ensured that the tests were meticulously developed to meet high standards. They worked collaboratively with Diptyque to define key areas of focus, from targeting conditions to metric setup, ensuring each experiment was carefully aligned with the brand's goals.

Additionally, EchoLogyx's QA engineers rigorously tested every variation, ensuring no bugs were present and providing the Diptyque Performance Team with confidence in the accuracy and reliability of the results. This thorough process allowed Diptyque to trust that the outcomes of their experiments were clear and unbiased, helping them make informed decisions.



## The Results

Within a few months, Diptyque experienced a significant transformation in their CRO program with EchoLogyx' s support. They were able to consistently launch a variety of experiments across their sites, yielding impeccable results. As a direct outcome of this collaboration, Diptyque saw an organization wide adoption of experimentation, along with improved conversion rates across all digital channels.

## Testimonial from the Client



### Christine Budai

Worldwide Ecommerce Performance & Online Services Manager at Diptyque

“

When we started the CRO program at Diptyque Paris, we lacked the resources needed to achieve our goals. After connecting with EchoLogyx, we were impressed by their professionalism and how quickly they integrated with our team. Their expertise in test development is unmatched—they not only execute the experiments but also offer suggestions that we might have missed. Our weekly catchups are something the entire team looks forward to. The QA team at EchoLogyx goes beyond the scope of checking variations. They even spot issues on our live site, which adds immense value. I highly recommend EchoLogyx for anyone looking to elevate their experimentation program to the highest standards of quality and precision.”