



# The Future of Retail

## AI-Enabled Personalized Customer Experiences



# Personalized Customer Experiences

## Retail's #1 Priority

Customer Acquisition Costs (CAC) in highly competitive markets have been rising steadily, catching up with and even outpacing Customer Lifetime Value (CLV). eCommerce is no exception. This has forced retailers to look long and hard at the only path for sustainable growth—**customer retention**.



It is 5X to 25X more expensive, depending on the industry, to attract a new customer than retain an existing one.<sup>1</sup>

The need for personalization goes far beyond marketing spends. Customers too are demanding relevant, personalized experiences and there is no shortage of data telling us this.

**74%** of consumers feel frustrated when content is not personalized. Returning customers spend **67%** more than new customers.<sup>2</sup>

In 2019, legendary analyst and venture capitalist Mary Meeker called for retailers to **focus on customer satisfaction and personalized recommendations** as a strategy for sustainable growth.

Providing customers with personalized experiences is today, a key focus for retailers. BCG found that top retailers spend almost 1% of their revenue on personalization of some kind.

**Yet, in spite of having the attention of top management and organization buy-in, most personalization efforts show little ROI.**

<sup>1</sup>Source: HBR, The Value of Keeping the Right Customers

<sup>2</sup>Source: Forbes, 50 Stats Showing the Power of Personalization + How to Make More Money Without Making More Sales

# The Problems with Personalization

By 2025, **80%** of marketers who have invested in personalization will abandon their efforts due largely to a lack of demonstrable ROI<sup>3</sup>

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Personalization fails for a variety of reasons, the most common of which are

- **Quality of data**  
A personalization solution is only as good as the data it is fed. Too many personalization solutions offer little more than CRM capabilities, where data is simply stored.
- **Segmentation is not Personalization**  
Segmentation, while useful when deciding what journey a group of customers should be taken on, is not adequate. Every customer is unique and expects to see content relevant to them at an individual level.
- **Collaborative Filtering is not Personalization**  
Collaborative filtering often throws recommendations that lack context. Social media is filled with stories of collaborative filtering failures. While they make entertaining stories, they do little for conversion.
- **The Right Content at the Right Time**  
Effective personalization strategies need to consider customer intent at each stage of the buyer journey. Specific kinds of personalized recommendations work best at specific stages in the journey.

**True personalization is when every single customer sees a version of the store created just for them.**

This requires an understanding of each and every customer's preferences across a wide range of attributes. It requires an understanding of a customer's intent at every click. It requires the ability to change what the customer sees in an online store, real-time.

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<sup>3</sup> Gartner Predicts 80% of Marketers Will Abandon Personalization Efforts by 2025 - Gartner



When no two customers  
are alike, why should their  
customer journeys be?





# VueX

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**VueX** puts the power of A.I. in the hands of eCommerce teams, to help them go beyond transactions and **build immersive, personalized customer journeys that are so remarkable, they become the brand story.**



# How VueX Works

One Tool. No Code. Plug & Play.



## ENHANCE & GENERATE DATA

By combining image data, text data and behavioral data, we provide a single, enhanced view of customers and inventory.

## BUILD PERSONALIZED EXPERIENCES

A.I. generated dynamic 1:1 personalization of product recommendations and content, based on individual customer preferences & intent.

## CREATE IMMERSIVE CUSTOMER JOURNEYS

Simple way to build and optimize customer journeys across touchpoints.

## A/B TEST

Run well designed, statistically significant A/B tests to find winning journeys to take to the world.

## DEMONSTRATE IMPACT

Intuitive dashboard that captures the metrics that matter to your business including *directly attributable revenue*.

## CUSTOMIZABLE TO RETAILER'S BUSINESS & GOALS MAKE THE A.I. YOUR OWN

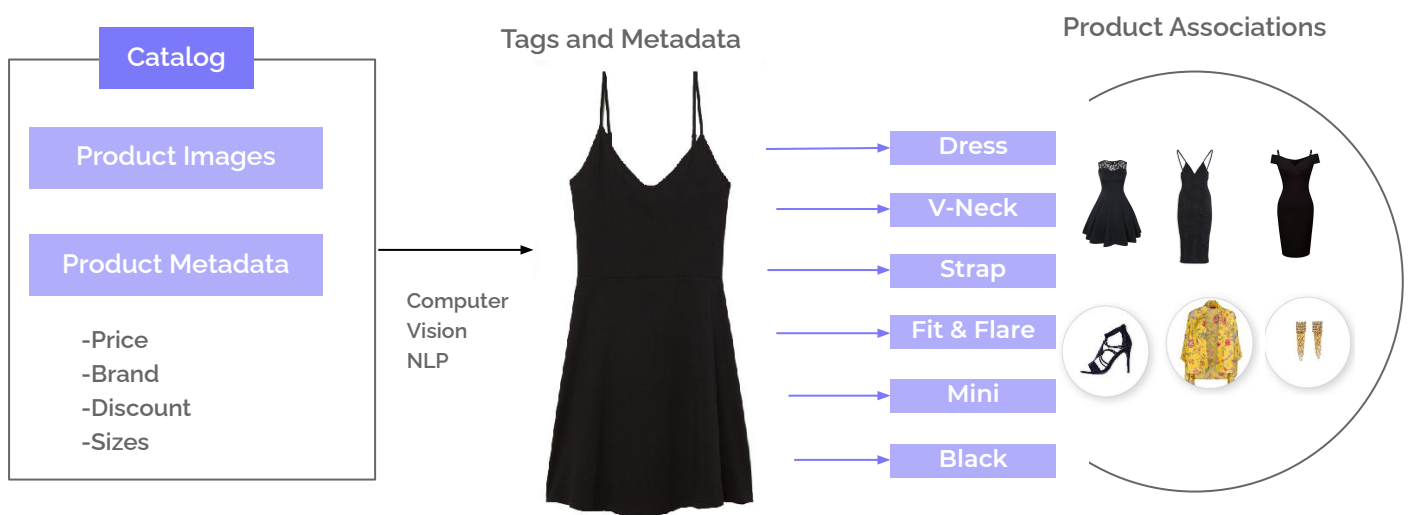
[Modular](#) | [Demonstrate ROI from day one](#) | [Customer success team invested in your success](#)



