

Improve returns with data-led personalization:

Impact Study: Multi-Category Marketplace



The Big Picture

Online shopping is no longer restricted to one channel or one pre-fabricated journey on the site. Data across geographies, and demographics back this up¹.

- 44% of internet retail minutes were spent on a smartphone, 11% on a tablet, and 45% on a desktop.
- 59% of e-commerce sales were made through a mobile. And
- 85% of customers start a purchase on one device and finish it on another.

Retailers understand this. Which is why they are looking for solutions that

- Take shoppers on custom journeys that enable product discovery and conversion
- Personalize seamlessly across channels, categories and brand pages
- Go beyond color and style, and are able to help shoppers discover more products thereby increasing revenue, engagement and retention.

The customer team and Vue.ai team have been working to implement strategies that abide by these asks across the retailer's app which contributes 90+% of traffic.

Every strategy being used for the customer comes from a data-backed understanding of how shoppers move across the site. Regular touchpoints with customer, and tests and improvements across the site ensures greater engagement with recommendations. Vue.ai helps the retailer get a better understanding of:

- shopper journeys on the site—across brands, categories, channels and verticals.
- personalization from the first touchpoint for every shopper, no matter their source of entry
- personalization across categories like eyewear, electronics, and fashion

1. eCommerce statistics for 2020 - [Kinista](#)



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“TataCliq is a brand-forward platform, and a particular thing we see among our users is that they are very, very brand loyal. And if we have personalization on brand specific pages, brands are loving it. Whenever they are actually partnering with Tata Cliq, they are opening their inventories for us, without us actually explicitly asking for it. They want to have a personalized experience for all of their users, and we are happy to deliver on that particular ask.”

Pratik Khandagale
Product Manager (MarTech and
Analytics), Tata CLiQ

Vue.ai's Impact



Revenue Contribution
The \$ Value



User Funnel
The Journey



Engaged vs Non Engaged
The lift



Increasing Contribution (%)
The Growth



Revenue contribution

Direct Attribution

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

9.0%

of total revenue

5.83%

of total purchased products

Assisted Attribution

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

20%

of total revenue

25.7%

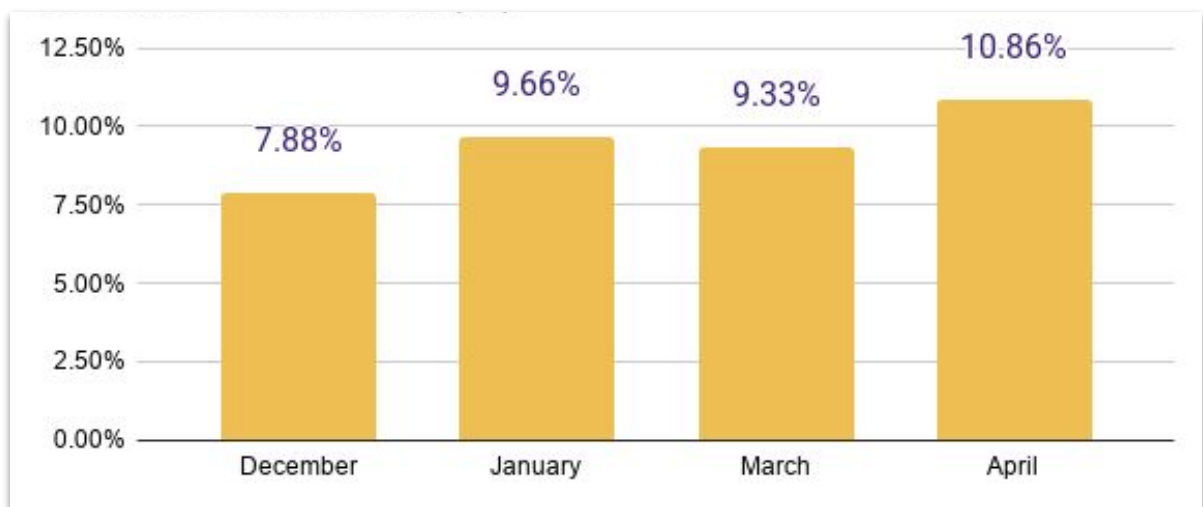
of total purchased products

Growth in

revenue contribution in 2021 (%)

Vue.ai takes a data-led decision making approach to personalization solutions. Insights derived from data, and from regular interactions with the customers team has helped in finding new use cases, and iterating on existing recommendations on the site.

