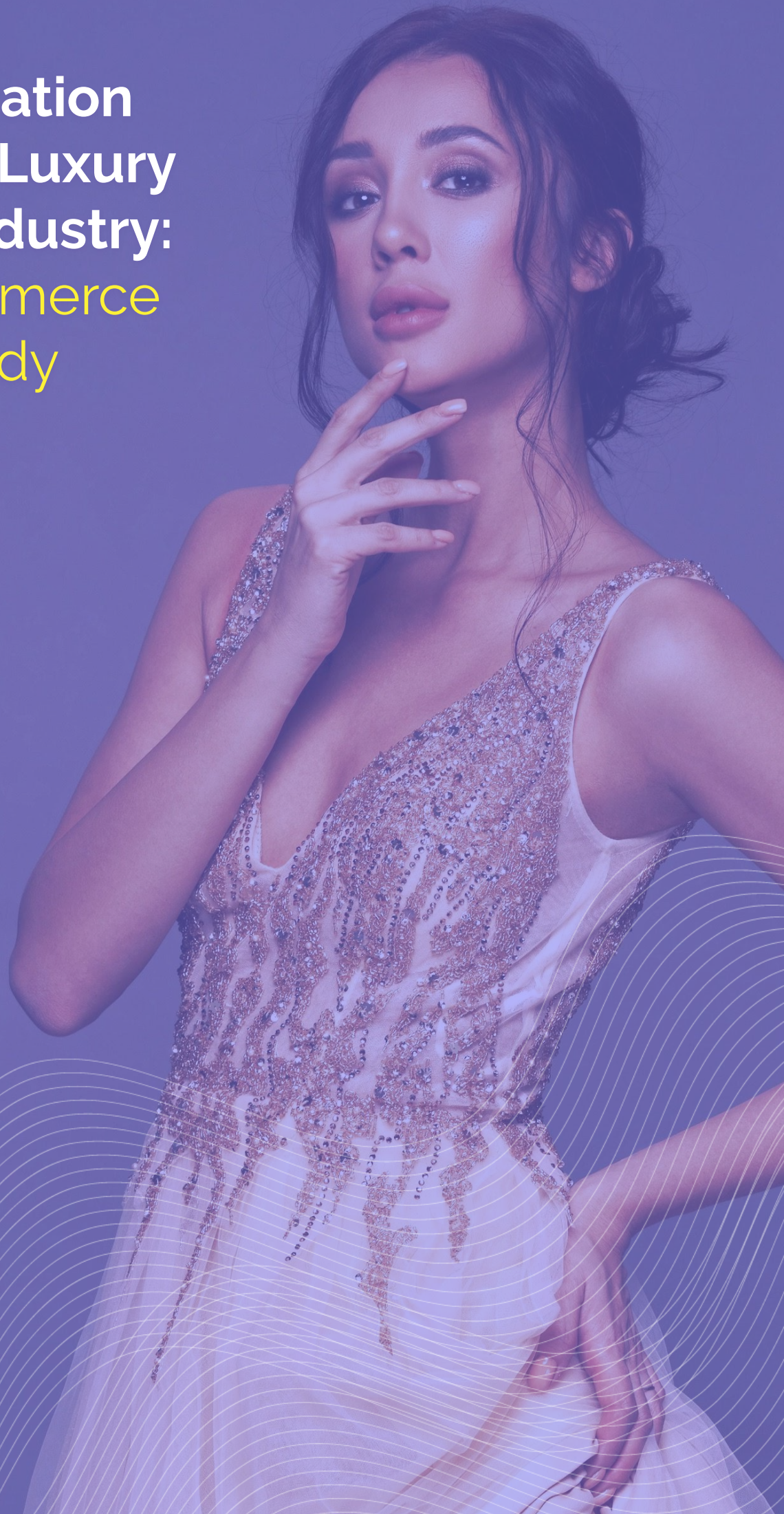


**Personalization
for India's Luxury
Fashion Industry:
A VueCommerce
impact study**



The retail customers:

Multi-brand luxury marketplaces

Online multi-brand luxury fashion retailers have been seeing steady success both within India and from shoppers outside who want the Indian luxury experience.