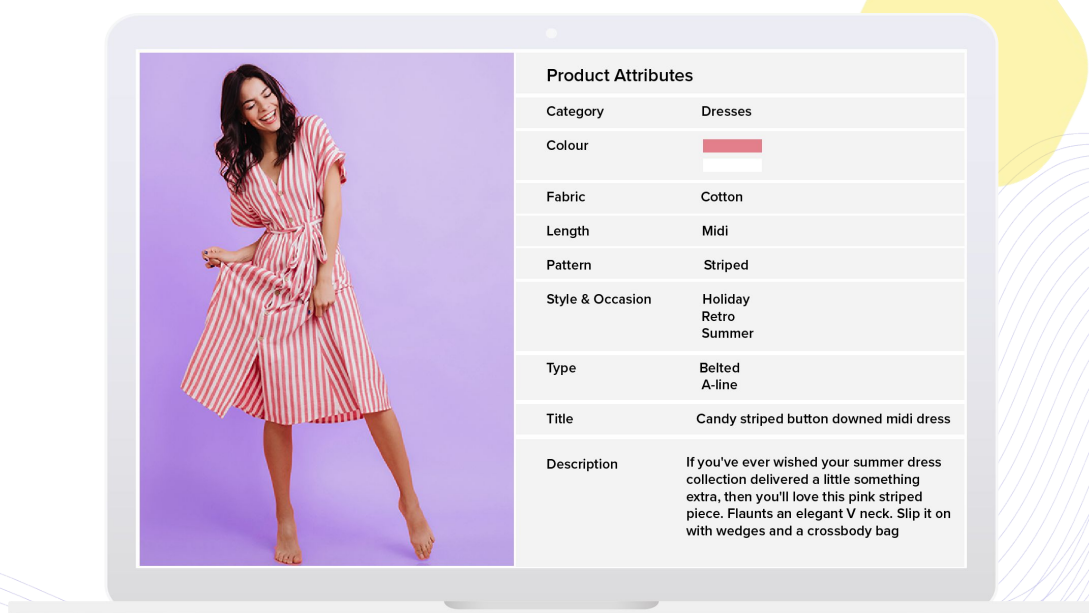
# VueX Doesn't Just Use the Data Provided It Makes It Better!

## Product Data

VueX's powerful Visual A.I. engine automatically extracts attributes from image and text data. It then uses the detailed metadata to build associations between products in a retailer's catalog.



