

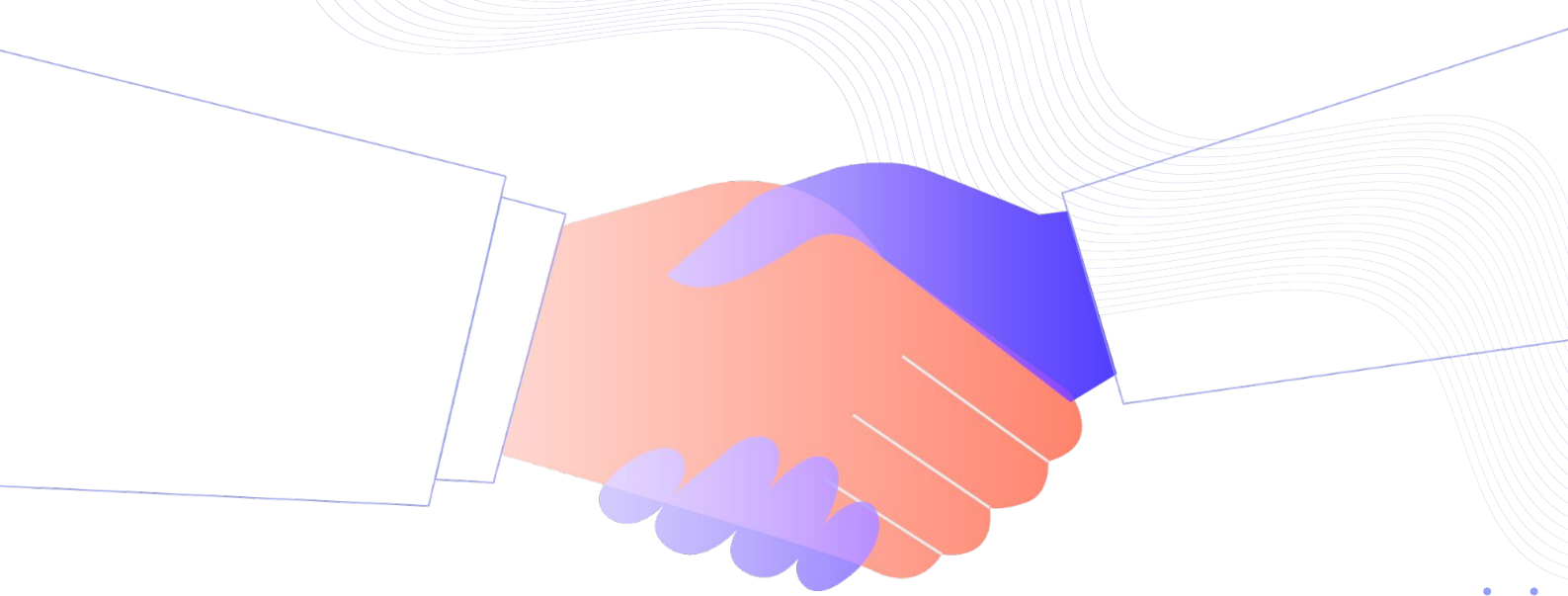


**PSL**  
PURPLE STYLE LABS

# Making eCommerce personalized recommendations work

Impact Study: Purple Style  
Lab's multi-designer platform  
- **Pernia's Pop-Up Shop**





## The big picture

The market size of the premium wear segment is estimated to reach a whopping \$22.5B by the year 2023. The customer Purple Style Labs (PSL)—one of the biggest luxury fashion houses in India—holds a prime position in this market. Their mission is to bring together design houses to create a memorable shopping experience on their platforms.

Vue.ai's personalization solution is implemented on one of their multi-designer platform - Pernia's Pop-Up Shop

**PSL's CxO team and the Vue.ai team have been working together since January 2020,**

- To implement, analyze, and tweak recommendation strategies that can maximise conversions and improve ROI.
- To drive forward a data-led decision making approach to personalization on the site by establishing frequent touch-points with the customer.
- To find new use cases for recommendation strategies across the shopper journey based on insights derived by putting data front and center.

