

# DIGITAL LEADERSHIP

An interview with

**Nathalie Gaveau**

Founder and CEO of Shopcade



***When Amazon Meets Facebook:  
Social Shopping with a Twist***



## Nathalie Gaveau

Founder and CEO of Shopcade

### A Glimpse into Shopcade

**Capgemini Consulting:** Could you start by helping us understand how Shopcade works, and how it all started?

**Nathalie Gaveau:** There is a large gap nowadays between what content a young mobile consumer desires when purchasing a product and what information companies provide. The idea behind Shopcade came about when I wanted to shop online and didn't find really good quality content to inspire me to shop. Online stores provided a good way to search for products and deals. Social networks and magazines were a source of inspiration. However, none of these sites bridged the gap. That is when I decided to start Shopcade — an app that would showcase all the latest fashion shopping trends on mobile as well as the Web and enable users to shop these items easily.

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*Shopcade showcases everyday trends from retailers, bloggers and celebrities.*

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A typical Shopcade user keenly follows brands, celebrity trends and is abreast of the latest fashion trends. So, when they find a look they like, they research it extensively. Shopcade simplifies the process for them by showcasing everyday trends from retailers, bloggers and celebrities. We like to describe ourselves as the first shoppable fashion magazine that resides in a mobile phone. The difference between us and traditional magazines is that the content is created by users or brands.

“  
*We are a shoppable fashion magazine that resides in a mobile phone.*

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**Capgemini Consulting:** What kind of content does Shopcade feature?

**Nathalie Gaveau:** We have a mix of content from two major directions. One is a constantly evolving trending feed that is curated by the app itself. The content we showcase includes celebrity trends, summer fashion and beauty trends, community ratings of top products, and exclusive deals that are driven directly by over 150,000 brands that we host on Shopcade.

The other set of content comes from a community of bloggers, editors and

users. We have partner bloggers who showcase their favorite looks, make lists of trending items they like and then we curate them and put them into a personalized feed based on people's location and gender. Only activities that are the most popular or the most interesting get featured on our feeds.

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*Customers are increasingly expecting a simpler, leaner experience that is adapted to mobile.*

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**Capgemini Consulting:** How important is the social dimension for Shopcade?

**Nathalie Gaveau:** For us, it is a key part of the platform. We enable people to identify whom they like to follow and what trends they want to stay on top of. All Shopcade users also have a public profile on the app, where they can publish their blog and save all brands, products, and looks they like. All our content is based on what is popular on the app and being a social platform makes it more real-time. Our vision is that everyone is an editor today and has a share of voice on trends. We are similar to Facebook or Instagram, except that people are sharing looks and products they like. In essence, we are like a fashion shopping network.

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*Content is trumping advertising when it comes to effective interaction and engagement with consumers.*  
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**Capgemini Consulting:** How do you make money — what is your business model and what are some of the brands you associate with?

**Nathalie Gaveau:** We called our business “Shopcade” — which means “Shopping Arcade” — so we can host and sell various brands in one place. We are generating revenue based on affiliate commissions, brands advertising and direct sales. All sales that are generated by the platform are affiliated to merchants and we get a commission from these sales. We also work with different brands, featuring engaging fashion content about their products on the app. Out of the existing 150,000 brands on our site, we have direct contacts with a few thousand, and are working very closely with our top 200. For these 200 brands, we get exclusive deals and we feature their products. In return, the brands promote native ad content on our newsletter, on social media, as part of key trends on the trending feed on the main page of the app.

## Towards a Leaner Customer Experience

**Capgemini Consulting:** How do you think customer expectations are evolving?

**Nathalie Gaveau:** Customers are increasingly expecting a simpler, leaner experience that is adapted to mobile.

Some startups that are clearly doing this well are Instagram and Airbnb; their apps are pretty lean and easy to use. Our experience also suggests that content is trumping advertising when it comes to effective interaction and engagement with consumers.