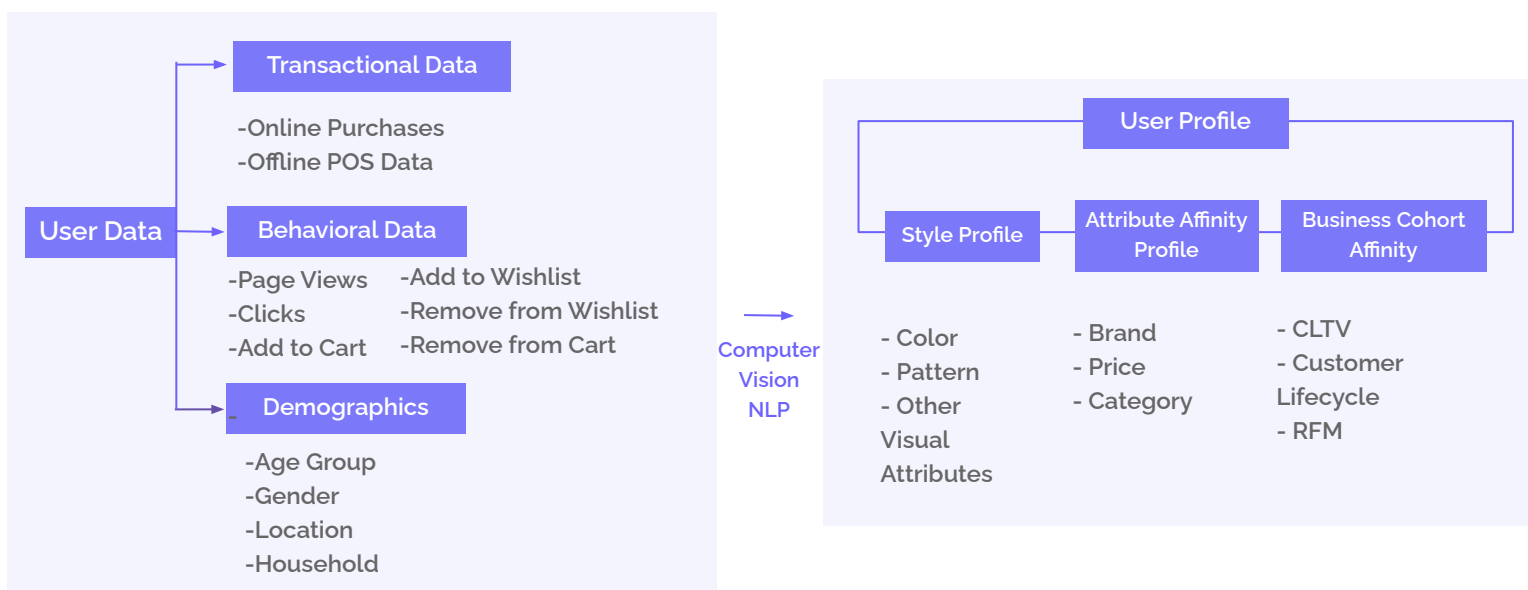
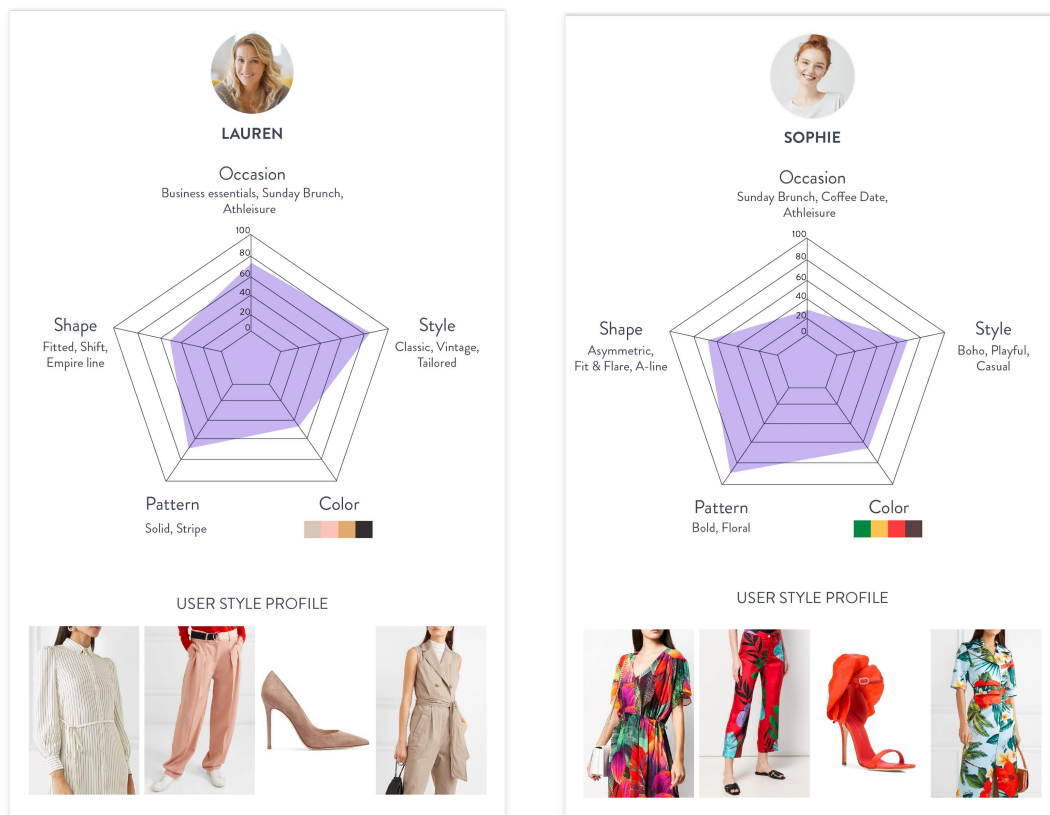
The only data retailers need, to start offering their customers personalized experiences, is a product catalog.