The Vue.ai team conducted data-backed experiments and gathered data that would help gain better understanding of shopper journeys on the site.



Personalization and recommendation solutions implemented post these tests is helping Pernia's Pop-Up Shop see an improvement in engagement and conversion rates.



Placement, quality, and type of recommendations have encouraged shoppers to consistently engage more with Vue.ai recommendations.



Increased engagement is resulting in improved conversions for the retailer.



# Vue.ai's impact



Revenue  
Contribution  
**The \$ Value**



User Funnel  
**The Journey**



Increasing  
CONtribution (%)  
**The Growth**

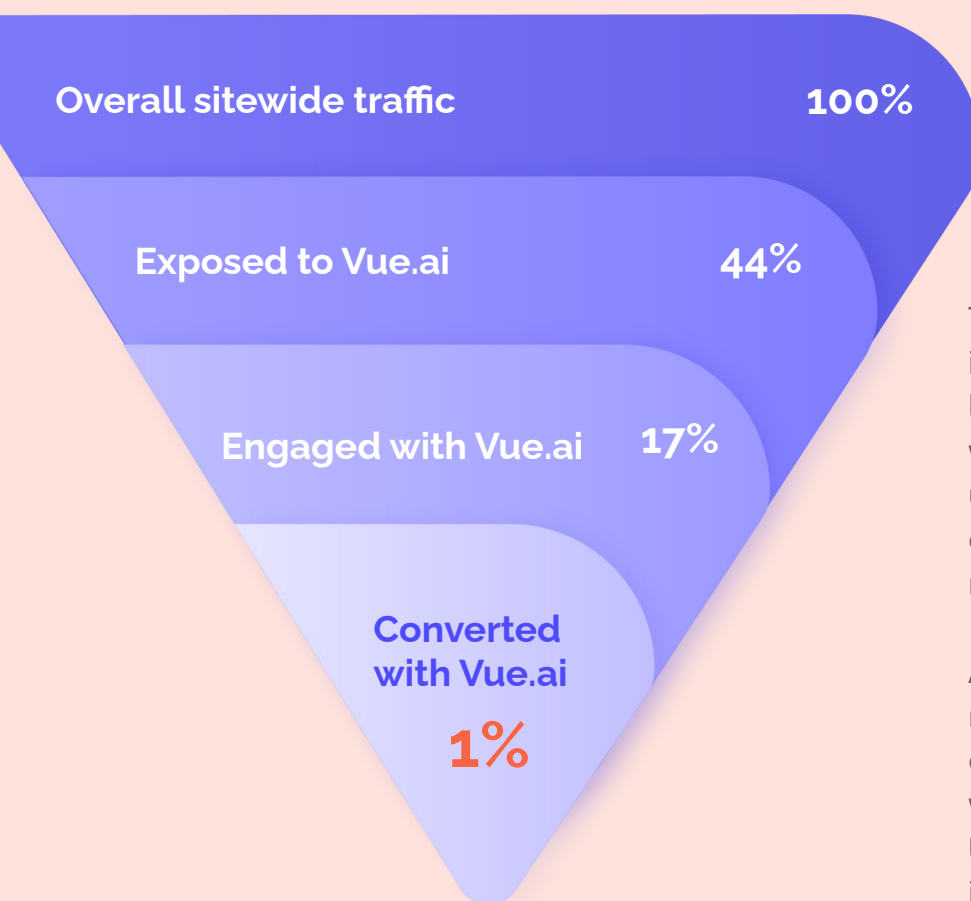


Engaged vs Non  
Engaged  
**The Lift**

# The Vue.ai funnel

Personalization solutions are not one-size-fits-all. Every single recommendation solution needs to be tailored to requirements, monitored, and iterated frequently for it to show the maximum possible impact for PSL. The Vue.ai team and Pernia's Pop-Up Shop team have frequent touchpoints to check and adjust recommendation strategies based on data across the site.