Marketplace A expanded from a pure eCommerce platform to multiple offline stores. It currently houses over 500 of the top luxury fashion designers, and is projected to expand both internationally and within India. Their customers are primarily online and across geographies.

Marketplace B is rapidly expanding across cities within India, and, with region specific store merchandising. They have a high volume of offline sales. The market that they serve currently is expected to grow over 6.6% annually.

The customers' vision is to create a platform for Indian fashion that brings together India's top designers to a single place. They are looking to "aggregate, curate, and enable discovery" of high-quality products, channelize demand creatively, and permanently solve the critical pain-points associated with the industry.

Shoppers who come to both these marketplaces'—online and off—can expect to receive a highly curated experience.



"We [Indians] are moving on toward the 'gold collar' worker. It's a term that defines the well-paid, professionals, who are happy to look good, happy to feel good, and are expanding the consumption of today."

Sanjay Kapoor
Founder, Genesis Luxury

Challenges and observations

Challenges faced by the customers:

Both customers wanted to create

- a seamless journey for their shoppers online.
- Personalization solutions that would enable better engagement and conversions.

As luxury multi-brand marketplaces, one of the challenges was also increasing product visibility both within and across brands.

Vue.ai observations:

Mobile web platforms formed a significant portion of the customer's eCommerce traffic. As much as 85% of shoppers used an Android device or iPhone to come to both these websites.

12.6%
Increase
in average
order value



Key Takeaways:

Marketplace A

Personalized shopper journeys ensures shoppers find products that match their Style Profiles at every step of their journey.

Vue.ai's personalization suite helps deliver uplifts across the shopper journey, including increase in average time spent on page, uplifts in conversion rate, and increase in average order value and size.

- **7x** Increase in average time spent
- **6x** Lift in conversion rate
- **12.6% Increase** in average order value
- **1.3x Increase** in average order size

Outcome analysis:

Home page personalization

PROBLEM:

The customer's home page showed recommendations that were too broad in scope. Brand and product discovery based on individual preferences was a challenge for shoppers. As a result, the customer saw a high bounce rate, and a high rate of site abandonment.

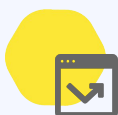
SOLUTION:

The homepage functions as the first touchpoint for shoppers who are looking to

- Discover products within one specific brand,
- Discover products and are brand-agnostic.

Personalizing for both these sets of shoppers from the same home page requires solutions that effectively maps shopper intent to visual and non visual product attributes. This helps surface the most relevant products to the shoppers.

OUTCOME:



Reduced bounce rate, because shopper is more engaged with site.



Ability to discover products relevant to them.

Impact:

Home page personalization

HOME PAGE PERSONALIZATION

Home page personalization helps in understanding brand preferences early on setting the stage for better personalization on product pages and category listing pages.

Personalization on the home page helped with

4.5x

Improvement in
product discovery

7x

Increase in average
time spent

VueCommerce brings your shoppers down a guided journey through your online store right from the home page, showing them exactly what they want based on their color, pattern, style preferences.

Outcome analysis:

What's New page personalization

PROBLEM:

The customer's website had a separate page showcasing new arrivals to the catalog. But there was no way to ensure that shoppers were shown new arrivals relevant to their tastes. They were unable to find new products visually relevant to their style preference Exploring new products across categories was also an issue.

SOLUTION:

Recommendations on this page help unveil new collections that correspond to the shoppers' Style Profiles. Shoppers are shown the latest collections and are recommended new looks that are visually relevant to their style preference.

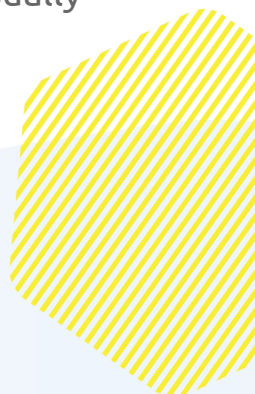
OUTCOME:



Shoppers are able to explore a variety of products in line with their style preferences.