# VueX Doesn't Just Use the Data Provided It Makes It Better!

## Rich Customer Profiles

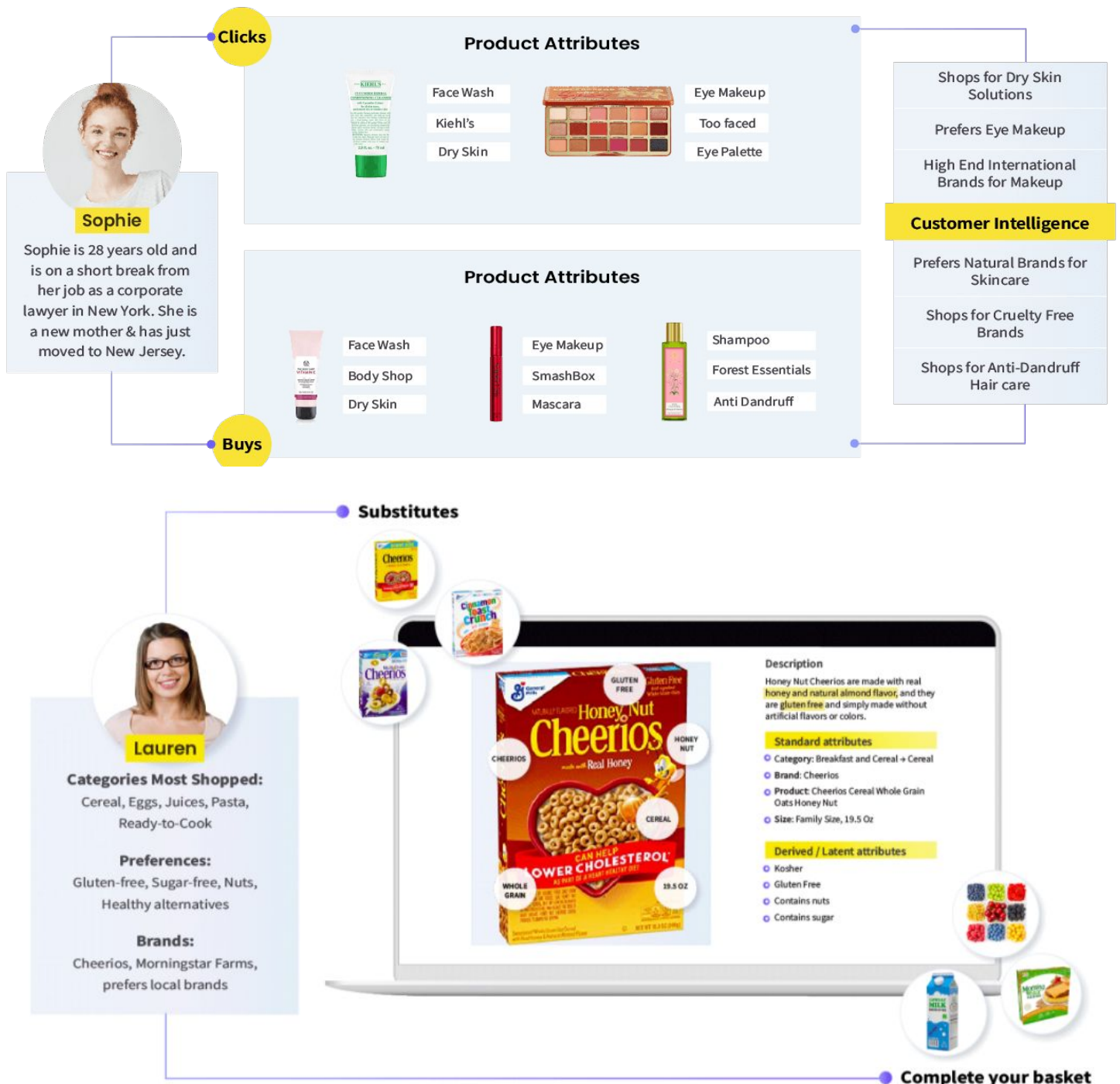
VueX combines real-time and historical data to understand every customer's preferences across a wide selection of attributes.





# Rich Customer Profiles

## Beauty and Grocery



Shops for Dry Skin Solutions

Prefers Eye Makeup

High End International Brands for Makeup

**Customer Intelligence**

Prefers Natural Brands for Skincare

Shops for Cruelty Free Brands

Shops for Anti-Dandruff Hair care

**Buys**

**Substitutes**







**Lauren**

**Categories Most Shopped:**  
Cereal, Eggs, Juices, Pasta, Ready-to-Cook

**Preferences:**  
Gluten-free, Sugar-free, Nuts, Healthy alternatives

**Brands:**  
Cheerios, Morningstar Farms, prefers local brands



**Description**  
Honey Nut Cheerios are made with real honey and natural almond flavor, and they are gluten free and simply made without artificial flavors or colors.

**Standard attributes**

- Category: Breakfast and Cereal → Cereal
- Brand: Cheerios
- Product: Cheerios Cereal Whole Grain Oats Honey Nut
- Size: Family Size, 19.5 Oz