This has helped the customer see a 38% improvement in revenue contribution in Q1 of 2021.



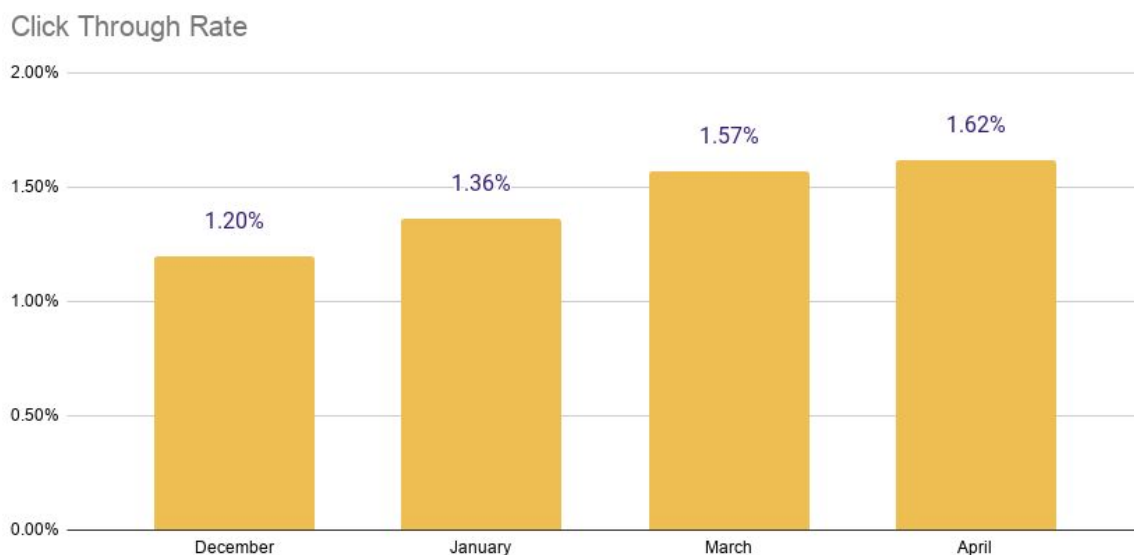
Revenue Contribution %

Growth in

Click Through Rate (%)

Vue.ai's personalization solution learns with every click the shopper makes and with every shopper on the site. A 360 degree view of the shopper and the product helps the tool understand the shopper and the catalog better over a period of time. The constant iteration, and data-backed understanding of shopper behavior on-site helps offer recommendations that are personalized to every single shopper, every single time they come on the site.

Click through Rate in Q1 2021 improved by 35%
A 9.44% uplift in conversion rate was also observed.



Click Through Rate %

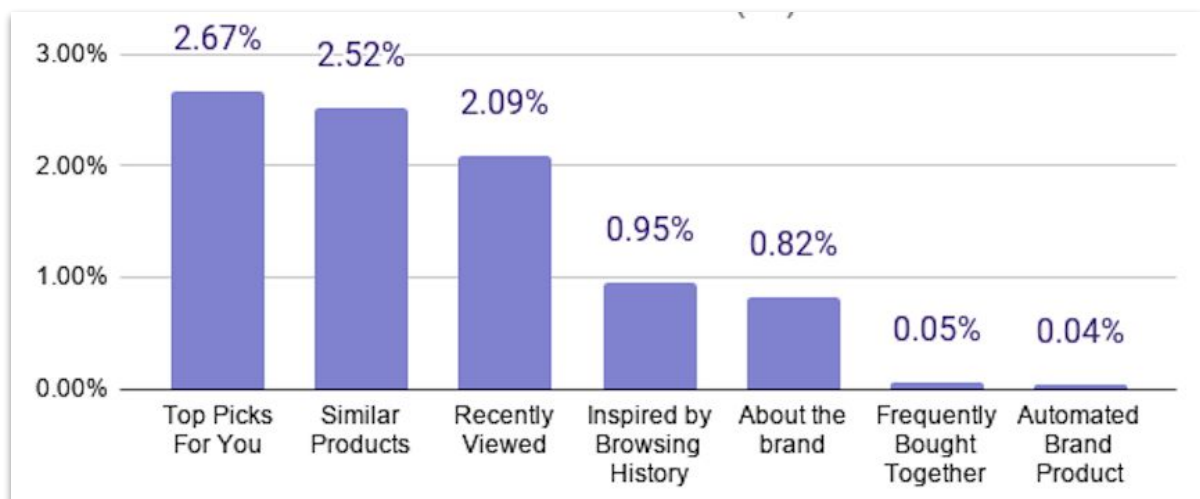
Data collected from Dec 1st 2020 to Apr 20th 2021

