



Venchi eCommerce redesign strategy

Accelerating revenue growth through strategic website
optimization for US and European markets

Brand positioning & Market context

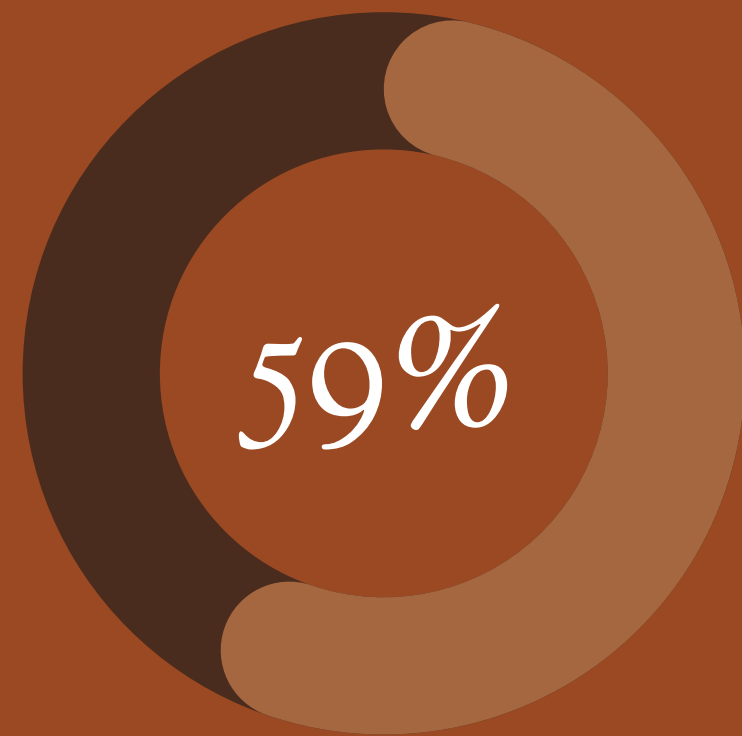
Brand Positioning (Venchi)

- Premium Italian brand for chocolate & gelato (founded 1878)
- Positioning: “Made in Italy” -quality, tradition & lifestyle
- Focus on experience & luxury (Gelato & Chocolate Boutiques worldwide)
- Brand values: elegance, authenticity, sustainability (eco-friendly packaging, ingredient transparency)
- Target audience: high-income, experience-oriented consumers, tourists & lifestyle seekers

Market context

- Global premium chocolate market growing steadily (+5–6% CAGR)
- Key competitors: Lindt, Godiva, Neuhaus, local artisanal chocolatiers
- Differentiation: unique chocolate + gelato experience (not only product sales, but a lifestyle experience in boutique stores)
- Strong focus on international expansion (Asia & Middle East: China, Japan, Dubai)
- Market trend: premiumization & affordable luxury – Venchi offers an everyday “small luxury” alternative to fashion/luxury goods