**Derived / Latent attributes**

- Kosher
- Gluten Free
- Contains nuts
- Contains sugar





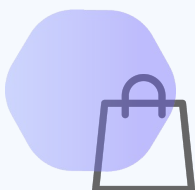
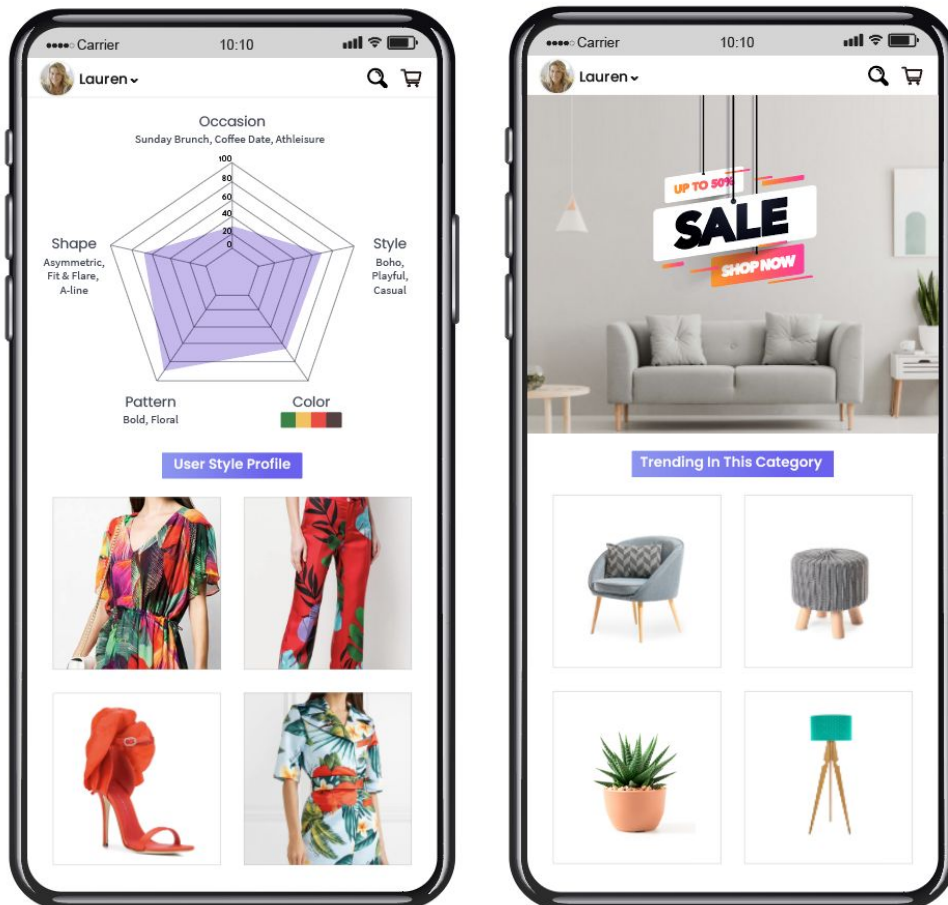
**Complete your basket**

# Build Personalized Experiences

## At Every Touchpoint

Iconic brands are defined by the connections they make with their customers. VueX helps eCommerce teams provide customers with content personalized to their preferences and intent, at every touchpoint.

- Personalized product recommendations
- Personalized product listing pages
- Personalized banners and overlays



Customers that interact with VueX's personalized content on the homepage view 2X more products and contribute to 5X more in revenues.



# Personalized Product Recommendations

## INCREASE CONVERSION

Visually Similar/Similar  
Recommended for You  
Based on Your Browsing History  
Recently Viewed

## INCREASE AOV/AOS

Frequently Bought Together  
Style It With (Fashion)  
Recipe Bundles/Substitutes (Grocery)

## INCREASE ENGAGEMENT

Trending/Top Picks  
Recently Viewed



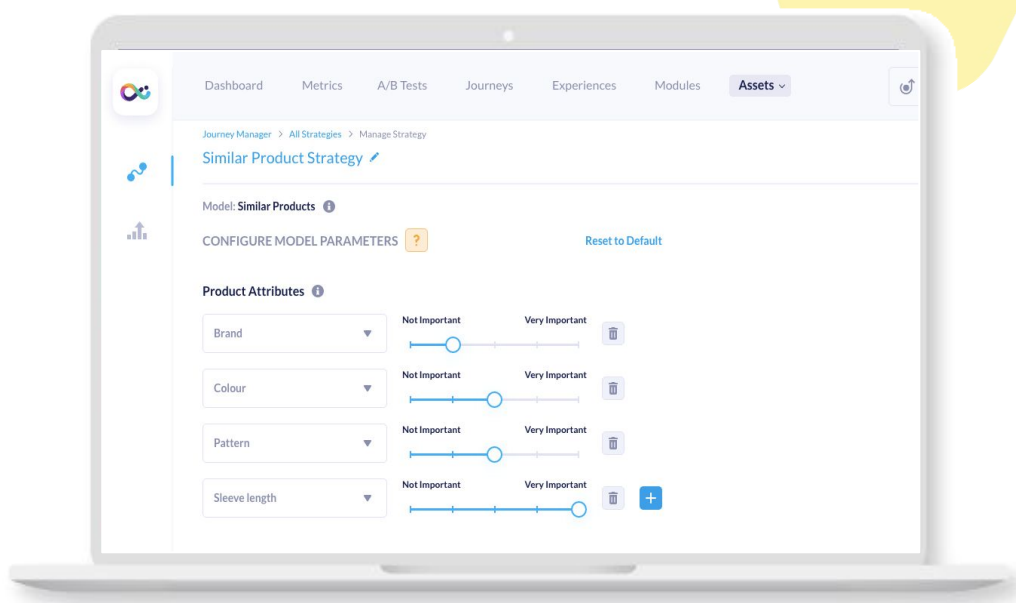
VueX goes beyond category and color to include visual attributes like neck cut, sleeve length, silhouette, hemline, as well as non-visual attributes like brand, occasion, season & many more.