**Capgemini Consulting:** What do you think is holding companies back from creating and delivering such an experience?

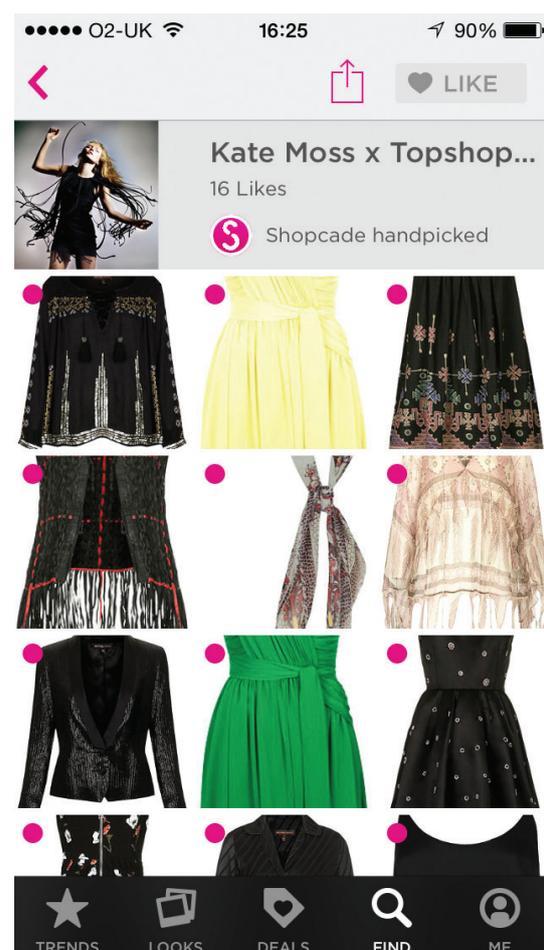
**Nathalie Gaveau:** It’s a very new requirement and not many people have this expertise yet. But I also think that when companies focus on too many aspects, they lose out on their unique selling proposition, their key selling point. If you don’t have a singular vision on the endobjective from an improved customer experience, you can end up doing too many things. That’s when companies start to clutter the user experience.

**Capgemini Consulting:** What type of data do you collect and how do you use analytics in enhancing customer experience?

**Nathalie Gaveau:** We collect a wide range of data from our users. We have data around ‘likes’ and what users want, and trending brands. And since we are inherently social, we have a whole layer of data from each user’s network. We use all of this data to create highly personalized experiences through a robust recommendation system for each product. This enables people to endlessly navigate from one product to another inside our app. And our users appreciate that. We also use analytics to improve cross-selling. For instance, depending on which products or brands users have favorited or liked, we send them recommendations on potential products that may interest them.

Our analytics system enables us to see straightaway the top-performing

channels and most trending brands as well as the most influential users. We then invite these brands and influencers to be featured on the platform, either through exclusive deals or through extra content.



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*Lack of a singular vision can result in companies doing too many things that start to clutter the user experience.*

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## The Startup View: Challenges and Advantages

**Capgemini Consulting:** How are startups geared to deliver a superior digital customer experience compared to large, traditional corporations?

**Nathalie Gaveau:** Startups have to be more focused since they tend to have fewer resources compared to larger organizations. Also, startups don't have a lot of business requirements from different units of the company. This helps them focus on one crucial aspect and follow it up to completion. This also ties in with the challenge around not having a singular vision that I was referring to earlier.

**Capgemini Consulting:** What are some of the key challenges that are typical to startups such as Shopcade?

**Nathalie Gaveau:** A large part of the challenge boils down to the ability to prioritize scarce resources. It's all about being able to understand what is going to pull most growth and profit in the quickest way. At the same time, it's important to focus on the long-term product and the user experience to deliver a superior positioning for the business.

The other challenges include keeping things really simple from a data analysis perspective and making sure that you have outstanding and committed people to deliver a high-quality product.

