

Grid Dynamics Scales Hyper-Personalization for Galeries Lafayette; Drives 7% Revenue Increase via AI-Powered Search and Merchandising

Key Takeaways:

- Galeries Lafayette achieved a 7% total revenue increase and an 8% rise in average basket value by replatforming its legacy search and recommendation stack with Google Vertex AI Search for Commerce and Grid Dynamics' proprietary Merchandising Experience Platform (MXP).
- The solution successfully modernized a complex catalog of over 600,000 products—including 350,000 from third-party marketplaces—contributing to a 20% year-over-year increase in online sales.
- This successful program showcases Grid Dynamics' expertise in bridging the gap between advanced AI models and measurable retail profitability for global enterprises.

SAN RAMON, Calif., April 20, 2026 – [Grid Dynamics](#) Holdings, Inc. (Nasdaq: GDYN) (“Grid Dynamics”), a premier AI transformation partner for the Fortune 1000, today announced the successful deployment of a hyper-personalized digital shopping experience for Galeries Lafayette, the iconic French department store. By integrating Google Vertex AI Search for Commerce with the proprietary Grid Dynamics Merchandising Experience Platform (MXP), the retailer has modernized its search, navigation, and recommendation engines across its web, client, and seller applications.

The initiative addressed significant challenges posed by a legacy search stack that struggled to manage a vast catalog of 600,000 products, including 350,000 from third-party marketplaces. This complexity often led to poor search relevance and high manual workloads for merchandising teams. The new platform provides a tailor-made experience for each visitor, leveraging real-time data ingestion to ensure accurate product availability and pricing. During peak commercial operations, the platform maintained rock-solid stability, achieving:

- 7% total revenue increase
- 8% rise in average basket value
- 20% year-over-year increase in online sales
- measurable gains in search conversion, recommendation-driven revenue, and merchandising efficiency.



"The tests conducted this summer demonstrated significant benefits on all of our business and product KPIs, confirming the relevance of this technological choice for our hyper-personalization strategy," said Lucas Serralta, Chief Product Officer at Galeries Lafayette. "Beyond this deployment, this platform paves the way for many innovations, such as the development of intelligent agents capable of enhancing the online and in-store shopping experience".

"Our work with Galeries Lafayette is a marquee example of how we bridge the gap between sophisticated AI models and real-world retail profitability," said Yury Gryzlov, COO and Head of Europe at Grid Dynamics. "By combining Google's powerful search capabilities with our MXP's precise merchandising controls, we've empowered one of the world's most iconic brands to turn complex data into seamless, high-conversion customer journeys at scale".

Watch a [video case study](#) on this collaboration to learn how Grid Dynamics drives measurable enterprise value through AI-powered search and merchandising solutions.

About Grid Dynamics

Grid Dynamics (Nasdaq: GDYN) is a premier AI transformation partner for the Fortune 1000. We combine deep AI expertise with proven enterprise-scale delivery to help clients identify where to invest in AI, build systems that work at scale, and capture real business value from AI deployments. A key differentiator for Grid Dynamics is our almost a decade of leadership in enterprise AI. Founded in 2006, Grid Dynamics is headquartered in Silicon Valley with offices across the Americas, Europe, and India.

To learn more about Grid Dynamics, please visit <https://www.griddynamics.com>. Follow us on [LinkedIn](#).

Forward-Looking Statements

This communication contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 that are not historical facts, and involve risks and uncertainties that could cause actual results of Grid Dynamics to differ materially from those expected and projected. These forward-looking statements can be identified by the use of forward-looking terminology, including the words "believes," "estimates," "anticipates," "expects," "intends," "plans," "may," "will," "potential," "projects," "predicts," "continue," or "should," or, in each case, their negative or other variations or comparable terminology. These



forward-looking statements include, without limitation, quotations and statements regarding the expected benefits of our capabilities and our company's future growth including with customers, our collaboration with Galeries Lafayette, and Google Cloud.

These forward-looking statements involve significant risks and uncertainties that could cause the actual results to differ materially from the expected results. Most of these factors are outside Grid Dynamics' control and are difficult to predict. Factors that may cause such differences include, but are not limited to our ability to achieve its expected benefits, as well as any factors limiting our capabilities, the benefits of our services and products, and our company's growth strategy.

Grid Dynamics cautions that the foregoing list of factors is not exclusive. Grid Dynamics cautions readers not to place undue reliance upon any forward-looking statements, which speak only as of the date made. Grid Dynamics does not undertake or accept any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements to reflect any change in its expectations or any change in events, conditions or circumstances on which any such statement is based. Further information about factors that could materially affect Grid Dynamics, including its results of operations and financial condition, is set forth under the "Risk Factors" section of Grid Dynamics' annual report on Form 10-K filed March 5, 2026, and in other periodic filings Grid Dynamics makes with the SEC.

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