# Make the A.I. Your Own

VueX can be customized to your business & goals. Standard customizations include

- Weightage adjustments in the product recommendation algorithms
- Product and content templates
- Filters based on business goals
- Metrics & KPIs to be measured

Easy to customize. No code needed.



Retailers can adjust weightages of the product recommendations based on their inventory and business goals. Retailers who have in-house labels might decide to increase the weightage of 'brand', for example. Retailers that stock block color dresses might decide to reduce the weightage of 'patterns' and increase the weightage of 'color'.

**Our Customer Success teams work closely with retailers to help them optimise customisations, run A/B tests and maximise ROI.**



# Personalized Product

## Listing Pages

Customers who use site search are 216%<sup>4</sup> more likely to buy than those who don't. Providing personalized search results increases conversion rates.



WINE RALPH LAUREN OFF SHOULDER EVENING DRESS








Search without VueX

STANDARD CATALOG				
BRAND	CATEGORY	STYLE	COLOR	OCCASION
 ✓	 ✓	 ✗	 ✗	 ✗



Personalized Search with VueX

STANDARD CATALOG + VUE.AI'S VISUAL TAGS				
BRAND	CATEGORY	STYLE	COLOR	OCCASION
 ✓	 ✓	 ✓	 ✓	 ✓



LAUREN



SOPHIE



**VueX's enhanced product data ensures greater catalog coverage** when a customer runs a search query. The search results that appear are dynamically personalized to each customer, based on the rich customer profile generated by the A.I. engine.

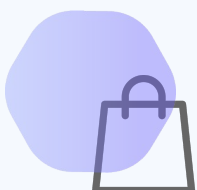
# How Dynamic

## 1:1 Personalization Works



3. Based on their real-time behavior, it's clear Lauren is looking for a solid red dress while Sophie is looking for a red dress with floral patterns.

**With dynamic 1:1 personalization, each and every customer is taken on a unique journey tailored to their preferences and intent.**