The funnel gives an idea of what the team looks for at a broad level to assess strategies



The **exposure rate** in the funnel is the percentage of people who look at Vue.ai recommendations while browsing the site. Engaged users are people who have clicked on a Vue.ai recommendation.

Adjusting where the recommendation widget appears on the page, how it appears and whether it adds or distracts from the **shopper journey** helps in improving the exposure rate.

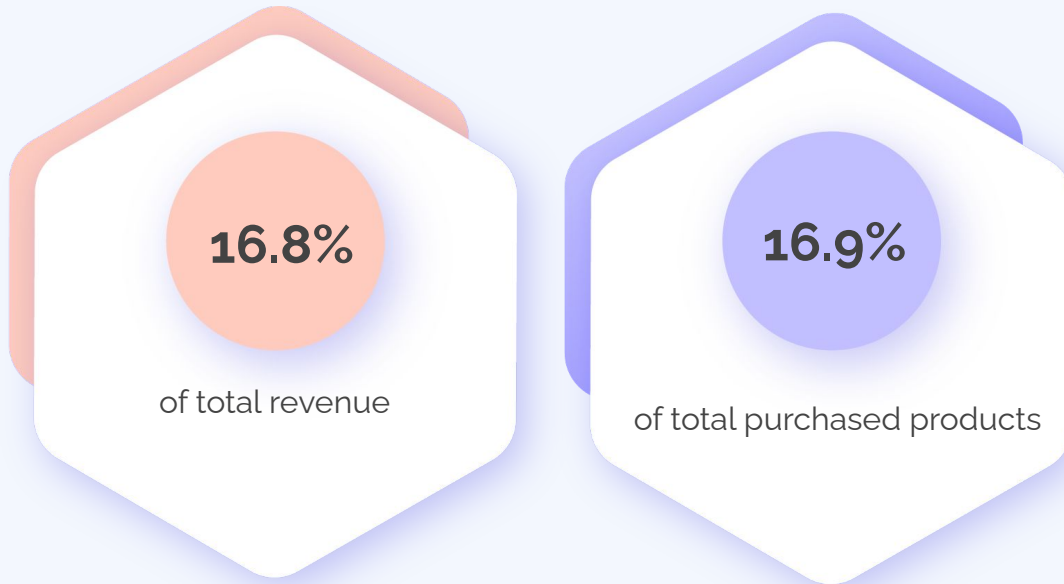
The improved **engagement rate**—which has shown a steady increase from January—can be attributed to improved quality of recommendations due to personalization at major touch points.

The **conversion rate** has also shown an increase since January.