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*We essentially want to start transforming our app into more of a platform play and keep simplifying the user experience.*

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## Looking into the Future

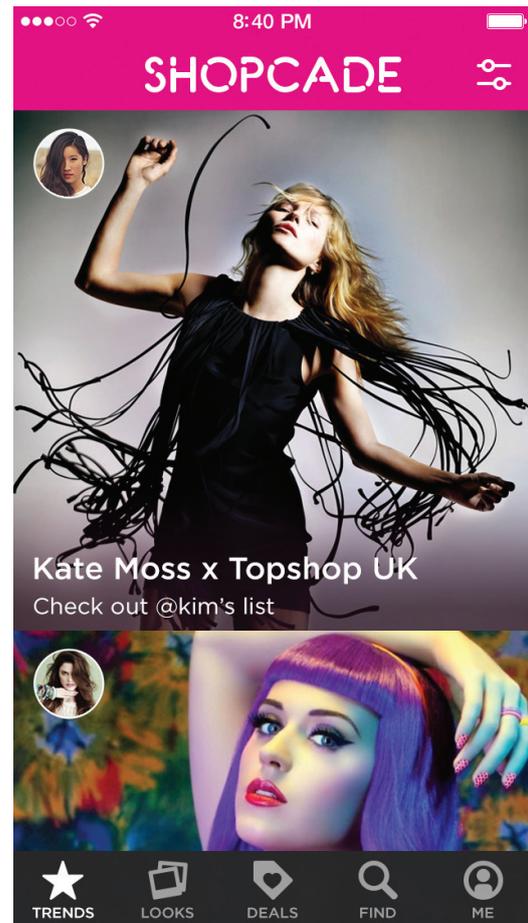
**Capgemini Consulting:** How do you see Shopcade evolve?

**Nathalie Gaveau:** Shopcade will be one of the biggest social shopping apps on mobile. There has been a rapid increase in the number of brands and users that are engaging with Shopcade. We are going to start transforming our app into more of a platform play and integrate a global payment system. I am keen to partner with people who have complementary services that can let us grow, and I am keen to develop the awareness of the platform, and the model, in the UK and in Asia.

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*Those who don't know how to build a good user experience, understand data analytics and present products or content in the best way possible, are just going to miss out in the future of retail.*