**Dynamically personalized recommendations increase conversion by 2X when compared to static recommendations.\***



# How Dynamic

## 1:1 Personalization Works

1. Lauren & Sophie begin their journey by clicking on the same product.

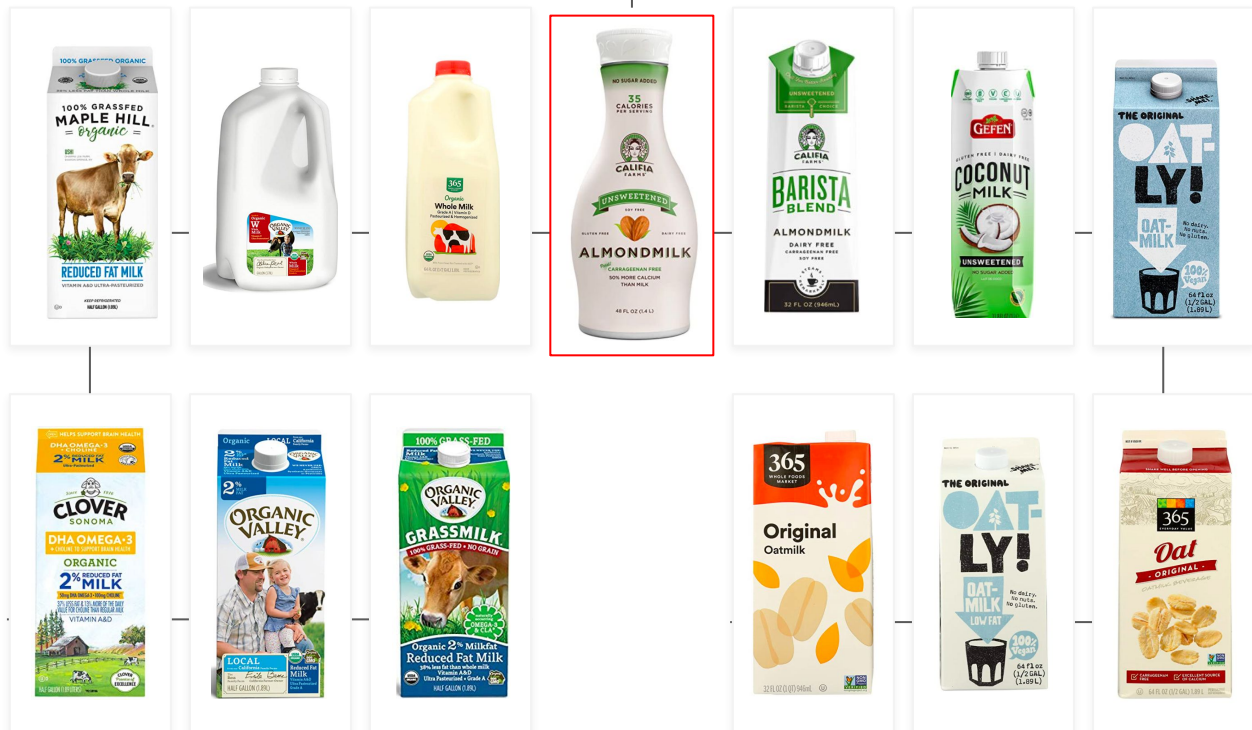


SOPHIE



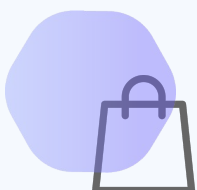
LAUREN

2. The products Lauren & Sophie see next are influenced by their attribute profile (Kosher & Vegan)



3. Based on their real-time behavior it's clear Sophie is looking for a 0.5 gallon cow's milk carton while Lauren is looking for a 0.5 gallon of oat milk carton.

**With dynamic 1:1 personalization, each and every customer is taken on a unique journey tailored to their preferences and intent.**



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# Creating Immersive Personalized Journeys Across Touchpoints

By using the right content at the right time in the customer journey, retailers see a significant uplift in conversion, AOV and engagement.



## Trending

Trending recommendations are a great starting point for personalized journeys for first time users. They work best on the Homepage.

Customers that engage with recommendations on the homepage contribute **5x more revenues** \*

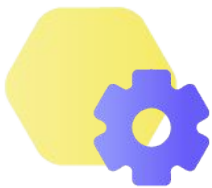


## Recommended For You

Recommendations personalized to an individual customer are a great way to increase conversion. They work well on Category Pages.

Recommended For You resulted in **3x higher conversions\*** for a multi-brand retailer

# Creating Immersive Personalized Journeys Across Touchpoints



## Visually Similar

Visually Similar recommendations based on individual customer profiles have the greatest impact on conversion when they appear on Product Pages.

A leading marketplace saw a **4x increase in conversion rate\*** when they used personalized Visually Similar recommendations.



## Curation Recommendations

Curation based recommendations have an impact on AOV/AOS when placed on checkout pages.

An online brand saw a **40% increase in AOV\*** from curation recommendations



## Personalized Email & Push Notifications

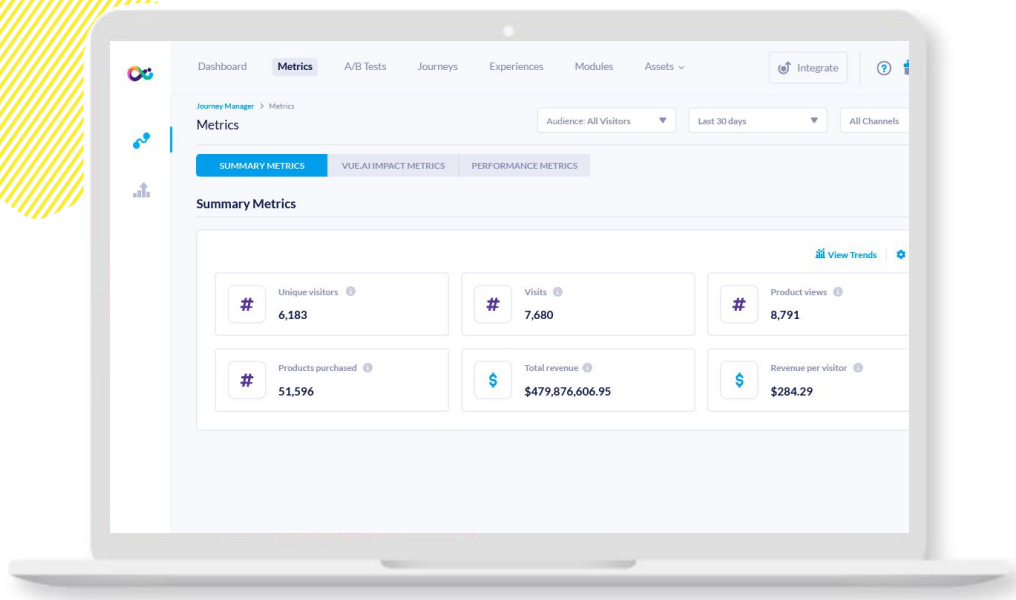
Contextually relevant personalized emails based on customer profiles have a significant impact on customer retention campaigns, site and cart abandonment campaigns, and upsell/cross-sell campaigns.

The world's largest fashion resale company reduced **customer retention costs by about 50%\*** with personalized email & push notifications.



# Actionable Insights & Business Impact

An intuitive dashboard demonstrates directly attributable revenue, conversion, AOV, journey performance and other relevant metrics. By measuring and visualizing actual business impact from personalized customer experiences, eCommerce teams are able to get organization buy-in.



Customer Success teams at Vue.ai provide insights and recommendations based on retail best practices. They work closely with retailers to design experiments and run A/B tests to find winning journeys.