Module level

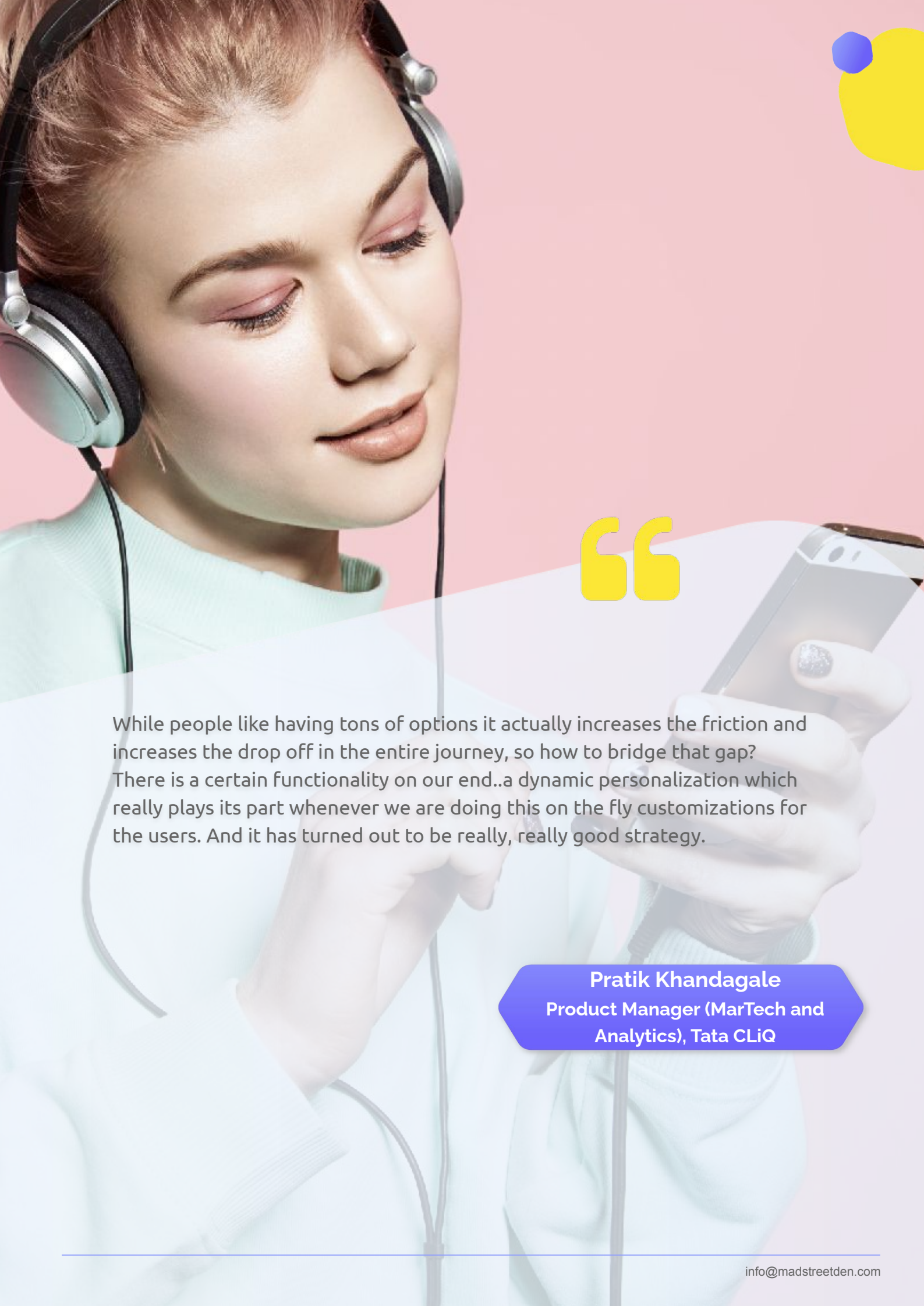
Revenue contribution (%)