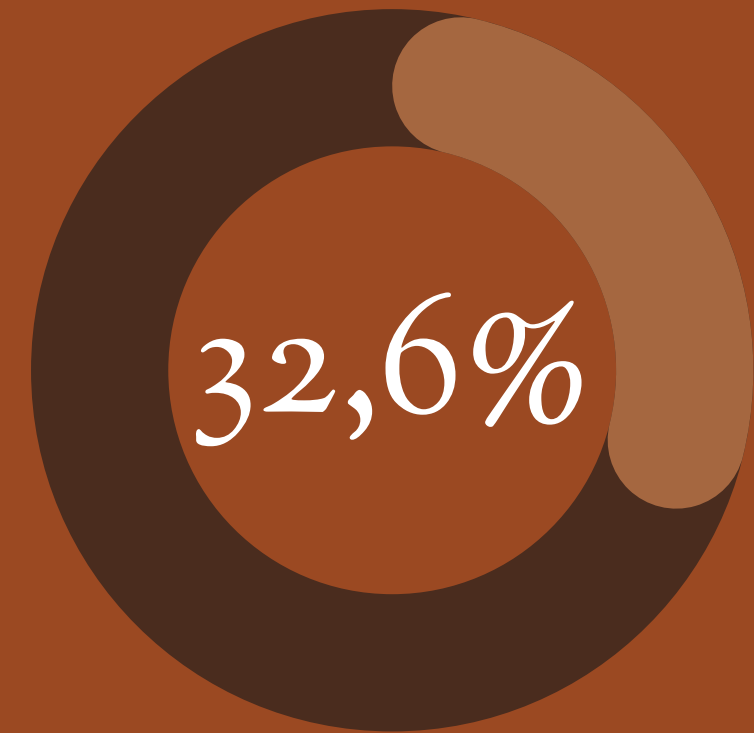
Critical analytics insights



Current bounce rate



Search box CR



Revenue from
bundles, gift boxes
and sets

User behavior analysis

- 1** Mobile Experience is Critical: 79% of traffic is mobile, but high bounce rates highlight the need for stronger mobile-first design.
- 2** Navigation Drives Retention: Users engaging with the burger menu bounce far less (15% compared to 68% of users that don't click the burger menu).
- 3** Personalized Journeys Convert Best: Search and bundle exploration deliver top conversions, with strong regional and seasonal preferences shaping customer value.

Product performance insights

High performers

- **Gift Bundles & Curated Sets:**

Bundled products show high conversion and AOV, especially during gifting seasons.

- **Seasonal Drops Drive Spikes:**

Limited-edition campaigns (Easter, Christmas, Valentine's) generate sharp demand peaks.

- **Hero SKUs Sustain Growth:**

Core products like Chocoviar and Gianduiotti maintain strong performance.

- **Exclusives Lift AOV:**

Limited drops increase basket size and purchase urgency.

