



Spartoo & Incremys: The AI content revolution for SEO on a European scale.

530,000 words written by AI in just 6 months, or 2/3 of a bible.



spartoo

Key figures

x4

Speed of execution and increased productivity with Incremys

10

Languages addressed to explode European traffic, with automated translation.

1100

Content written in 6 months with Incremys, or 530,000 words written.

÷4

The cost of production, thanks to personalized AI and automation

Challenge



Overview

Spartoo, European leader in online fashion

Spartoo is a major player in fashion e-commerce in Europe, offering thousands of references in shoes, clothing and accessories.

With a presence in more than 20 countries, the team manages 20 websites: 20 different languages managed, 10 of which are highly strategic and worked with the Incremys tool. Spartoo aims for continuous expansion and optimal referencing to capture qualified and international traffic.

Challenges

Challenges before Incremys

- **Massive need for SEO content** : write thousands of brand pages and category pages for the top 10 European countries.
- **Linguistic complexity** : produce relevant content in 10 languages while respecting the SEO requirements specific to each country.
- **Production costs too high** : mobilizing human writers for such a volume of content is not sustainable in the long term.

Objectives

The challenges of a premium brand in the digital age.

- 01 Industrialize** The production of content while guaranteeing optimal quality.
- 02 Standardize** Tone-of-voice and ensure editorial consistency across all markets.
- 03 Drunchly** Reduce Costs and Time of production thanks to AI.
- 04 Maximizing SEO impact** with content optimized from the moment they are created.

To Meet These Challenges, Spartoo Made the Choice of **Incremys and its automation module**, making it possible to industrialize the production of content while guaranteeing professional quality writing in a very short time.

Spartoo testimonial



Corentin Fremy

Acquisition Manager

“For us, Incremys is an X16 acceleration : I produce 4 times more content, it is 4 times cheaper to produce and 4 times faster. I don’t have any better.”



Corentin Fremy

Acquisition Manager

“The Incremys automation module is highly efficient and easy to use : it allows you to “scale” strongly on the content, while maintaining quality.”



Corentin Fremy

Acquisition Manager

“Without Incremys IA, we would have needed a team of 10 full-time editors to get same results in the same amount of time.”

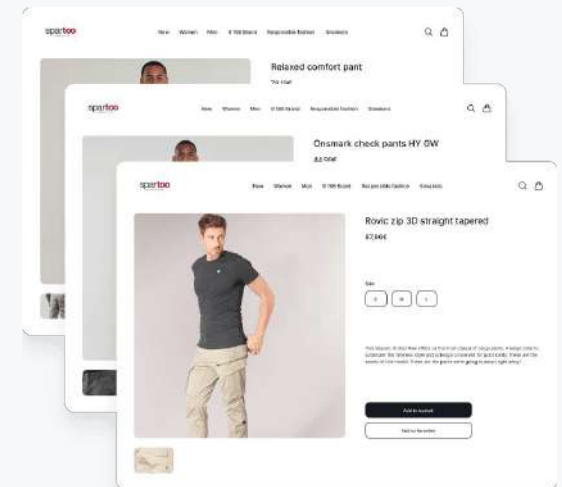
Solution

Step 01

Briefing the AI - Creating a cohesive brand voice

Thanks to the module of **advanced setting**, the Spartoo team was able to prompt and formulate its requests to **personalized AI** :

- **The module for defining a tone-of-voice** : allows Spartoo to provide precise stylistic guidelines to guarantee a unified editorial identity: identification of the B2C target market, friendly tone, use of informal tone, brand objectives...
- **Machine learning from existing content** : Custom AI analyzes and learns from examples of category pages and brand pages provided by the team, to understand the expected structure and style.
- **Dynamic writing templates** : each generated content scrupulously respects the SEO requirements as well as the chosen page template, depending on whether it is a category page or a brand page.
- **Input data integration** : the team provides the source data for the content to be produced (product name, brand, product type,...). Personalized AI is based on these to produce on a large scale.



On a daily basis

“Personalized AI is imbued with our guidelines and produces content that is totally in line with our expectations. Respect for our brief, the number of words we want, the way we express ourselves... Everything is there!”

Corentin Fremy, Acquisition Manager

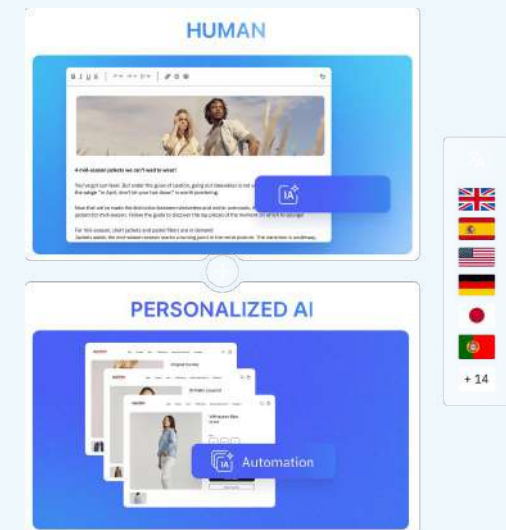
Step 02

Scaling content production across 10 languages

With the **Incremys automation module**, the e-merchant is industrializing its production process, from the writing to the translation of its content:

- More than **1100 pieces of written content** in just 6 months, category pages and brand pages in particular. That's 530,000 words written by AI, the equivalent of two-thirds of a Bible.
- **10 languages are managed automatically**, with linguistic and cultural adaptation for each European country. The teams thus focus on the early SEO phases with the targeting and adaptation of keywords for each country, for a multilingual experience as close as possible to the customer.

The output files facilitate the import and publication of content on the various Spartoo sites.



The key benefits

“Honestly, I couldn't even tell the difference between text I wrote and text generated by Incremys custom AI. The advice and recommendations generated by AI in our product pages are of high quality. In concrete terms, with Incremys it works!”

Corentin Fremy, Acquisition Manager

The key benefits

“Incremys allows us to save time and budget: €150K saved on writing over 8 months, 2 years of work on 1 full-time person saved!”

Corentin Fremy, Acquisition Manager

Step 03

International SEO in a few key figures

Incremys allows Spartoo to monitor the performance of its content and to adjust its SEO strategy for each target market:

- **In Germany, +100% of keywords are positioned in the Google top 10.** In April 2024, 2,100 keywords were in Google's top 10. In March 2025, 4300 keywords were positioned in Google's top 10. Germany was a country in which the team could not position itself despite heavy investments and efforts in content and netlinking.
- **On the Spanish market, there are +40% of keywords in the Google top 10 :** Spartoo went from 13K keywords to 18K keywords positioned in 9 months.
- **All countries combined, the team observed a 15% increase in keywords positioned in the Google Top 10, in just 9 months.**



+100% of keywords positioned in the Google top 10.



+40% more keywords in Google top 10

Results

“Without Incremys' AI, we would have needed a team of 10 full-time editors to get the same results in the same amount of time.”

Corentin Fremy, Acquisition Manager

Results

“For us, Incremys is an X16 acceleration: I produce 4 times more content, it is 4 times cheaper to produce and 4 times faster. I don't have any better.”

Corentin Fremy, Acquisition Manager

Results

Results

Growth powered by personalized AI

With Incremys, Spartoo has transformed its approach to SEO and content production, drastically reducing costs and accelerating its presence on the European market.

Ready to industrialize your content production?
Request an Incremys demo now!

x4

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1 100

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The cost of production, thanks to personalized AI and automation

**Next-generation SEO
starts here.**

incremys.com