1:1 personalization allows retailers to build individual experiences for each and every shopper based on an understanding of their unique preferences. Vue.ai's attribute level tailoring of products to shopper intent and preferences comes from understanding the product and what shoppers typically look for while considering purchase. Vue.ai's personalization solution enables 1:1 personalization right through the shopper journey by showing relevant recommendations at all major touch points including Home Page, Product Page, and Search Page

90% of total revenue contributed through Vue.ai happens through 1:1 personalization solutions implemented across the customer's site.



Module-level Revenue Contribution



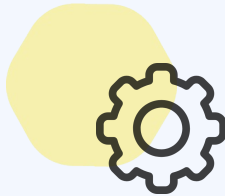
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While people like having tons of options it actually increases the friction and increases the drop off in the entire journey, so how to bridge that gap? There is a certain functionality on our end..a dynamic personalization which really plays its part whenever we are doing this on the fly customizations for the users. And it has turned out to be really, really good strategy.

Pratik Khandagale
Product Manager (MarTech and Analytics), Tata CLiQ

Solutions Implemented

Across the site



Feature



Benefit

- **Similar Product Recommendations**
(Product page & category page)

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

- **About The Brand**
(Product page)

- Brand-led experiences for better engagement
- Serving relevant products based on shopper intent
- Implemented according to business rules

- **Frequently Bought Together**
(Product page)

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

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

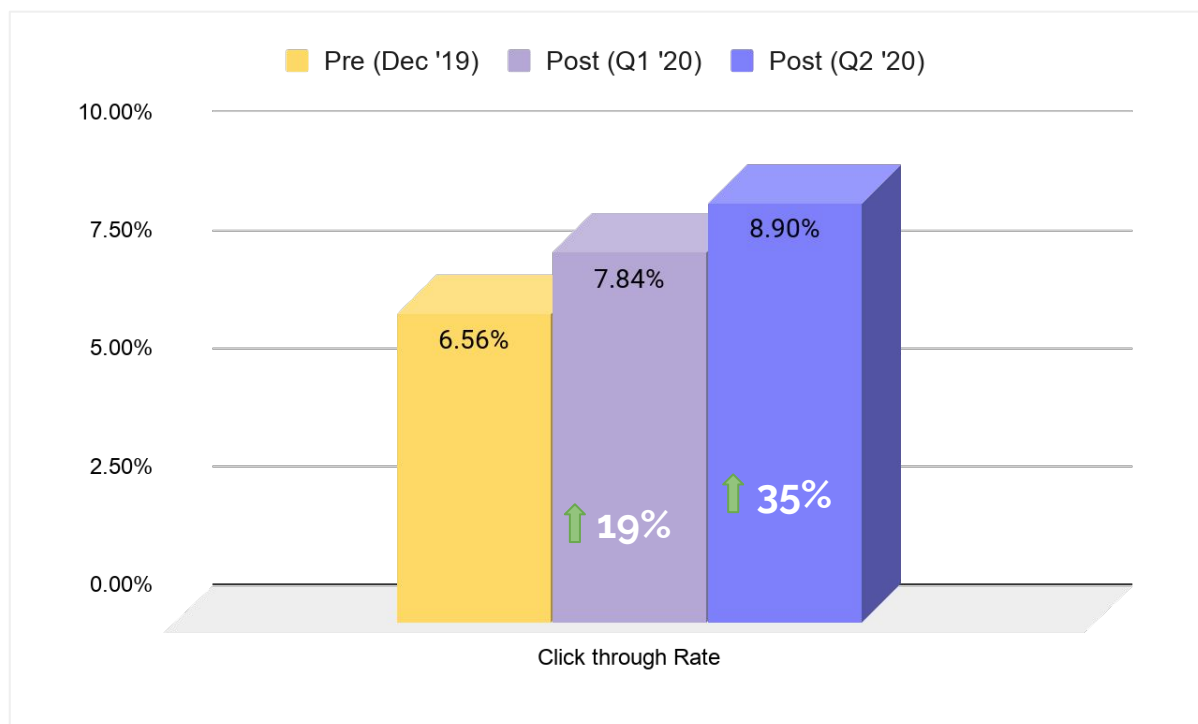
- Based on shoppers browsing history
- Takes into account recency as well as frequency of shopper behavior

Impact of personalization:

Category 1

Vue.ai's personalization solution works across categories including home, eyewear, electronics, etc. By understanding products at the attribute level, building recommendation strategies for shoppers interested in other categories becomes easier. For this category of products, improvements made based on shopper data and shopper journey on the site helped the customer see a significant uplift in CTR QonQ when compared to 2019.