Product performance insights

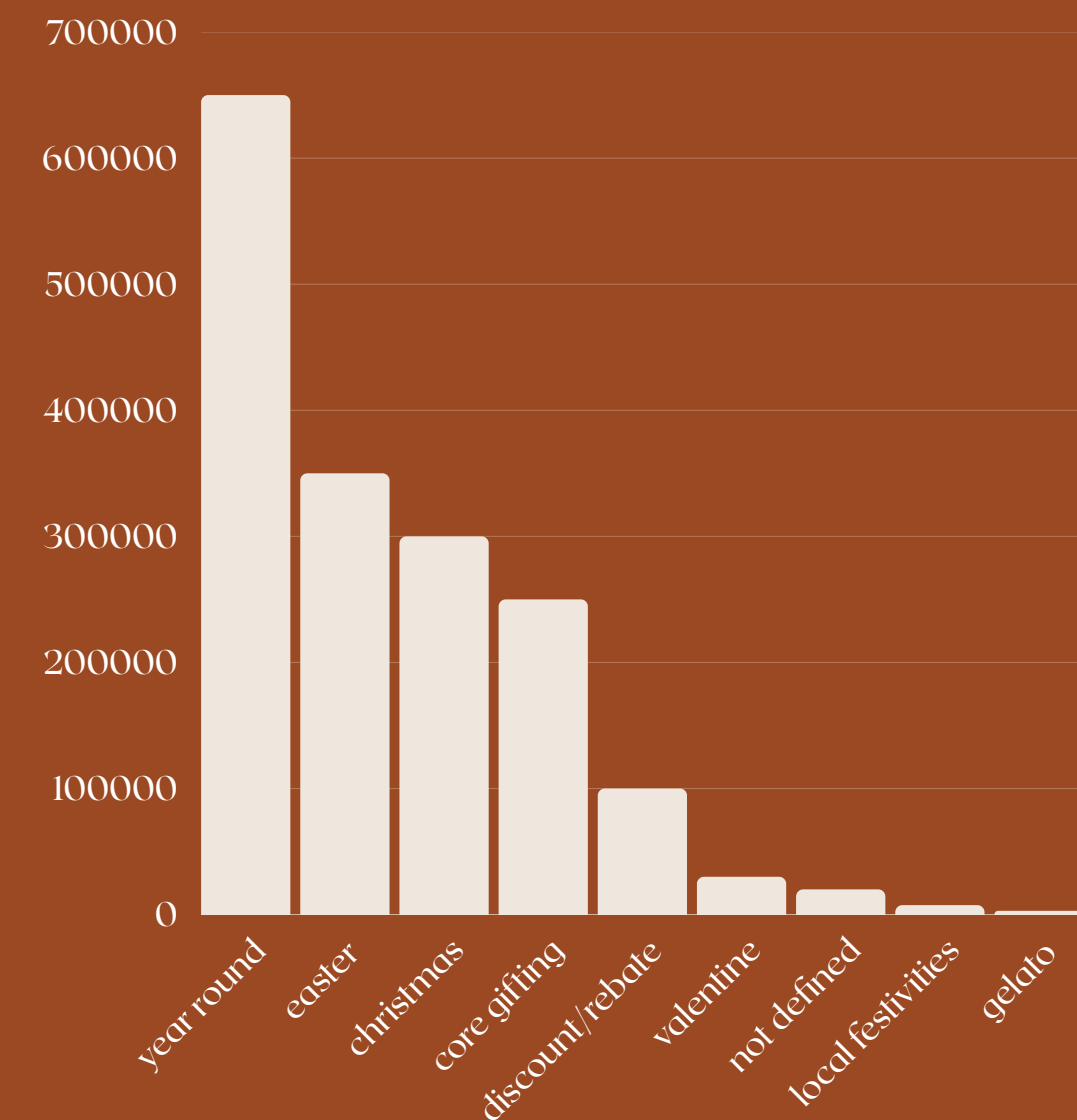
Growth & Optimization Areas ↗

- **Year-round bars need a visibility boost:**
(better homepage placement, rotate “Best Everyday Bars” section, themed collections...)
- **Early access strategies** to seasonal drops could amplify momentum.
- **Luxury lines lack visibility.**
- **Cross-sell implementation:**
add complementary suggestions and personalized recommendations per product page
 (“You may also like”)

Navigation Restructuring

Strategy and Priorities

- Core categories (Year-Round, Core Gifting)
- Elevate High-performing seasonals (Easter, Christmas)
- Gift Bundles → highlight in top nav (main AOV driver)
- Dynamic “Seasonal Specials” slot (rotates by calendar)
- Optimize second-level nav → prioritize pralines, bars, dragées; deprioritize Valentine, Gelato/Lab



