An Indian Multinational Conglomerate Holding An online marketplace impact study





# An Indian Multinational Conglomerate

An online marketplace impact study

The customer saw a 9.4% lift in overall revenue per visit.

"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."



## The Retail customer:

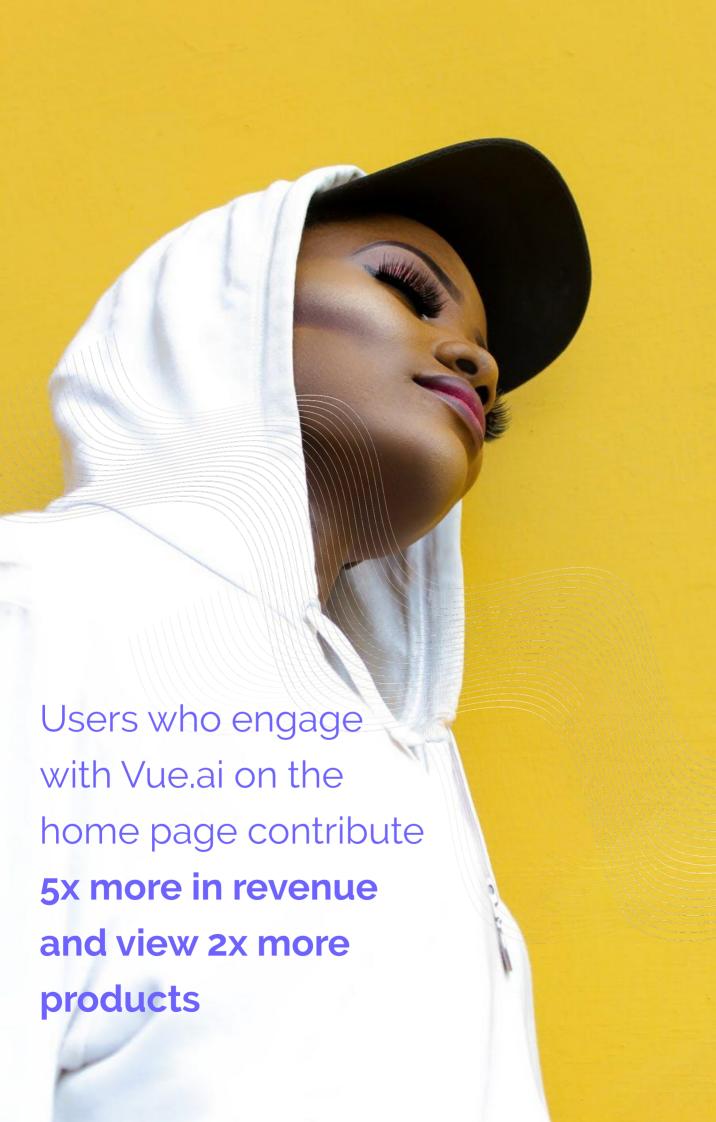
# Online retail marketplace

The retailer is one of India's largest multinational conglomerate with products across various verticals. They are one of the leading multi brand marketplace in Asia with a focus on fashion, lifestyle and electronic products. With over 1000 brands and a reported 5M visitors, the customers were looking to offer personalized brand-based journeys for every single visitor to the site, to better guide every visitor and help them find the right product.

Vue.ai's Personalization Suite helps shoppers with **product discovery.** It **delivers uplifts** across the shopper journey, including **repeat visitors, revenue per visitor** and **visitor-to-order conversion rate.** 

- 11.3% lift in overall conversion rate
- 9.4% lift in overall revenue per visit
- 5.6% of total revenue comes through direct attribution\*
- 101% lift in user engagement rate through Dynamic Personalization
- Users who engage with Vue.ai on the home page contribute 5x more in revenue and view 2x more products
- Vue.ai users add to cart 3x and buy 4.5x the sitewide average

\*Direct attribution - User clicks on a product and purchases the same product within 7 days.



#### The Vue.ai solution

**Need**: A **'brand-led'** website, allowing user-brand affinities to lead the experience from the home page.

#### 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**: **Individualized recommendations** in lieu of collaborative filtering

#### Solution:

Vue.ai marries **Product Intelligence** with **Customer Intelligence** to build Style Profiles which is unique to every shopper. Collaborative filtering cannot surface recommendations that 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. Vue.ai generates elaborate customer profiles based on such interactions and maps every shopper to brand, and category affinities as well as visual style preferences such as color, pattern, shape, etc. Shopper intelligence built on this ensures **1:1 personalization** for every touchpoint of the shopper journey.

#### The Vue.ai solution

# **Need**: Improved **relevance** of **recommendations**

#### Solution:

No two shoppers have the same journey. Vue.ai's **Dynamic Personalization engine** understands this. The **image recognition based behavioral targeting engine**, works across different pages on the site. It understands shopper intent with each product the shopper sees, and serves personalized product recommendations with the highest likelihood of engagement.

Intent interpretation happens in real-time, and is reflected in the product shown to the shopper with each click. This ensures shoppers are hooked to the site across their journey.

#### Dynamic personalization helps with

- **real-time personalization,** i.e. product recommendations that adapts to every click that the shopper made. Every product attribute is taken into considerations, and the products the shopper views is recommended based on specific attributes the shopper shows affinity towards. For eg, a color over a pattern, or a length over neckline.
- product recommendations, based on shopper's current journey as well as their historical data.