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# SHOPCADE



**860,000**  
REGISTERED MEMBERS



**830,000**  
Monthly page views

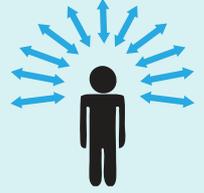


**1.4 Million**  
Monthly screen Views



**OVER  
6 MIN**

APP SESSION  
LENGTH



**OVER 2  
MILLION**

SOCIAL MEDIA  
IMPRESSIONS  
MONTHLY



**350,000**  
Products Wanted  
every month



**750,000**  
Members registered  
to receive emails



**650,000**  
Subscribed to weekly  
newsletter

**TOTAL USERS HAVE  
INCREASED FROM**



**400,000**  
in Sep 2013



**900,000**  
in May 2014

Shopcade maintains  
a community of  
**Bloggers and  
Fashionistas**



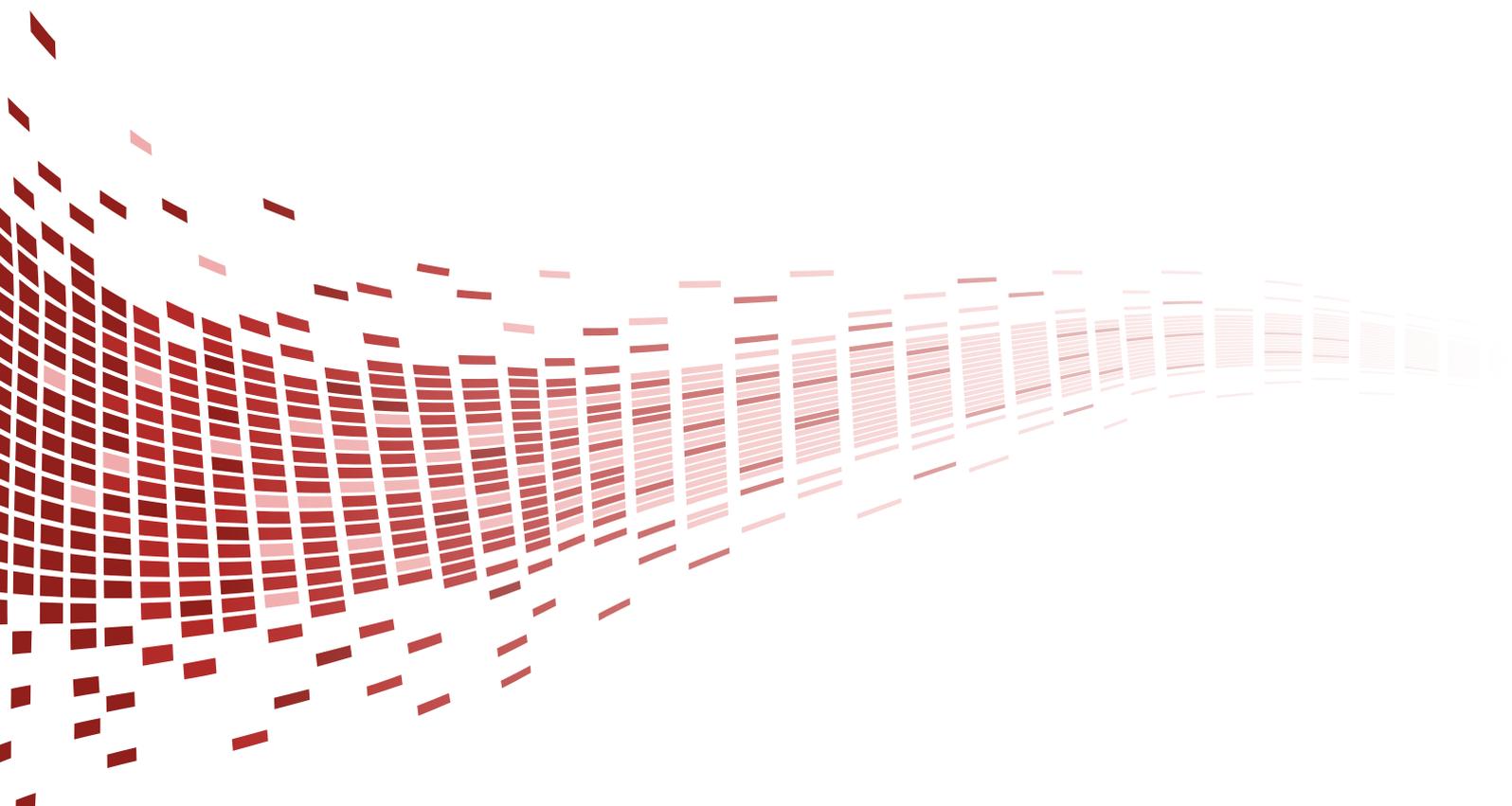
**Capgemini Consulting:** What do you think the future of shopping will look like?

**Nathalie Gaveau:** I think mobile and curation are going to play a significant role in driving the personalized shopping experience of the future. Businesses who get data analytics are going to be leading the pack, whereas those who don't know how to build a good user experience, understand data analytics and present products or content in the best way possible, are just going to miss out. The future of retail is clearly digital – just in clothing, more than 13% of sales are already happening online

in the US and e-commerce is the only retail growth segment. Having said that, I think that some retailers like Zara, who have a real product differentiation or value proposition, can gain a real competitive advantage from their store network. But digital will help connect inventories with customer preferences and manage better merchandising analytics and customer trends. For example, on Shopcade, we see trends happening very quickly, before they hit magazines or the high street. Mobile will play a big role in payments and services around stores, not just on a standalone basis.

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*Curation is going to play a significant role in driving the personalized shopping experience of the future.*

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## Nathalie Gaveau

Founder and CEO of Shopcade

Nathalie Gaveau is the founder and CEO of Shopcade, the world's leading social shopping app, which positions itself as the first shoppable mobile fashion magazine with content curated by users and brands. Shopcade was recently crowned the "Coolest App in Europe" at the GP Bullhound Summit and the 2014 Media Momentum Awards in Paris. The app was launched in December 2011 and currently includes more than 150,000 brands and 1 million products for sale. We interviewed Nathalie to understand how Shopcade is revolutionizing mobile customer experience through personalization and social.

## Capgemini Consulting

**Capgemini Consulting** is the global strategy and transformation consulting organization of the Capgemini Group, specializing in advising and supporting enterprises in significant transformation, from innovative strategy to execution and with an unstinting focus on results. With the new digital economy creating significant disruptions and opportunities, our global team of over 3,600 talented individuals work with leading companies and governments to master Digital Transformation, drawing on our understanding of the digital economy and our leadership in business transformation and organizational change.

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