

# Clarins Automates Organic Search and Mitigates Rising Cost Per Click

**+11%**

more clicks on the **clarins.fr** website

**+41%**

impressions in organic search

**+35%**

more ranking keywords driving website traffic

## 1. CHALLENGED TO MAINTAIN & GROW ONLINE VISIBILITY AMIDST INDUSTRY COMPETITION

In 2022, as the market became more competitive and cost per click (CPC) continued to climb, Clarins, the French multinational skincare and cosmetics company, committed to the goal of increasing their presence across all customer touchpoints, while promoting direct purchases through the brand's website, with the goal of driving a more sustainable business.

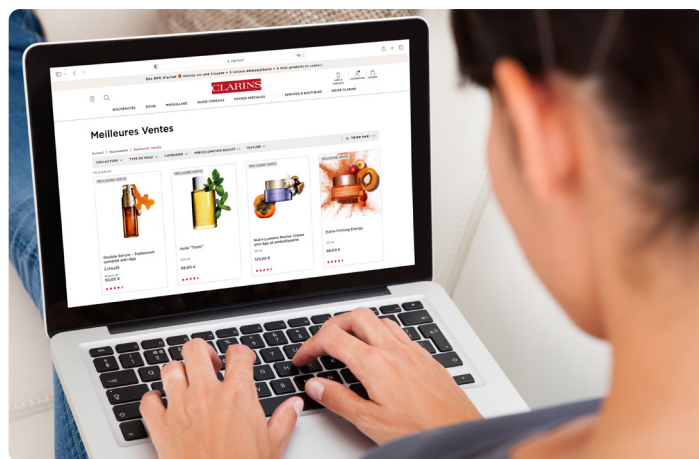
To achieve this, Clarins.com has been working for several years on its distribution channel with the goal of increasing overall sales by 30% by 2023. To accelerate the visibility of its website, Clarins is counting on the complementary nature of paid and organic search tactics. Their goal is to make organic search the number one source of qualified online traffic, enabling Clarin's to invest in new brand territories - leveraging new keywords - without increasing their overall spend. →

**“With the arrival of General Data Protection Regulation (GDPR), especially third-party cookies, we were increasingly pushed to leverage organic search, which ultimately proved to be a more sustainable approach to online visibility, authority and profitability.”**

## 2. CLARINS LEVERAGES AUTOMATION TO OPTIMIZE ORGANIC SEARCH EFFORTS

Before developing an internal linking strategy, Clarins wanted first to ensure the organic search performance of its website and turned to Botify, in particular Botify Activation, a suite of solutions designed to automate and scale organic search optimization efforts.

Clarins was thus able to benefit from a precise analysis and a wealth of information to optimize its natural referencing strategy. While organic search can at times be perceived as technically challenging and only producing long-term results, working with Botify enabled the operational teams to deliver tangible outcomes much more quickly than expected.



**“Unfortunately, budgets are not increasing as fast as CPCs. As a result, we decided to optimize our investments and accelerate our organic search strategies, which led to the recovery of budget that could be used to invest in new brand territories.”**

**Stephanie Catarino**

Director of e-Commerce, Acquisition and CRM France

## 3. KEY RESULTS

- PDP\*: +14% clicks.
- PLP\*\*: +19% of clicks.
- Optimization of the crawl budget (+67% of product pages crawled by Googlebot).
- Large-scale automation of PDP metadata optimizations.
- Removed duplicate content (695 pages with unique content vs. 250, in 1 month).
- Increased unwanted URL parameters in logs and Google Search Console.

\*PDP: Product Details Page \*\* PLP: Product Listing Page

# Meet Botify

**Botify's leading performance marketing platform for organic search and expert services enables the most ambitious brands to maximize their visibility, brand authority, and sustainable profitability.**

Powered by AI and a proprietary unified data model, Botify's platform ensures web and mobile sites are optimized for search - increasing the number of pages seen, indexed and ranked by search engines - the foundation of being found in today's dynamic digital environment, demanding relevant content be delivered with speed. As the leader in organic search innovation, Botify is trusted by more than 500 of the world's most visible brands, including Expedia, Carrefour, L'Oréal, Luxottica and Conde Nast, all of whom have succeeded in leveraging organic search for exponential, long-term results and revenue growth.

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