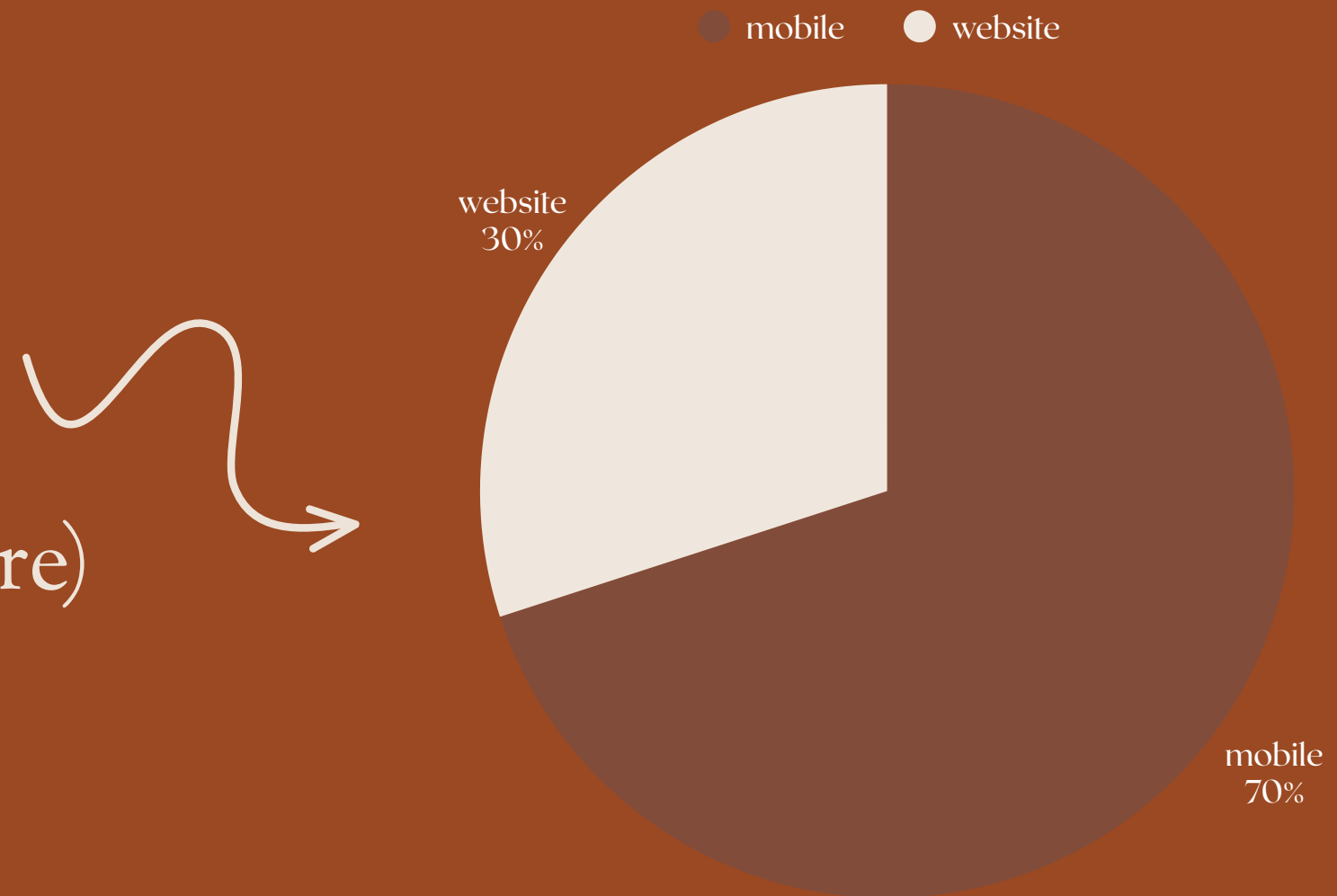
Enablers and Impact

Technical & UX improvements:

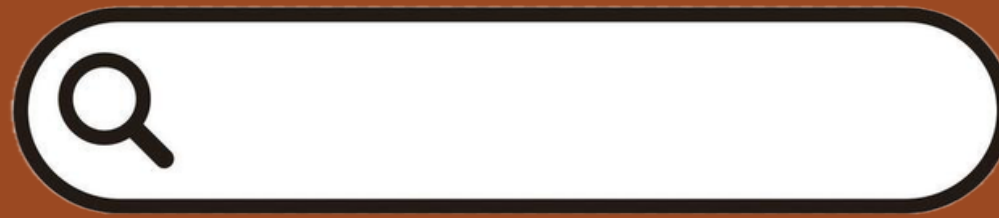
- Headless CMS for agile updates across markets
- Mobile-first menus (60–70% of traffic is mobile)
- Predictive search & refined filters
- Omnichannel ecosystem (click & collect, in-store)
- Streamlined checkout and 1 click reorder

Expected impact:

- Higher discoverability
- Higher conversion rate
- Increased AOV
- Operational agility



Search Improvements



- 1** Round search bar edges for a less aggressive, more contemporary UI that integrates better with modern styles; Update search icon to a simpler, more intuitive design
- 2** Enhance search system with predictive, tailored input and varied suggestions based on customer type (new vs returning), making it faster and more relevant.
- 3** Enable searches that automatically avoid or flag products with specific allergens boosting safety and trust.



The ChocoFinder

WHAT IT IS AND HOW IT WORKS?

- 1 The Chocofinder evolves the current personalized suggestion feature, offering recommendations rooted in your mood, the moment you're living, and where you'll savor your chocolate (in short: explore new dimensions of taste).
- 2 A concise 4 question experience designed to attract users with personalized guidance, convert browsers into buyers, and drive repeat engagement by encouraging exploration of new products through variable adjustments.

ChocoFinder

1. WHICH ACTIVITY REPRESENTS YOU RIGHT NOW?

- Energetic morning run → Extra Dark 75% Chocolate
- Meditating on a mountaintop → Gianduaia with whole hazelnuts
- Relaxing by the fireplace → White chocolate with vanilla
- Aperitivo with friends → Assorted milk chocolate pralines

2. IF IT WERE A LANDSCAPE, WHERE WOULD YOU BE?

- Autumn forest (scents of wood, earth, leaves) → Hazelnut, toasted caramel
- Blooming spring garden (fresh, light) → Mint, citrus, floral notes
- Grandma's house (warm, enveloping, memories) → Milk, vanilla, butter
- Beach at sunset (simple, essential) → Pure cacao, no frills

3. HOW ARE YOU MOVING TODAY?

- Sprinting between commitments → Pocket-sized format, quick
- Mindful walking → Bar to savor slowly
- Taking all the time in the world → Pralines one by one

4. WHAT SOUNDTRACK IS IN YOUR HEAD?

- Intense rock / powerful electronic → Maximum intensity
- Articulated jazz / complex classical → Bold yet refined
- Melodic pop / acoustic → Balanced and accessible
- Ambient / solo piano → Delicate and whispered



Technical implementation

1 Phase 1: Assess current infrastructure and resources

2 Phase 2: High impact improvements

3 Phase 3: A/B Testing and rollouts

4 Phase 4: Scale personalization and localization

Main Impacts

- 1 High discoverability increases conversion rate,
- 2 Enhance search system with predictive, tailored input and varied suggestions based on customer type (new vs returning), making it faster and more relevant.
- 3 Enable searches that automatically avoid or flag products with specific allergens boosting safety and trust.