

# How L'Oréal gained complete visibility across 30+ brands and 80+ global markets with Global Digital Experience Monitoring



## INDUSTRY

Beauty and Cosmetics

## PRODUCTS

Synthetic Monitoring

## SOLUTIONS

- + Global synthetic monitoring across 80+ markets
- + Centralized visibility into digital customer experiences
- + Automated performance reporting and analytics
- + Data-driven optimization of web performance and conversions

## SUCCESS BY METRICS

- + Complete visibility across 30+ brands and 80+ global markets
- + Unified monitoring across 30+ brands, 80+ markets, and a €44 billion global beauty enterprise
- + Faster website speeds across three major markets
- + Actionable performance insights for technical and business teams

## KEY OUTCOMES



**15% increase in page completions**, driving higher conversion opportunities across key e-commerce markets



**Faster website speeds** in three test markets



**Complete global e-commerce transaction insights**

## L'Oréal: Delivering Exceptional Digital Experiences at Global Scale

As one of the world's leading beauty companies, L'Oréal generates approximately €44 billion in annual revenue and employs nearly 90,000 people worldwide. Its portfolio includes globally recognized brands such as Lancôme, Maybelline New York, Garnier, Kiehl's, CeraVe, La Roche-Posay, Redken, and Aesop, serving consumers across more than 150 countries and regions.

With a diverse portfolio spanning luxury beauty, dermatological skincare, consumer products, and professional beauty brands, digital experiences play a critical role in how consumers discover, research, and purchase products. With more customers discovering and purchasing products online, website performance directly impacts customer satisfaction, conversion rates, and revenue.

Managing digital experiences at this scale requires visibility across hundreds of e-commerce websites representing more than 30 brands operating in over 80 markets. To stay competitive in a crowded e-commerce landscape, L'Oréal needed a scalable approach to monitoring and optimizing the online experience across its worldwide operations.

## CHALLENGE: MONITORING HUNDREDS OF E-COMMERCE WEBSITES ACROSS 80+ MARKETS

L'Oréal's web performance team is responsible for monitoring and optimizing hundreds of websites representing more than 30 brands across over 80 international markets.

Managing digital performance at this scale presented several challenges:

- Maintaining visibility across hundreds of e-commerce properties
- Ensuring consistent customer experiences across regions and brands
- Providing both technical and business teams with actionable performance insights
- Standardizing reporting across global stakeholders

To improve collaboration and drive performance improvements, teams across the organization needed access to consistent, reliable data about customer experiences and website performance.

## Why L'Oréal Chose Catchpoint and LogicMonitor

L'Oréal needed a solution that could:

- Provide centralized visibility across hundreds of brand websites
- Capture location-specific performance data from more than 80 global markets
- Deliver meaningful insights for both technical and business stakeholders
- Support scalable reporting and analytics across the organization

After evaluating multiple solutions, L'Oréal selected Catchpoint, a LogicMonitor company, for its ability to:

- Accelerate deployment and onboarding
- Support both recurring and ad hoc reporting requirements
- Deliver customizable dashboards and reports for users across the business

L'Oréal completed its initial deployment in just one month. The web performance team then spent the following two months analyzing performance data and identifying opportunities to improve website speed, customer experience, and conversion rates.



Catchpoint's internet performance monitoring solution makes it easier to have global visibility of our websites' performance and to fix issues quicker."

*Axel Adida, Digital Chief Operating Officer at L'Oréal*

## DRIVING MEASURABLE BUSINESS RESULTS

With comprehensive visibility into website performance across its digital estate, L'Oréal quickly identified opportunities to improve customer experiences and optimize site performance.

The results were immediate and measurable.

## KEY OUTCOMES

- **Complete visibility** across more than 30 brands and 80 global markets
- **15% increase in page completions** across three target markets which directly impacts sales
- **Faster website speeds** in three major markets
- **Unified monitoring** for hundreds of e-commerce websites
- **Actionable insights** for technical and business teams

## How Catchpoint Helped L'Oréal Improve Performance



### Improved Performance Visibility

Granular performance data enabled the web performance team to identify optimization opportunities and make targeted website improvements that increased customer engagement and page completion rates.



### Faster Reporting and Decision-Making

Automated reporting streamlined monthly performance reviews, making it easier to demonstrate progress, communicate results, and align stakeholders around digital experience initiatives.



### Proactive Issue Detection

Daily analytics and synthetic monitoring helped teams identify and address performance issues before they could significantly impact customer experiences or conversions.

Within the first year, Catchpoint provided the visibility and insights needed to support ongoing website optimization, improve customer experiences, and strengthen digital performance across global markets.

## What's Next for L'Oréal?

With Catchpoint embedded in its digital operations, L'Oréal continues to expand its observability strategy by:

- Expanding performance-driven communication across the business
- Extending monitoring capabilities to additional global markets
- Incorporating mobile measurements and Real User Monitoring (RUM) insights
- Further optimizing customer experiences across digital channels

## Why This Matters for Consumer Brands

For global consumer brands, digital experience quality has become a key competitive differentiator. L'Oréal's success demonstrates how comprehensive observability and synthetic monitoring can help organizations:

- Improve online conversion and engagement metrics
- Identify and resolve performance issues faster
- Gain visibility across complex global digital ecosystems
- Align technical and business teams around shared performance goals
- Deliver more consistent customer experiences at scale

By transforming website performance data into actionable insights, organizations can make more informed decisions that improve customer experiences and drive measurable business outcomes.

## ABOUT L'ORÉAL

For more than 115 years, L'Oréal has been dedicated to beauty. As the world's leading beauty company, L'Oréal operates a portfolio of global brands spanning skincare, makeup, hair-care, fragrance, and beauty technology. With products sold in more than 150 countries and regions, L'Oréal combines scientific innovation, digital expertise, and a deep understanding of consumer needs to create beauty experiences that move the world.

## ABOUT LOGICMONITOR

LogicMonitor® is the AI-first platform for Autonomous IT, enabling enterprises to operate complex digital systems with greater resilience, efficiency, and confidence. By unifying visibility from user to code across infrastructure, cloud, Internet, and digital experience, LogicMonitor delivers the intelligence required to anticipate issues, eliminate blind spots, and take action automatically. Powered by Edwin AI, LogicMonitor helps IT and business leaders reduce operational toil, protect revenue, and accelerate innovation in an increasingly complex digital world. For more information, visit [www.logicmonitor.com](http://www.logicmonitor.com) and [our blog](#), or follow us on [LinkedIn](#), [X](#), [Facebook](#), and [YouTube](#).



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