# Vue.ai's Revenue Contribution

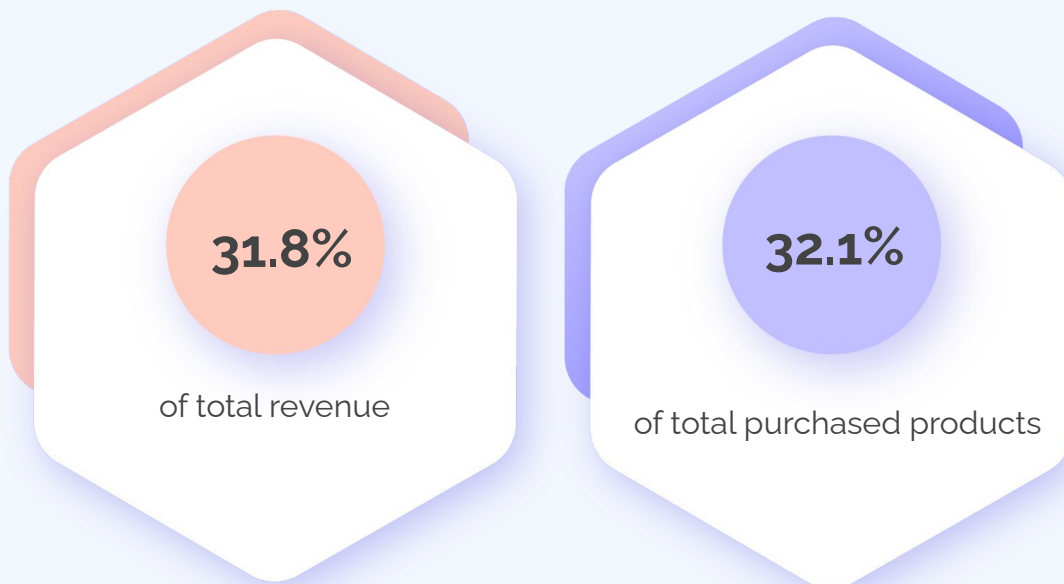
## Direct Attribution

User clicks on a product and purchases the same product within 7 days.



## Assisted Attribution

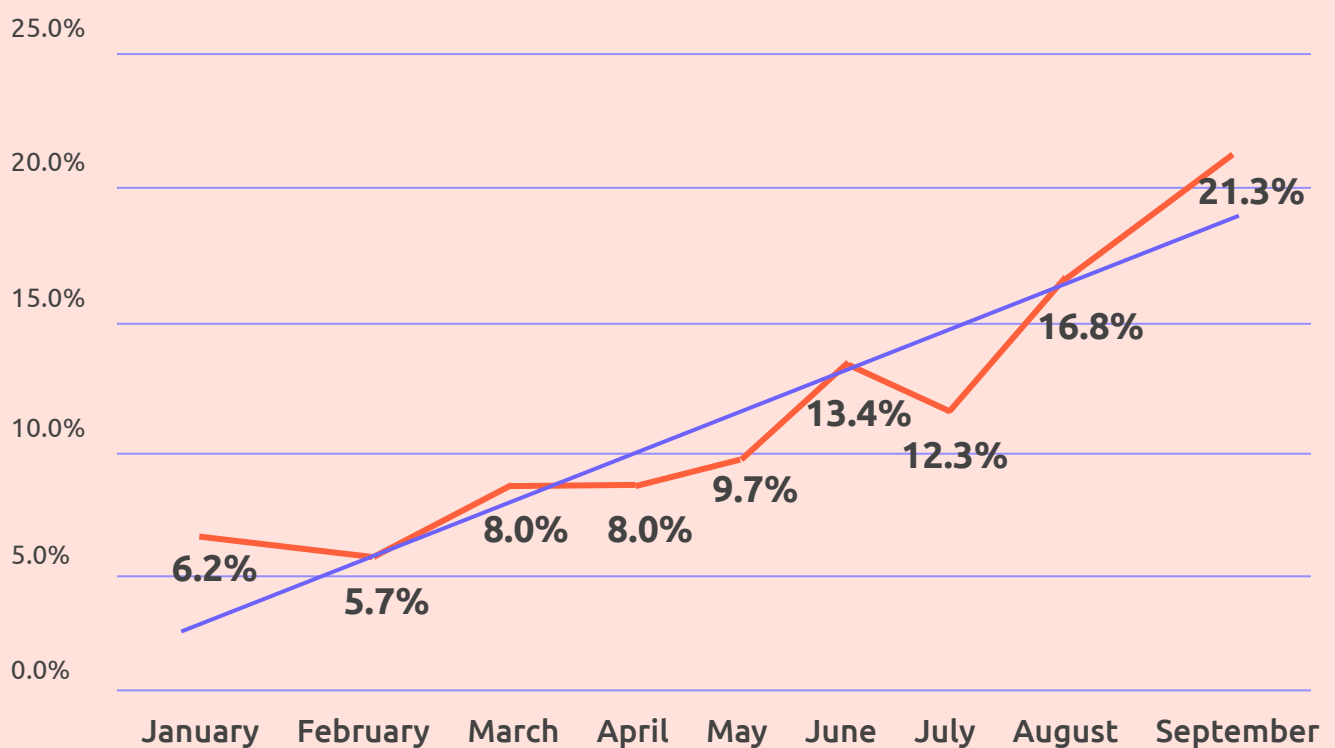
User clicks on a recommendation and buys any product in the same session.