Boost in average order size and conversions were achieved because shoppers got to see more products from brands, and styles they had shown a preference to in previous sessions.



Impact:

What's New page personalization

Personalization on the What's New page resulted in

6x

Lift in
conversion rate

1.3x

Increase in average
order size

7x

Increase in average
time spent

5.5x

Increase in PDP
views per session

What's new page personalization provides your customers the latest designs and trends based on

- individual shopper personas,
- browsing history,
- purchase history.

Having AI driven product pages makes sure your shoppers are exploring as many products as possible, even when they are looking at a single product! It ensures increased engagement rates and potentially boosts cart sizes.

Outcome analysis:

Product listing page personalization

PROBLEM:

Shoppers were coming to the site from outside, were unable to find products visually relevant to their style preference because personalization as a strategy was not implemented for individual pages.

SOLUTION:

Landing on a static product listing page is akin to landing in the middle of a store with every rack holding only one item of clothing, completely different from one another.

Shoppers need to be engaged, and what engages them needs to be personalized. By leveraging as much available data as possible about the shopper, products are recommended that are similar at the attribute level to the shoppers Style Profile. Eg: A yellow lehenga with sequins, and long sleeves. This makes a connection with the visitor instantly and leads them further down the shopper journey.



OUTCOME:



Increased engagement with site and



Ability to discover products relevant to them.

Impact:

Product listing page personalization

Product page personalization

Product listing page personalization helps in understanding style preferences. This sets the stage for better personalization through relevant recommendations. Users engaged a lot with the button using it to discover products relevant to their Style Profiles.

Personalization with Visually Similar Product recommendation resulted in a

23%

Click-through rate

Product listing pages generate the highest traffic—**over 60%**—for any retail site. A slight increase in conversion rates at this point would result in magnified revenue uplift for your business.

Vue.ai's personalization solutions make sure you use this real estate to show shoppers the most relevant products based on their Style Profiles.

Outcome analysis:

Cart page personalization

PROBLEM:

The customer wanted to ensure that the shopper was given enough visibility into as many products as possible, across brands.

SOLUTION:

Two features were implemented for the customer on the cart page to provide greater product visibility for shoppers. Once a shopper is well into the purchase funnel, there is limited opportunity to surface additional products. Recommendations on this page are useful in driving upsell. Trending products, and Cross Product Recommendations ensure the shopper is given insight into as many products, across as many brands as possible.

1. Trending Products:

Displayed below the shopper's cart, Trending Products uses shopper's Style Profiles to curate trending products exclusively for them, Category-wise or brand-wise trending products based on inventory can be rolled out too.

2. Complete the look:

Shoppers were shown product recommendations that complemented what they had added to their cart, based on their Style Profiles as well as fashion rules.

OUTCOME:



Shoppers were able to explore a variety of products in line with their style preferences increasing average cart size.



Boost in average order value was achieved because of greater product visibility and complementary product recommendations.

Impact:

Cart page personalization

Personalized recommendations on this site helped the customer see a

12.6%

Increase in Average Order Value

20.7%

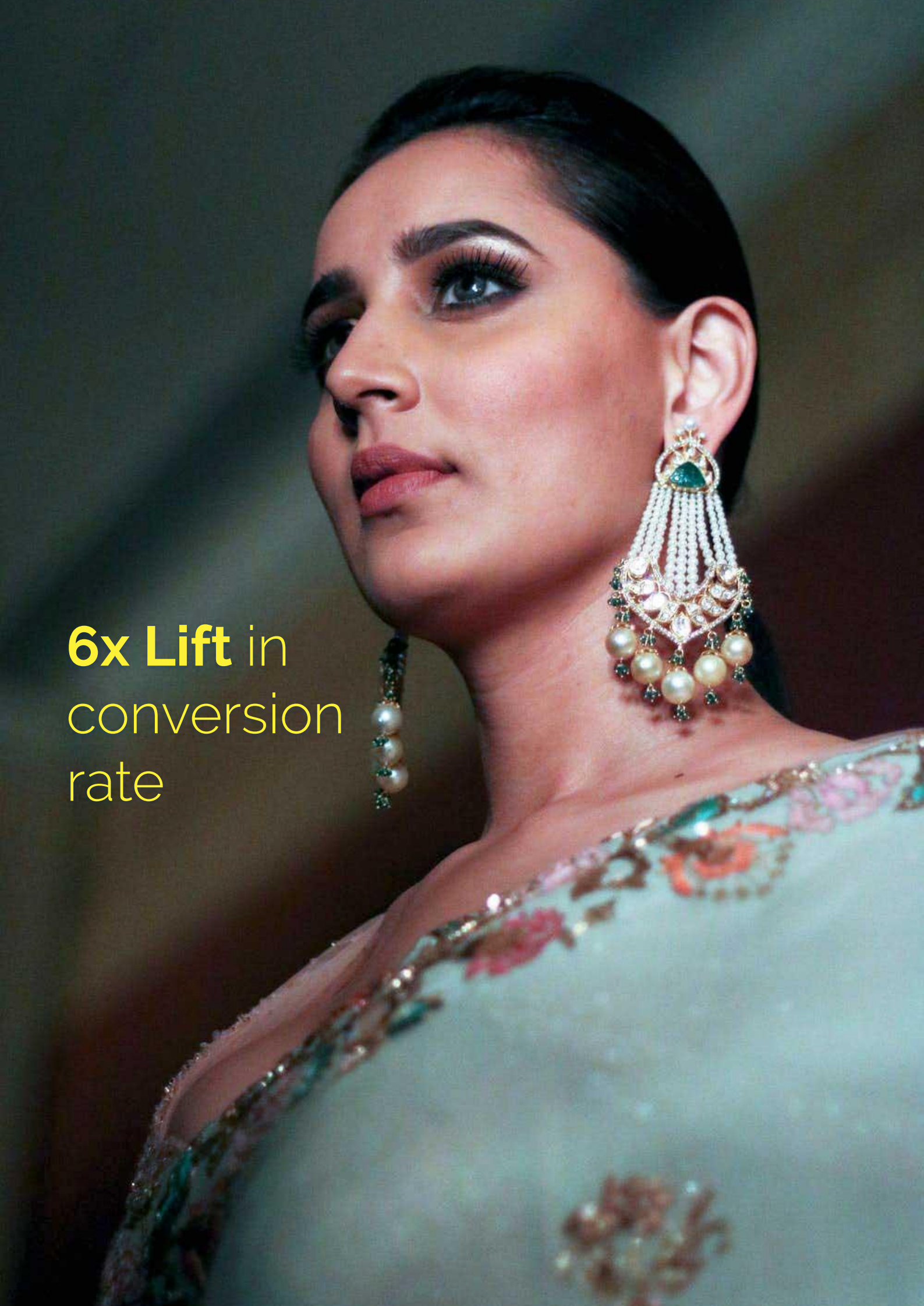
Increase in Average Order Size

Cart page Personalization provides your customers the latest designs and trends based on

- individual shopper personas,
- browsing history,
- purchase history.

Vue.ai's personalized recommendations helps ensure that shoppers remain engaged to the site even at the final touch points of their journey on the site. Showing relevant recommendations at the cart or post-checkout pages can add value and increase conversions.

6x Lift in
conversion
rate



Key Takeaways:

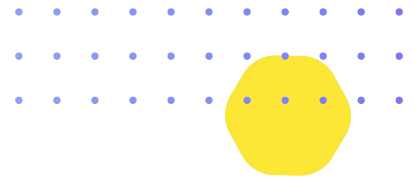
Marketplace B

Vue.ai personalization suite ensured shoppers receive relevant, specific, recommendations at every step of their shopping journey.