19% uplift in Q1 '20 and 35% uplift in Q2 '20 compared to December '19.

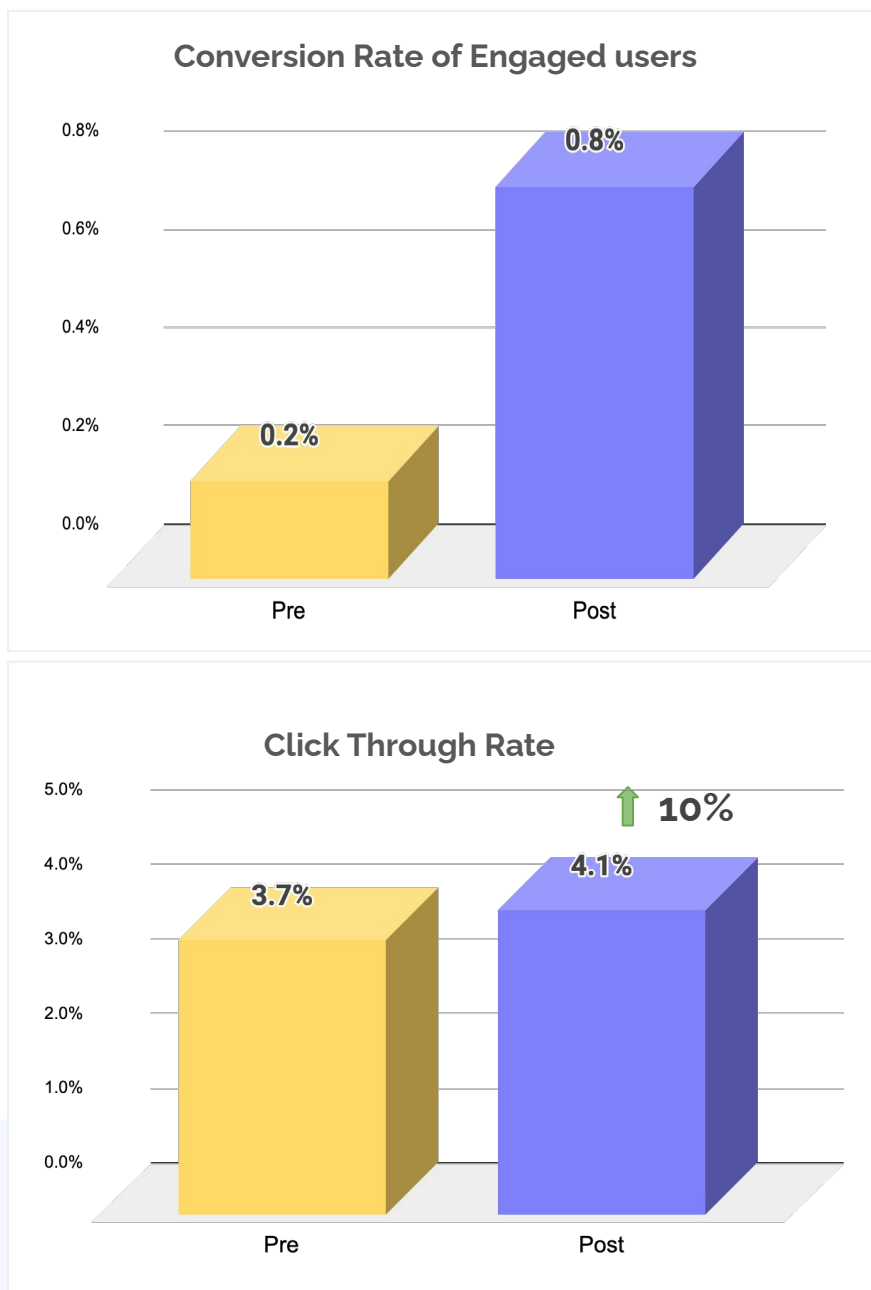


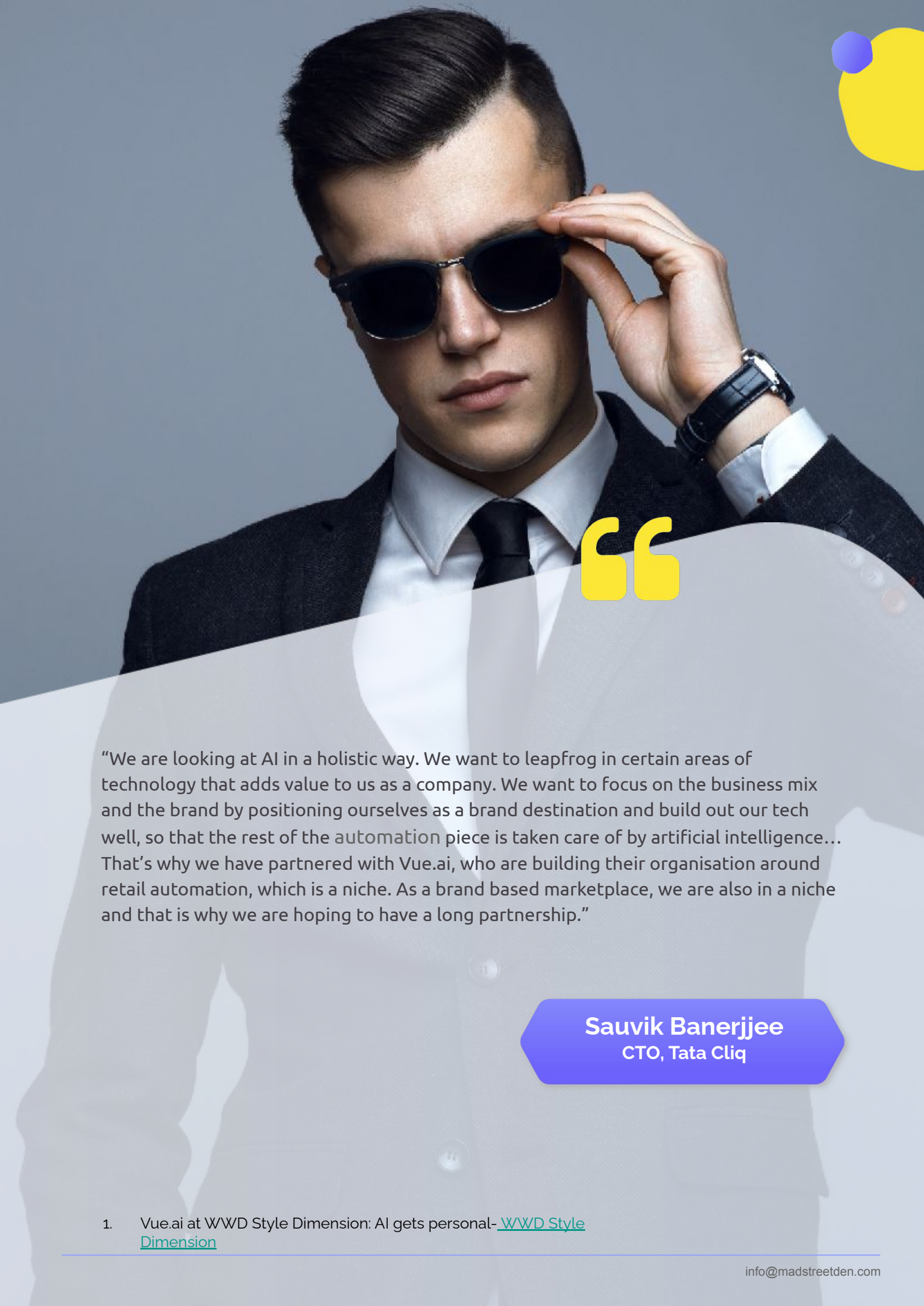
Impact of personalization:

Category 2

Recommendations for non-fashion was improved based on shopper interaction with the various categories, and better understanding of how non-fashion is consumed. Improvements made on the back of data-backed insights helped customer see a lift in engagement of shoppers and CTR lift.

CTR has improved by 10% and Conversion Rate of users who engage has increased 4x





“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 Cliq

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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