# Month-on-month Rising Revenue Contribution

Pernia's Pop-Up shop saw significant month-on-month improvement with Vue.ai's personalization suite in three quarters of going live.

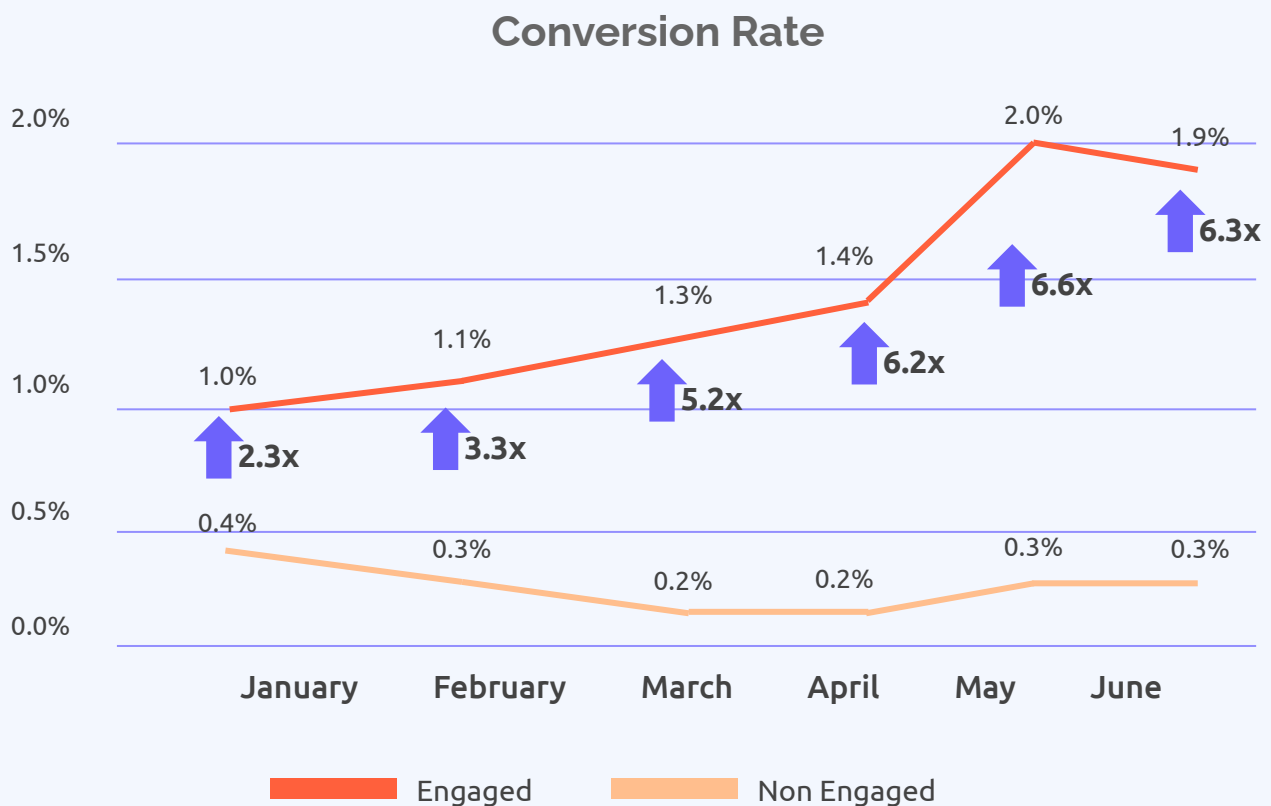
The Vue.ai team continue to work closely with the team experimenting, tweaking recommendations, and understanding customer business and goals.



# Improved Conversion Rates

Visits where shoppers click on Vue.ai recommendations have been performing much better than visits without any clicks. The uplift in month on month conversion between these two visits is indicative of the effectiveness of the recommendation modules.

