



# The Impact of Vue.ai For Electronics Retail - A Case Study





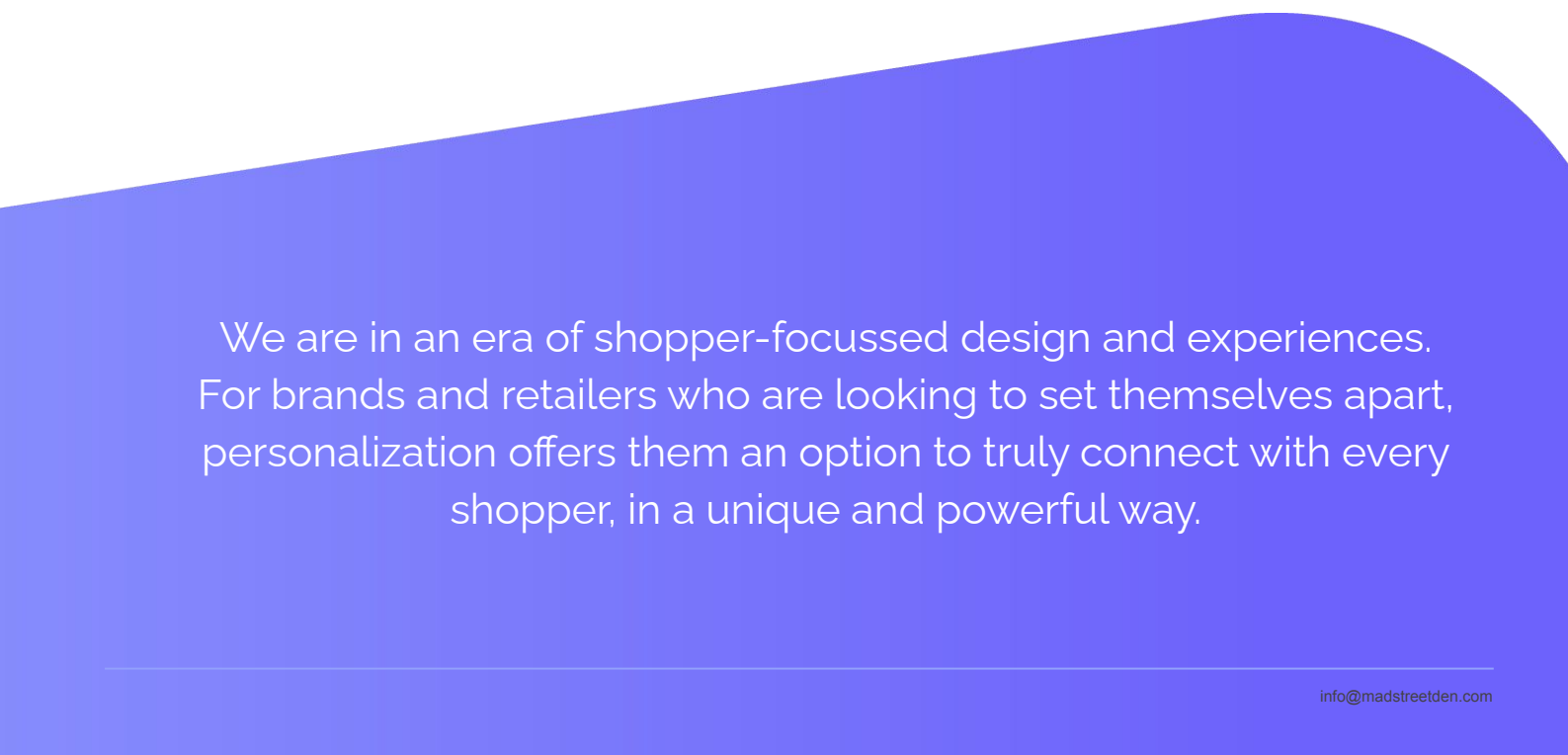
# State of the market

The global consumer **electronics e-commerce** market is expected to grow from **\$282.6 billion in 2019** to about **\$373.6 billion in 2020**. And reach **\$548.4 billion** at a CAGR of **18%** through **2023**.

Electronics e-commerce is witnessing a strong, steady surge in the wake of the pandemic in 2020. This is because:

- A large number of companies continue to maintain work-from-home policies, that seem like they might exceed well into 2021
- A majority of schools continue with virtual learning
- Employees, parents and students have replaced holidaying and heading out to restaurants with e-entertainment like gaming, streaming platforms, and more

Retailers are looking to amp up their online websites and stay ahead of the curve. Investments in tech solutions are promising to deliver record growth, online, for this industry.



We are in an era of shopper-focussed design and experiences. For brands and retailers who are looking to set themselves apart, personalization offers them an option to truly connect with every shopper, in a unique and powerful way.