Style Profile based recommendations, and brand based journeys enable higher cart size, and an increase in products viewed on the site. The customer also saw a significant increase in shopper engagement on their product listing pages.

- **1.25x** Higher cart size amongst shoppers
- **50% Increase** in products viewed on the site
- **33%** products purchased by users clicking on and purchasing product in the same session
- **35% Increase** in user engagement on personalized listing pages
- **10% Increase** of the total revenue directly attributable to Vue.ai





Vue.ai Solution: Marketplace B

Vue.ai solutions were suggested for the home page and the product details page, **across desktop and mobile.**

Home page personalization

- Helps engage shoppers and nudge them forward in their shopping journey by showing them exactly what they want based on their color, pattern, style preferences. It helps decrease bounce rate and ensures higher engagement and conversion across site.

Product listing page personalization

- Targets shoppers coming to the page directly from social media channels and through the home page. Recommendations here increase engagement opportunities by showing shoppers visually similar products, complementary products, or outfitting options.



33% products purchased by users clicking on and purchasing product in the same session

Outcome analysis:

Home page personalization

PROBLEM:

The customer's home page showed recommendations that were too broad in scope. Brand and product discovery based on individual preferences was a challenge for shoppers. As a result, the customer saw a high bounce rate, and a high rate of site abandonment.

SOLUTION:

The homepage functions as the first touchpoint for shoppers who are looking to

- Discover products within one specific brand,
- Discover products and are brand-agnostic.

Personalizing for both these sets of shoppers from the same home page requires solutions that effectively maps shopper intent to visual and non visual product attributes. This helps surface the most relevant products to the shoppers.

OUTCOME:



Increased shopper engagement with the site.



Ability to discover products relevant to them.

Impact:

Home page personalization

Home page personalization

Home page personalization helps in understanding brand preferences early on, and hence, in setting the stage for better personalization in the product and category listing pages.

Personalization on the home page helped with

50%

increase in
product views*

40%

more time spent in
engaged sessions*

VueCommerce brings your shoppers down a guided journey through your online store right from the home page, showing them exactly what they want based on their color, pattern, style preferences.

*Comparing user behavior across engaged and non-engaged sessions for all Editor's Picks users,

Outcome analysis:

Product details page personalization

PROBLEM:

Personalization of the product page is essential to ensure that shoppers landing directly on this page from search engines or other channels are still served relevant recommendations. Shoppers are shown styles that are similar to the styles they have expressed an interest, and recommendations across categories that can help them in visualizing an ensemble.

Vue.ai's Style Profile and Dynamic Personalization solutions takes into account visual clues left behind by the shoppers such as preference for a pattern, color, style, etc. Recommendations are adjusted dynamically in real-time to show shoppers preference as they browse and move through the site.

SOLUTION:

Two features were implemented for the customer on the product details page to provide greater product visibility for shoppers.

1. Visually Similar Recommendations:

Recommendations of products that are visually similar to the product that the user is looking at. The results are based on colors, patterns, and other attributes like sleeve lengths, neck types etc.

2. Cross Product Recommendations:

The recommendations complemented the product the shopper was looking at, based on behavioral patterns, product affinities and fashion rules. It ensured that shoppers could consider more products where they were looking at just one.

OUTCOME:



Shoppers are able to explore a variety of products in line with their style preferences.



Boost in cart size was seen because of greater product visibility and complementary product recommendations.

Impact:

Product details page personalization

Personalization on the product details page resulted in

2x

product views*

1.25x

higher cart size*

3x

categories viewed in engaged sessions*

Personalized Product Details Pages provide your customers contextual content based on

- individual shopper personas,
- browsing history,
- purchase history, and
- current trends

Having **AI driven product pages** enables makes sure your shoppers are exploring as many products as possible, even when they are looking at a single product! It ensures increased engagement rates and potentially boost cart sizes

*Comparing user behavior across engaged and non-engaged sessions for all Editor's Picks users,



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

sales@madstreetden.com
www.vue.ai | www.madstreetden.com