The lift in conversion rate from engaged visitors on Pernia's Pop-Up Shop has tripled since January 2020





# Drivers of Growth

- 1 Revenue contribution from similar products with dynamic personalization
- 2 Improved shopper experience with brand based recommendations
- 3 Personalization across every touchpoint across shopper journey



**52% Increase**  
in revenue  
contribution for  
Similar Products  
with Dynamic  
Personalization

# Revenue Contribution from Similar Products with Dynamic Personalization

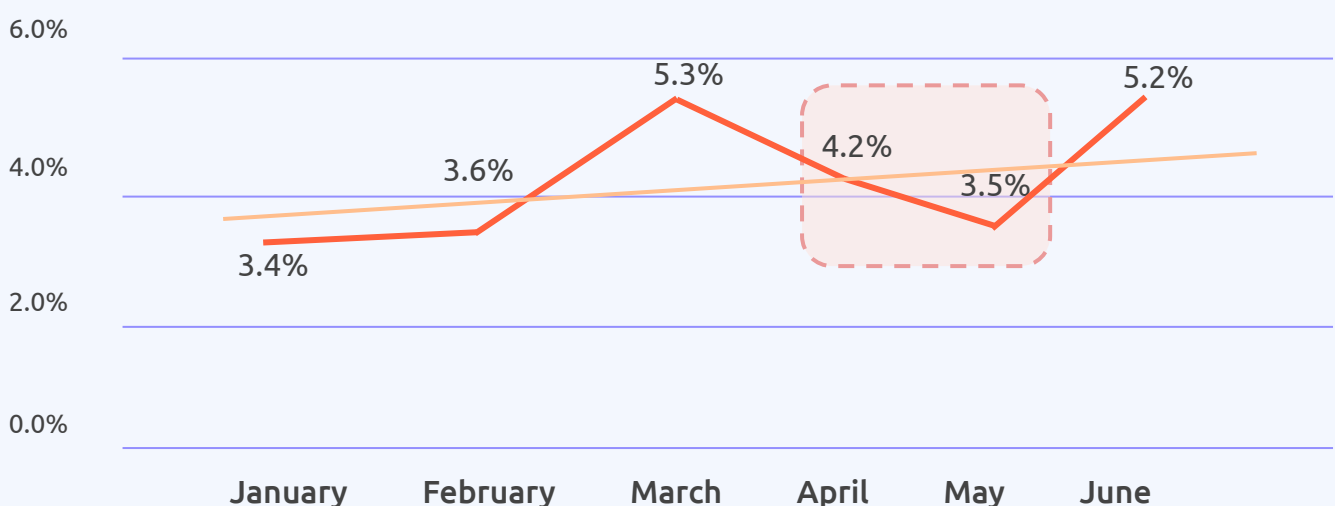
No two shoppers are alike, and no two shopper journeys are the same.

## The similar products recommendations style

- provides shoppers with a selection of products that is similar at the attribute level to the product the shopper is viewing.
- dynamically personalizes the experience to ensure the shopper sees the most relevant product that matches their preferences while they shop.

Vue.ai's team worked with Pernia's Pop-Up shop team to gain a better understanding of shopper journeys and assess ideal places on the website for the recommendation modules.

Revenue Contribution (%)



