

How L'Occitane boosts its digital visibility in the AI era



+154%

Organic
revenue

+87%

Presence in
AI responses

+96%

Non-branded clicks
(Advent Calendar YoY)

CHALLENGE

An iconic French brand founded in 1976, L'Occitane en Provence operates across 22 markets through its retail network and e-commerce. As AI reshapes search behaviors, the brand has made SEO — and now GEO — a strategic lever to regain control of its visibility and reduce its reliance on Paid. Heavily reliant on Paid investments, particularly on branded keywords, L'Occitane needed to rebalance its acquisition levers — within a complex environment: limited SEO resources, a strong dependence on IT that slowed execution, and technical complexity (JavaScript) limiting how search engines and AI could read its content. The challenge became twofold: stay visible on traditional search engines while establishing a presence in new conversational environments, across 22 markets.

SOLUTION

L'Occitane relies on Botify to run a unified SEO & GEO strategy end-to-end, from analysis to execution. With PageWorkers, the team deployed 31 actions into production without involving IT (category pages, metadata, internal linking, 300+ structured-data FAQ modules), while establishing clear governance with IT: quick wins go through PageWorkers, structural work through IT cycles.

In parallel, Botify AI Visibility analyzes more than 5,000 prompts per week across multiple LLMs (ChatGPT, Gemini, Perplexity) to steer the brand's presence and perception in AI-generated responses.

RESULTS

In just a few months, Search shifted from an acquisition lever to a strategic pillar: +154% organic revenue, +39% clicks, and +33% impressions, across 22 markets at constant headcount. On the AI side, the brand appears in 87% of prompts generating a product recommendation and earns 73% positive mentions. During peak periods: the strongest Black Friday Search performance ever recorded, and +96% non-branded clicks on the Advent Calendar.

“With Botify, we accelerated our execution and embedded AI at the heart of our Search strategy. Search has become a major pillar of our competitive advantage in the AI era.”

Dorian Candavoine, EMEA E-commerce Director