“We look at Vue.ai as an integral part of Tata Cliq today. Their product managers sit in all our meetings and that’s the level of trust with which we are building this level of partnership and it is showing results in our numbers.”- **Vikas Purohit, CEO, Tata Cliq**

# Trusted by Retailers Across the Globe



Our catalog started gradually increasing. Now we have close to 150,000 products on the website. Then we start to partner with Vue.ai and we introduced small elements like Similar Products, Recently Viewed items. It started creating a huge impact for us in terms of engagement as well. These widgets are giving a lot of impact for us in terms that the majority uses have a touch point and they eventually place an order. And that's when we found that this is a game changer for us."

**Selvin Kumar, Growth Marketing, Namshi**



# Trusted by Retailers Across the Globe



With Vue.ai's Personalization Suite, we saw 8x the engagement from users who had interacted with Vue.ai, compared to users who hadn't interacted with them. The average basket size per order via recommendations was 40% larger than that of non-engaged users. The Vue.ai team has also been really prompt with suggestions for optimizing the placement of widgets, for constantly improving results.

**Shoji Kimura, Co-founder, Flava**

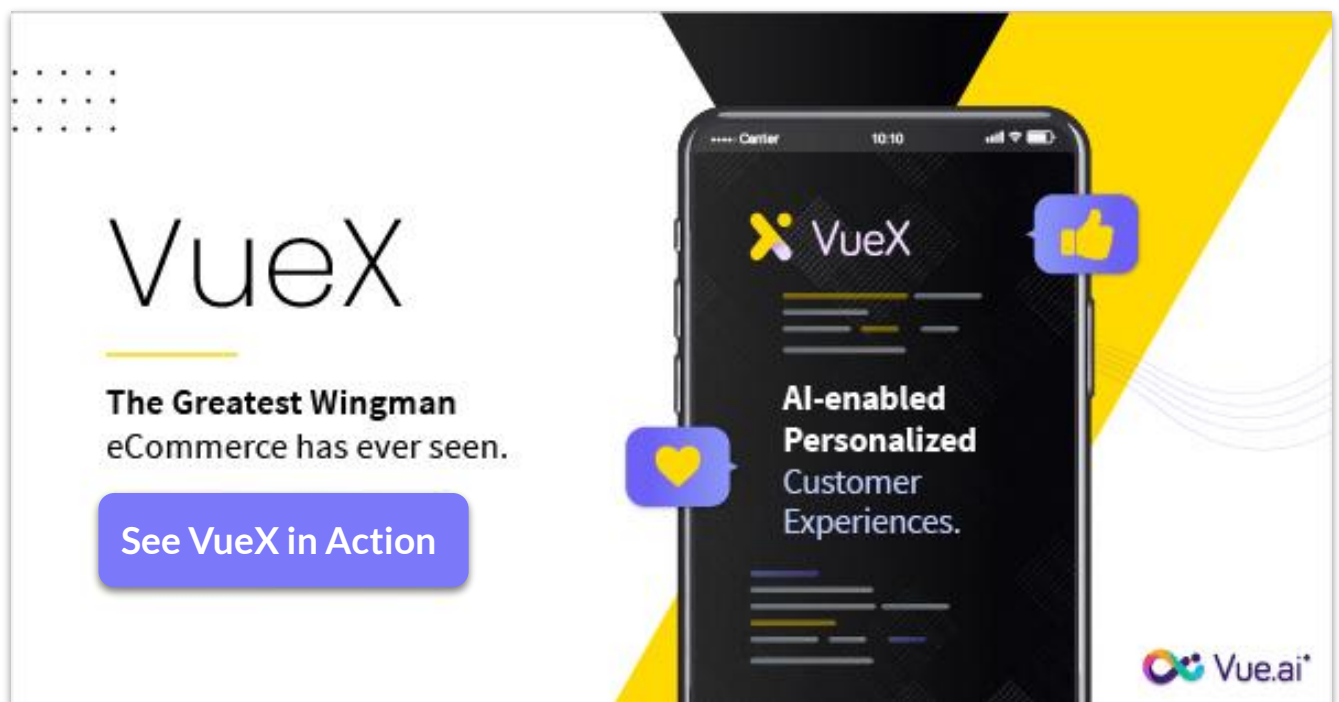


"At thredUP, creating personalized shopping experiences for our customers is a top priority. Vue.ai's AI-stylist allows us to personalize the end-to-end customer experience. A.I. algorithms take into account each individual's visual style preferences, brand affinities, price sensitivity and more, creating a significant impact on multiple touchpoints in the thredUP customer's journey."

**Chris Homer, Co-founder & CTO, thredUp**



# See Vuex in Action!





## Intelligent Retail Automation

*Process Automation & AI solutions for the Retail Industry*

Vue.ai is an end-to-end retail automation platform that is redesigning the future of retail with Artificial Intelligence. Using Image Recognition and Data Science - we extract catalog data, analyze it with user behavior and help your marketing, product and cataloging teams get actionable insights that **improve customer experiences, drive conversions and reduce costs**. We help you digitally map your products' DNA to create **one-of-a-kind retail experiences** for your customers and translate product information into the language that your teams can understand and make business decisions with.

## Making Retail Teams AI-Ready

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