Data collected from January 1st 2020 to June 30th 2020

# Improved Shopper Experience With brand-based recommendations

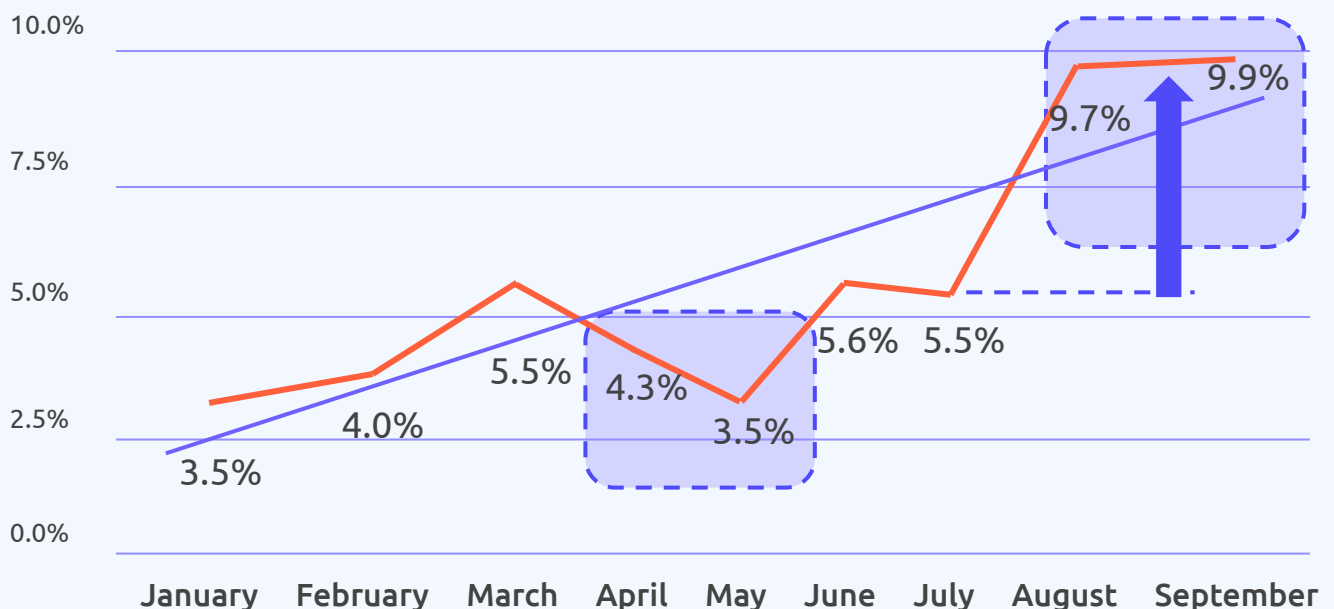
Shopper data analyzed over a period of time showed that shoppers coming to the site were looking for specific brands and had very clear preferences on what they wanted from the store.

Pernia's Pop-Up shop team, and Vue.ai team opted to have brand based recommendations along with similar products on the product page.

Similar products helps expose more products within the same brand to the shopper.

**Brand based Similar Product recommendations have improved revenue contributed from modules on product detail page by 75%**