101% lift in user engagement rate with Dynamic Personalization

Vue.ai users
add to cart 3x
and buy 4.5x
the sitewide
average



#### on the Home Page

#### Solution:

Vue.ai's Personalization Suite uses shopper data to gain insights into shopper preferences. This includes visual style-based attributes like color, pattern, shape, for fashion retail, and brand, category, etc for electronics. These insights power various recommendation strategies across the site including

- The ability to discover more products within a brand,
- See products that are inspired by shopper browsing history, and
- The ability to discover more brands.

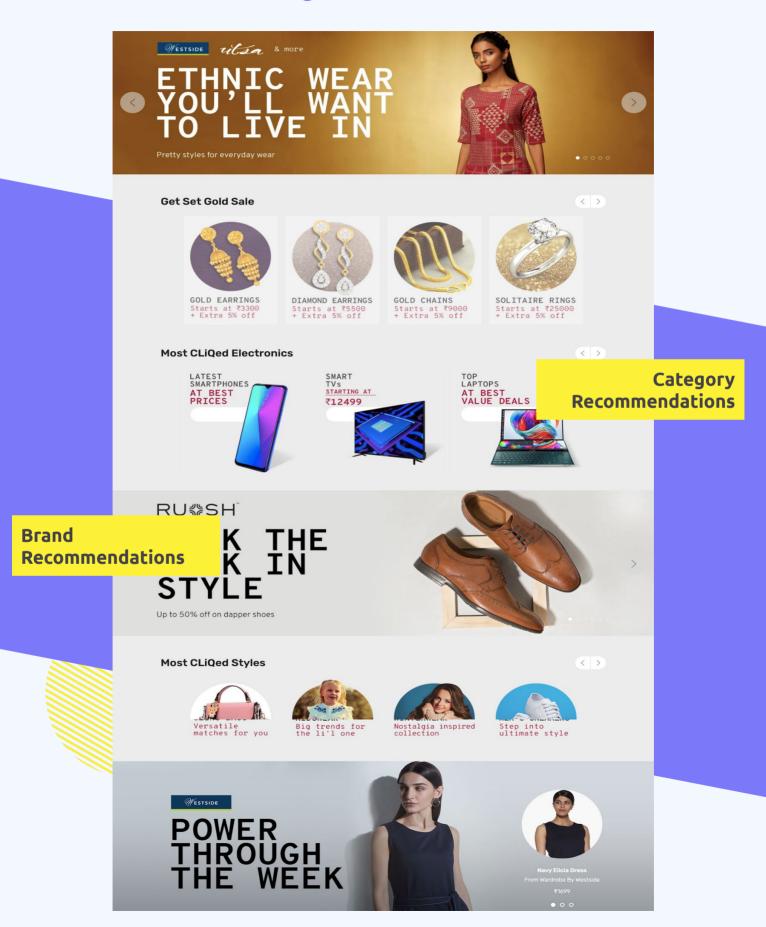
#### This means:

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

Users who engage with Vue.ai on the Home Page view 2x products and contribute 5x Revenue



# on the Home Page



#### on the Product Page

**Problem**: Shoppers were unable to find right products because of lack of relevance, and poor product discovery on the site. There was also a lack of clarity on product availability.

#### Solution:

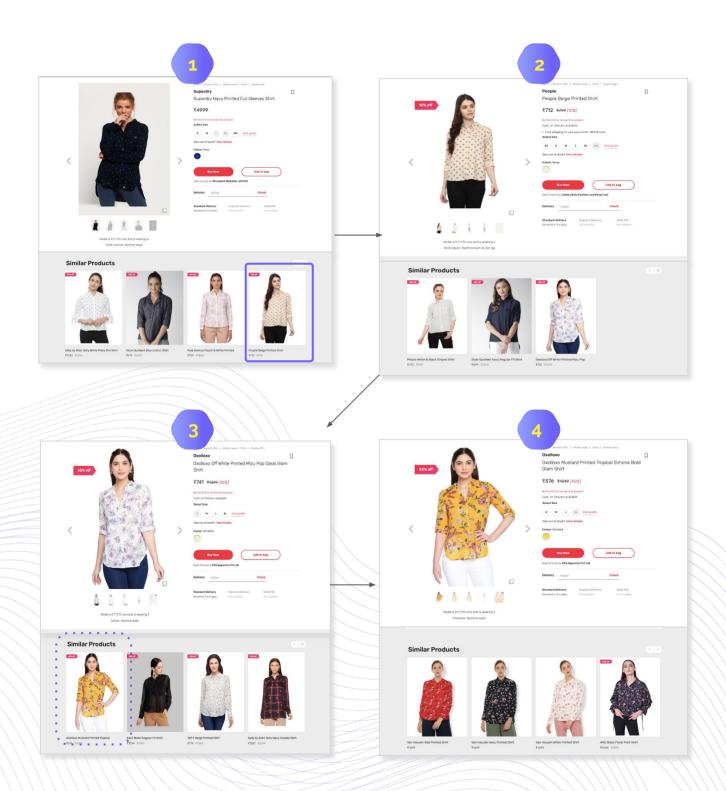
Vue.ai's Similar Recommendations: **Visually relevant styles** for each shopper, taking into account attributes such as color, pattern, shape and more.

- Products with Increased relevance are served to the shoppers.
  When shoppers show affinity to certain attributes, Vue.ai
  algorithms recognizes these affinities and displays products based
  on these. For e.g, A black top with particular sleeve length, and
  sequins.
- These recommendations are used to manage out-of-stock products on pages, so shoppers can continue their journey even if a product they like is unavailable.
- Visually similar product recommendations are also sent in order cancellation emails to re-engage shoppers.

Users who engage with Vue.ai on the Home Page view 2x products and contribute 5x Revenue



# on the Product Page





#### **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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