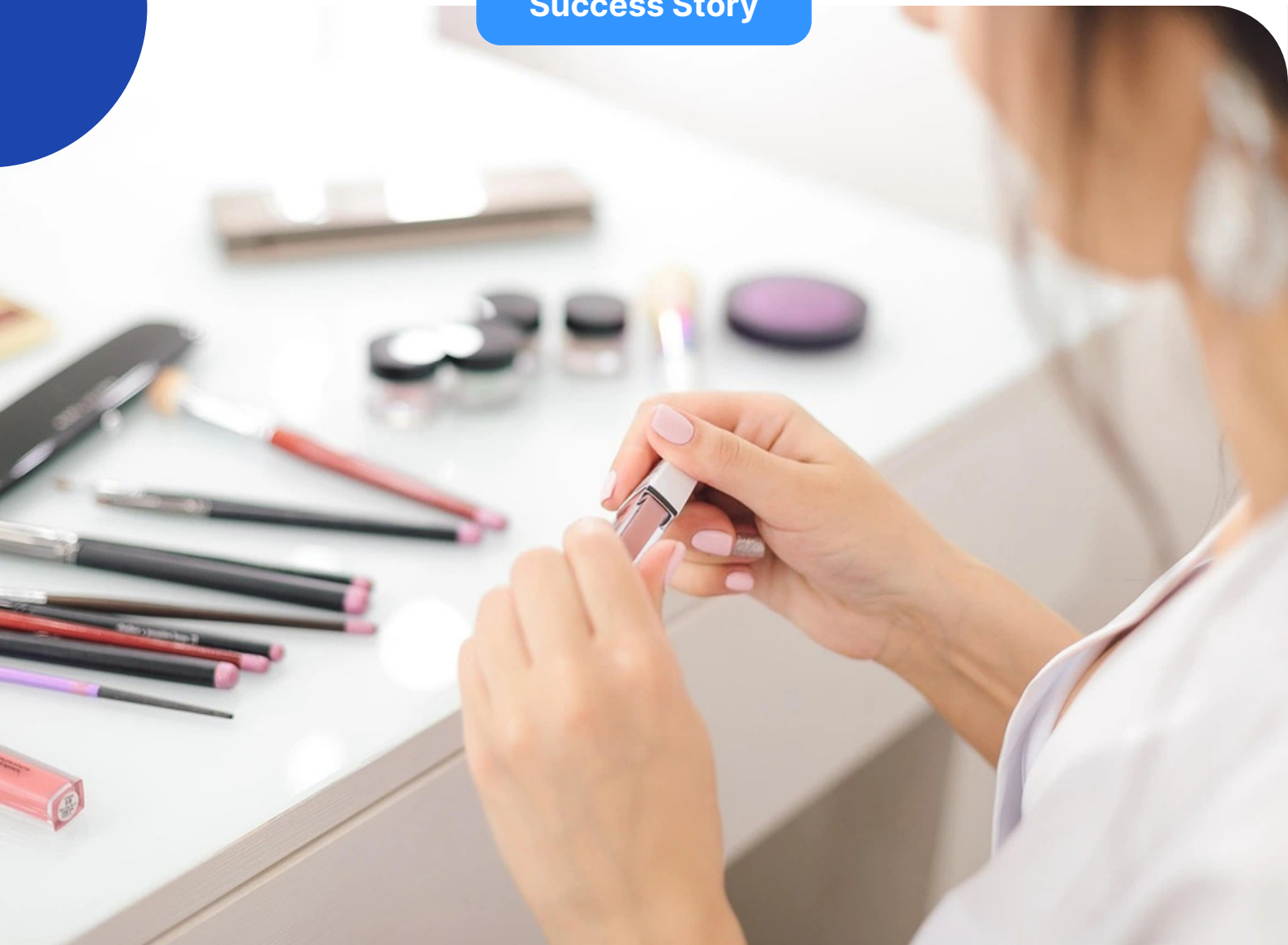




Gouiran Beauté

Product data optimization and reliability

Success Story





Founded over 60 years ago, Gouiran Beauté is a family business that has become a recognized player in the distribution of beauty and hairdressing products for professionals and individuals. Today, the brand has 22 stores in France and an e-commerce site launched in 2009, reinforced in 2011 by a full-fledged e-commerce corner.

In 2023, Gouiran initiated a complete overhaul of its e-commerce by migrating from Magento to Shopify, with the aim of modernization and omnichannelity. In this context, the implementation of a Quable PIM appeared essential to structure and make reliable product data, in particular on a catalog of 45,000 SKUs.



The issues

✕ Siloed, non-collaborative data management

Before PIM, **product data was managed exclusively by the web team**, who had to constantly call on purchasing or marketing to obtain the necessary information.

✕ A fragile, unsustainable reference system

Data was only enriched in **Magento**, making it **difficult to reuse and exploit on other channels**.

✕ Complex, time-consuming exports

The catalog's structure didn't allow for easy data manipulation or the creation of new fields adapted to business needs.

Quable has enabled Gouiran Beauté to :



Increased productivity

Updates are performed en masse in just a few clicks, and uploads are faster.



Enhanced reliability

Product data is now collaborative and structured, guaranteeing consistency across all channels.



Renewed growth

After a -10% drop over the last Magento year, the new Shopify + PIM site has boosted traffic and improved the conversion rate.

Quable has enabled Gouiran Beauté to centralize its product data, make it more reliable, automate enrichment, accelerate online publishing and support omnichannel growth.



A structured, scalable data model

The PIM made it possible to centralize and reorganize product information, with descriptions broken down into different fields during migration (15,000 products enriched).



A brand portal for stores

The 22 sales outlets now have **direct, real-time access to data** via sales tablets connected to the brand portal.



Automation via scripts and Make

Thanks to Axome 's work and the use of Make, nearly **50% of product fields have been automatically enriched**, greatly reducing manual workloads.

“

The Quable PIM enables us to make our products more reliable across all our channels [e-commerce, stores, marketplaces and tablets] while gaining in productivity.

”



Benjamin Lespagnol
Web Manager



About



Quable is the product information PIM and DAM management solution for brands and manufacturers seeking growth. Auchun, Berluti, Cooperl, Club Med, Delsey, Géo, Tryba and more than 150 big brands across 50 countries have chosen Quable PIM as their platform for omnichannel success. Quable was founded in 2013. Today 40 expert staff members manage 40 million products across the fashion, luxury, food retail and industry sectors.

Discover the Quable PIM solution with a demo.

[I want a free demo](#)



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