Revenue Contribution (%) from product detail page widgets



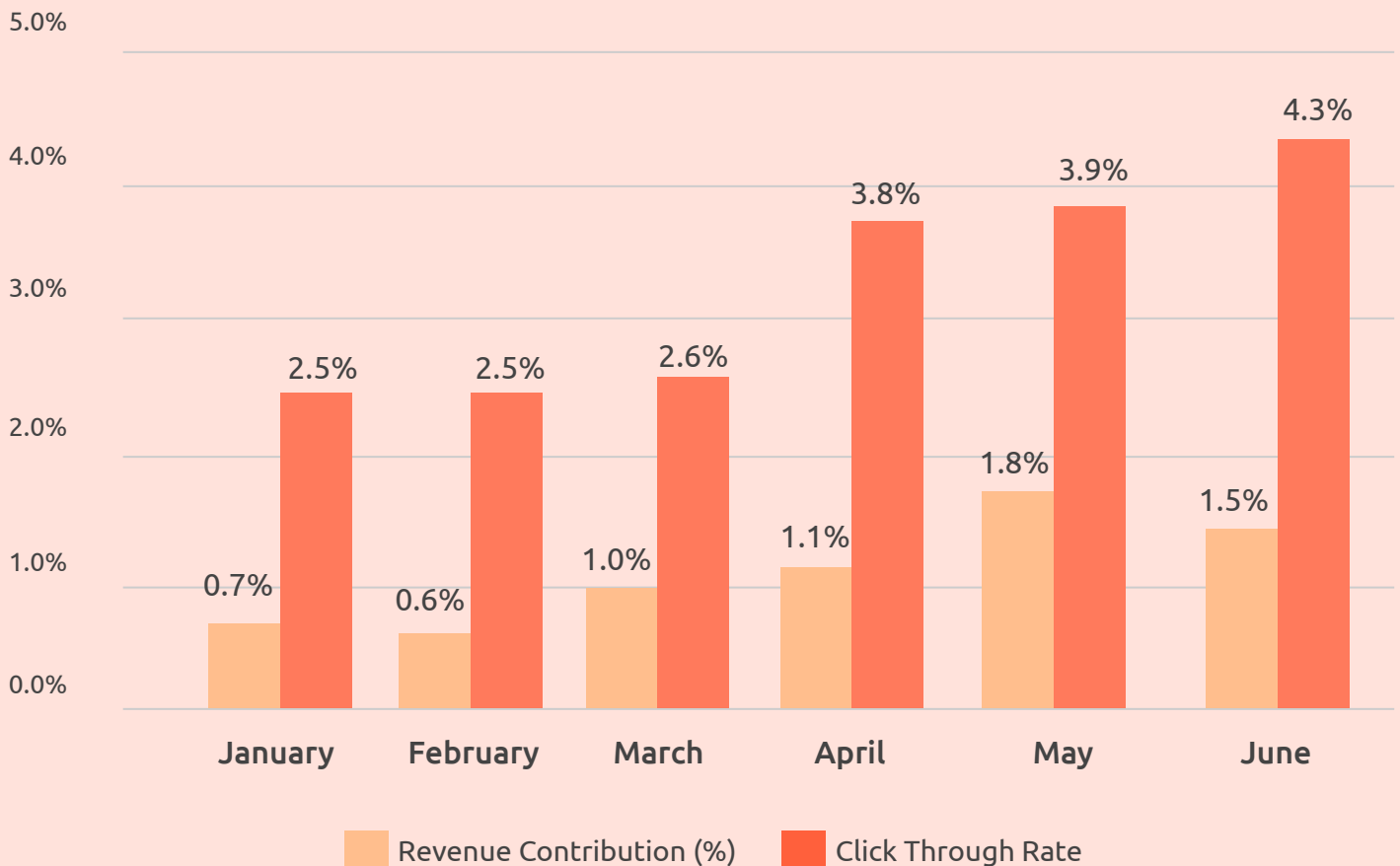
Data collected from January 1st 2020 to September 30th 2020

# Personalization at every touchpoint across shopper journeys

For personalization solutions to have a comprehensive impact, it is necessary to personalize every step of the shopper journey. Personalized content should nudge the shopper towards purchase and not serve as a distraction in the journey. Vue.ai's team worked with Pernia's team to identify shopper drop off points on the site. Personalized content at these points, positioned in a way that would encourage the shopper to continue the journey helps in adding value to the journey.

Vue.ai's recommendations on the search results page helps shoppers discover products that they would like, while reducing drop-offs. Increase in click through rate is indicative of shoppers using the widget.

## Search Page



Data collected from January 1st 2020 to June 30th 2020

# Client Summary



## The Impact Numbers

**16.8%**

Of total revenue for Q3 directly attributable to Vue.ai

**3x**

Improvement in Vue.ai's revenue contribution percentage since January

**75%**

Improvement in revenue contribution from PDP widgets with introduction of brand based similar products

**52%**

Improvement in revenue contribution from similar products widget due to Dynamic personalization

**72%**

Improvement in CTR with Vue.ai's search page personalization widget in six months

**26.3%**

Increase in user engagement rate in 6 months



“

We train our neural networks to understand what the outfit even means. And how outfits are put together. We are understanding customers behavior and from that we are creating style profiles which is individualized. Recommendations are not based on what a thousand people have done, it is all about you the individual shopper. And then we create recommendations of individual products and outfits because we know that...the more a shopper interacts with the system and the more feedback we get, the more we learn”<sup>1</sup>

**Julia Dietmar**  
CPO, Vue.ai

1. Vue.ai at WWD Style Dimension: AI gets personal- [WWD Style Dimension](#)





## 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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