

# E-commerce

From the day it started, it's an ongoing transformation of the consumer behaviors, trends, tools and possibilities within the theoretically simple idea of internet commerce, which is defined as buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions.

If Digital transformation, double (or even triple) digit growth and instant results of taken actions pull Your strings, You're in a right place.



# E-commerce at L'Oréal

Why being a part of e-commerce team at L'Oréal?

To put it simply, to be at the heart of the consumer and the commercial revolution, to co-build trends, but to also be up to date with new tools and possibilities. Also, to touch all the aspects of online sales performance, from boosting the site traffic or conversation rate to building multichannel approach for the consumer, to have a perfect synergy of online and offline experience.

As market leader L'Oréal puts huge focus on innovation. Our approach to e-Commerce is no exception here. We don't only offer category leading products. We support their sales with class leading content, tech stack of UX and UI tools and all required analytics to learn from taken actions. Mix it with support of highly specialized digital Teams and enjoy providing our consumers with first in class Beauty Experience.



# #Personally about e-commerce

Beauty business gives you almost no limitations in that and takes you to the new places all the time on a mission to Share Beauty With All. Here, in Poland and Baltic HUB we build our presence in every possible touchpoint with our consumers and digital plays the first role. The Measure of our success is converting consumer's interest into E-commerce sales. To achieve this goal we build partnerships with our Key partners, design and drive Joint Business Plans in order to build the category leadership. We also involve AI to support consumers with advanced Web Applications helping them in making right choices. We offer unique content crafted to their needs to provide outstanding visibility of our exclusive offers. All of this results in extremely dynamic enhancement of e-Commerce meaning within our L'Oréal Business, but also in strengthening L'Oréal's position on the market which makes us Category Captain.

Captain of really exciting Journey.

If You share our excitement, We'd love to Welcome You on board!



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