# Personalization Strategies

## Retailers use today


Technology has made it easier for businesses to adjust their strategy to satiate customer needs. Retailers have adopted AI-based technology at various touch-points for better customer engagement and retention, and to increase average order values.

This has included **use of chatbots, segment focused recommendations on product pages, email recommendations and notifications.**

Retailers however frequently **mistake segmentation for personalization.** **Segmentation** by way of demographics, customer lifetime value, or clustering of shoppers based on various attributes are **static, shallow** and **will not deliver the kind of retail experiences that has become table stakes today.**



**79%** of retailers are investing in personalization, the most of any industry.




**80%** of consumers are more likely to make a purchase from a brand that provides personalized experiences.

**Segmentation is also a severely overused, misunderstood way of delivering personalization for shoppers.**

There is a significant lag in what retailers are trying to do, and what customers have come to expect when it comes to 1:1 personalization.





# An Indian Multinational Conglomerate Holding

Impact Study  
for Electronics

# The Retail Customers

## Online retail Marketplace

The retailer is part of one of India's largest multinational conglomerate holding with **products across various verticals**.

They are one of the **leading multi brand-based marketplaces in Asia** with a focus on lifestyle and **electronic products**. The customer's shopper base consists of people who are looking for **specific products** to suit their needs. They are keen to **discover brands** and **find products** that are relevant.

“We are looking at AI in a holistic way. We want to leapfrog in certain areas of technology that adds value to us as a company. We want to focus on the business mix and the brand by positioning ourselves as a brand destination and build out our tech well, so that the rest of the automation piece is taken care of by artificial intelligence... That's why we have partnered with Vue.ai, who are building their organisation around retail automation, which is a niche. As a brand based marketplace, we are also in a niche and that is why we are hoping to have a long partnership.”



**Sauvik Banerjee**  
CTO, Tata Digital

# Customer Story

## Online retail Marketplace



“

“We introduced these recommendation components about a year back, which were powered by Vue.ai. Most of these recommendations are on our homepage and very clearly one of the positive benefits which we found is the ability to showcase products that are closer to what the customer wants, build a bit of relevance with the customers—and those components actually have given us the ability to move the traffic more towards the category pages and has improved the performance of those homepages. We are not a price-oriented platform, but we are a brand forward platform.”

**Kishore Mardikar**  
CMO, Tata Cliq



# Challenges faced

by customer



1. Given the contribution of Electronics, as a category, the customer wanted to make recommendations across this category extremely relevant and directly aid in conversion.
2. To extend the “brand-led” website design into the Electronics category by delivering brand-based shopper journeys. Brand loyalty is high for a category like Electronics, which is an investment than an impulse buy.



## What the customer wanted:

- Show highly relevant individualized recommendations for Electronics shoppers, aiding conversions
- Lead shoppers on brand-based journeys for a high consideration, high investment category like Electronics



# The Vue.ai solution

**Need:** Show highly relevant individualized recommendations for Electronics shoppers, aiding conversions.

## **Solution:**

Vue.ai's **Personalization Suite** uses customer intelligence to gain insight into every individual shopper's preferences.

Each and every click a shopper makes, the qualities and styles of the merchandize they are interacting with, specific attributes that they show affinity towards, intent of shopper in any given session are all combined to provide a **360 degree view of the shopper**.

Intelligence at this scale for shopper preferences ensures that the on-site shopper journey is personalized in real-time across channels, while giving retailers the flexibility to apply specific business rules for their site. This **maximizes engagement opportunities** and shows the most effective product recommendations, even when user preferences change over time.



# The Vue.ai solution

**Need:** Lead shoppers on brand-based journeys for a high consideration, high investment category like Electronics.

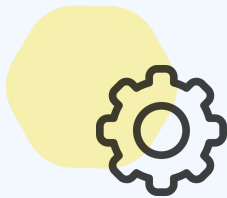
## Solution:

Vue.ai marries Product Intelligence with Customer Intelligence to build **Lifestyle Profiles** which are unique to every shopper. Vue.ai algorithms continually learn both from product data, individual shopper data, and specific attributes these shoppers look for in products.

- • Shoppers continually leave behind clues that reveal who they are with each click, and interaction they have with an e-commerce site.
- • For a category like electronics, **brand affinities and product specifications** become crucial for shoppers and Vue.ai generates elaborate customer profiles based on such interactions and maps every shopper to brand, and category affinities.
- • Shopper intelligence built on this ensures **1:1 personalization** for every touchpoint of the shopper journey. Specific parts of the shopper's journey are designed to **prioritize their preferred brands**.

# Products implemented

## Across Electronics Category



### Feature

- **Similar Product Recommendations**  
(PDP)

- **About The Brand**  
(PDP)

- **Frequently Bought Together**  
(PDP)

- **Top Picks For You**  
(On Search)



### Benefit

- Serving relevant products based on shopper intent
- Product attributes based similar recommendations

- Brand-led experiences for better engagement
- Serving relevant products based on shopper intent

- Tightly coupled bundles added to cart in one click
- Product affinities based complementary recommendations

- Based on shoppers browsing history
- Takes into account recency as well as frequency of shopper behavior

# Outcome Analysis

## Personalization for Electronics

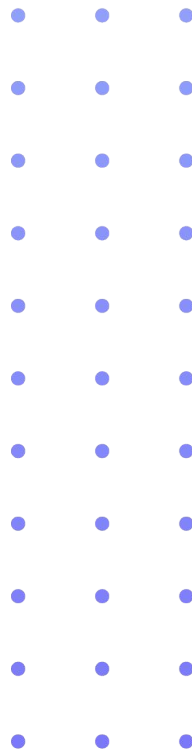
### SOLUTION:


Vue.ai's Personalization Suite uses shopper data to gain insights into shopper preferences. This includes product attributes like **brand, category, features, specifications, and more for electronics**. These insights power various recommendation strategies across the category including

- discover more products within a brand,
- view products that are inspired by shopper browsing history,
- showcase product affinities based relevant recommendations, and,
- discover more brands.

### This Ensures

- **Every shopper** has their journey **tailored for them** from the minute they come into the site.
- **Shopper attributes are mapped meticulously to product preferences** based on various signals.
- Every shopper has access to products and brands that are **unique** to their **on-site journey** and their **preferences**.





Shoppers who  
**engage with**  
**Vue.ai** across  
the Electronics  
category  
contribute  
towards **5.4%**  
of Total  
Electronics  
Purchased\*

\* Measurement Period: Jan - May 2020



# Impact

## Electronics Product Page

27% off

Home > Electronics > Home Theatre > Speaker > JBL PartyBox

### JBL

#### JBL PartyBox 300 Wireless Party Speaker with Vivid Light Effects (Black)

**₹28999** ~~₹39999~~ (27%)

Apply coupon UPI5 & get 5% instant discount up to 500 rupees for UPI transactions

4.3 ★ 22 Ratings & 13 Reviews

No Cost EMI from ₹9666/month, EMI from ₹1365/month [View plans >](#)

- 1) 10% Instant discount up to Rs. 1,500 on Axis Bank Credit Cards & EMI up to Rs. 750 on Axis Bank Debit Cards | Min Purchase: Rs 5000
- 2) Apply code AXISBONUS & get extra Rs 1500 off | Min Purchase: Rs 30000
- 3) 10% Instant discount up to Rs. 1,500 on Citi Credit Cards & Debit Cards\* | Min Purchase Rs 3000
- 4) Apply code CITIBONUS & get extra Rs 1500 off | Min Purchase Rs 30000

Festive Delights - Unlock exciting coupons with this purchase! CLIQ to view more

[BUY NOW](#) [ADD TO BAG](#)

#### Highlights

- Mic and Guitar Input
- Frequency Response : 45Hz-20kHz
- Playtime 18 Hours
- Wireless Streaming

[View full details](#)

### About the Brand

Visit Brand Store

20% off  
JBL PartyBox 1000  
₹67990 ~~₹84999~~

21% off  
JBL PartyBox 200  
₹27005 ~~₹34199~~

20% off  
JBL PartyBox 100  
₹18990 ~~₹23999~~

20% off  
JBL PartyBox 300  
₹28999 ~~₹36499~~

### Similar Products

21% off  
JBL PartyBox 200 Wireless Party  
₹27005 ~~₹34199~~

20% off  
JBL PartyBox 100 Portable Bluetooth  
₹18990 ~~₹23999~~

20% off  
JBL PartyBox 1000 1100W Bluetooth  
₹67990 ~~₹84999~~

30% off  
JBL PRX835 Three Way Main Speaker  
₹98886 ~~₹142809~~

### Frequently Bought Together

47% off  
JBL Cinema SB130 2.1 Channel  
₹9499 ~~₹17999~~

35% off  
JBL Cinema SB160 2.1 Channel  
₹14999 ~~₹23099~~

55% off  
boAt Avante Bar 1550 T 120W  
₹7499 ~~₹16999~~

49% off  
JBL Bar Studio 2.0 Channel Bluetooth  
₹5999 ~~₹11999~~

## About The Brand

## Similar Products

## Frequently Bought Together

# Impact

## Personalization for Electronics



**2.73%**

Similar  
Products



**2.02%**

About The  
Brand



**2.15%**

Top Picks  
For You

CONTRIBUTION TO REVENUE

by



Vue.ai®



**7.2%**

Of Total Revenue



## 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](mailto:sales@madstreetden.com)  
[www.vue.ai](http://www.vue.ai) | [www.madstreetden.com](http://www.madstreetden.com)