

A woman with blonde hair, wearing a wide-brimmed straw hat and a white lace dress, stands in a bohemian-style interior. She is holding a small woven basket. The background includes a white brick wall, a large potted plant, and a wooden shelf. The entire image is overlaid with a semi-transparent blue filter. A yellow diagonal striped graphic is on the left, and a yellow solid rectangle is at the top right. Faint white concentric circles are at the bottom right.

Improving conversions with tailor-made shopper journeys: An Indian lifestyle brand impact study

The Big Picture

Retailers are no longer satisfied with defining customer experience within the framework of audience segmentation or just in the context of individual touchpoints on the site. As channels blur and point of origin for user journeys multiply, it has become imperative to have a 360° view of every aspect of every transaction.

Retailers today are looking for

- intelligent, data-driven, agile solutions that focus not just on the customer, but also on the product, the channel and the entire shopper journey.
- end-to-end retail personalization that understands every single shopper's style profile and individually tailors user journeys to match the shoppers' intent and preference.

The customer's USP is based around building a mindful, shopper and community driven brand. The customer's site revolves around telling a story through their product, and helping shoppers find items that fit a certain aesthetic and lifestyle they envision for themselves.

Vue.ai is helping them amplify their design-led aesthetic by providing recommendation systems that merged seamlessly with the site.

This Indian lifestyle brand has been working with Vue.ai team to

- better understand shopper journeys across the site,
- A/B test various recommendation strategies on site, and
- implement data-driven personalization solutions that work in real-time to show the right product to the right customer at the right time across the shopper journey.

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.

12.3%

of total revenue

14%

of total purchased products

Assisted Attribution

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

46%

of total revenue

47%

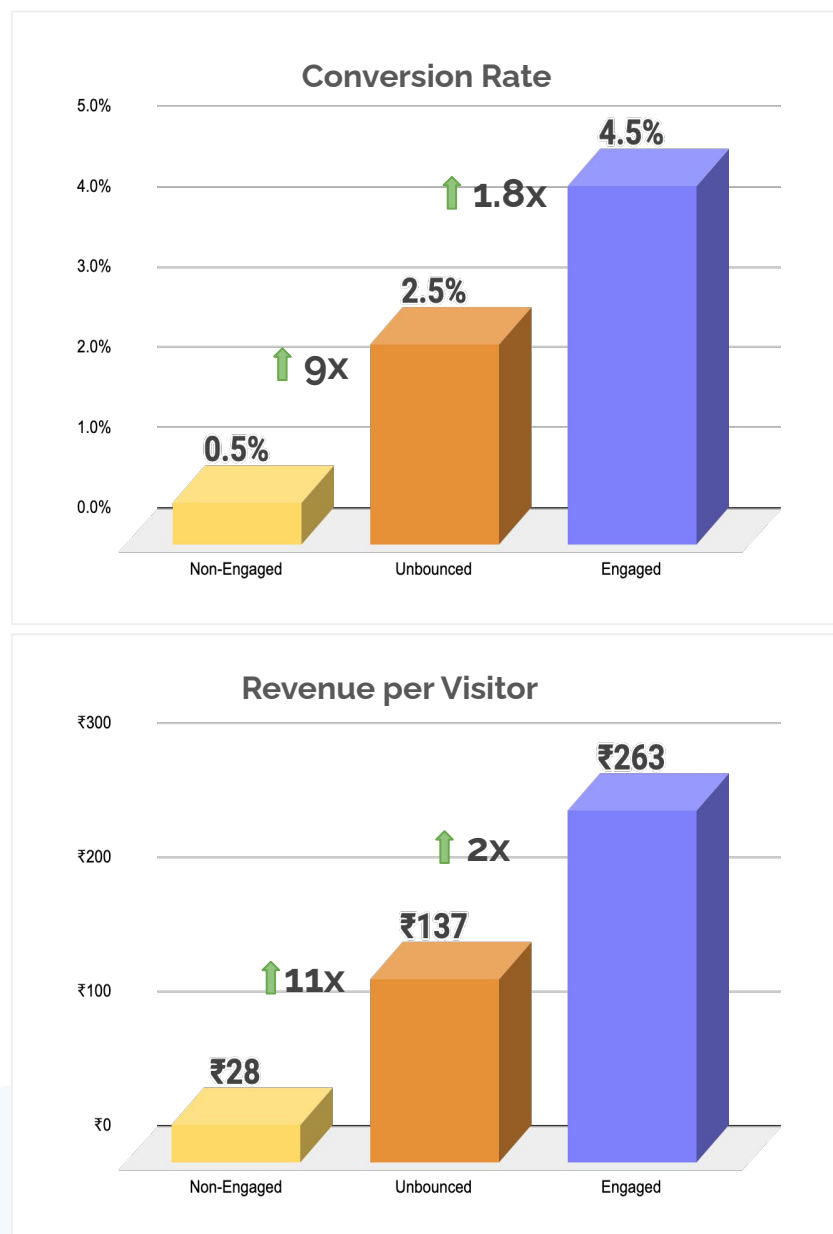
of total purchased products

Engaged vs Non-Engaged

Users who **engage** with **Vue.ai** convert **9x** better, generating **11x higher revenue**.

Even after removing bounced visits (>5 sec), **Vue.ai** users perform **~2x** better.

- The trending products widget shows the top selling or top viewed product across the site or in a particular category. The products are shown based on the shoppers individual style profiles.
- The widget was placed on the customer's homepage based on understanding of shopper movement across the site.
- Shoppers engaging with the widget converted 2.8x the rate as other shoppers.



Data collected from February 1st 2020 to May 31st 2020

A smiling woman with long brown hair, wearing a wide-brimmed straw hat, a brown cardigan over a grey t-shirt, and long white pants, is sitting on a white wooden stool. She is holding the brim of her hat with her right hand. The background features a bohemian-style interior with a large macramé wall hanging, a potted plant, and a bed with white linens. A large yellow quotation mark is positioned to the right of the woman.

“

A lot of our acquisition has been led by the product, which is inherently the design. And that's the core of who we are. And the storytelling is the core of why we are. And it's that combination of what we offer, but more importantly, why we're here to offer it that's worked for us. This brand needs to be something that's community built, a brand that's been built and nurtured by the community of users that it over time acquires. And that's something that really energizes us.

Rohithari Rajan
CEO, Nicobar

Drivers of growth

1

Revenue contribution from similar products with dynamic personalization

2

Conversion driven by dynamic personalization

3

Improved shopper experience with cross-product recommendations

Revenue contribution from

Similar products ft. dynamic personalization

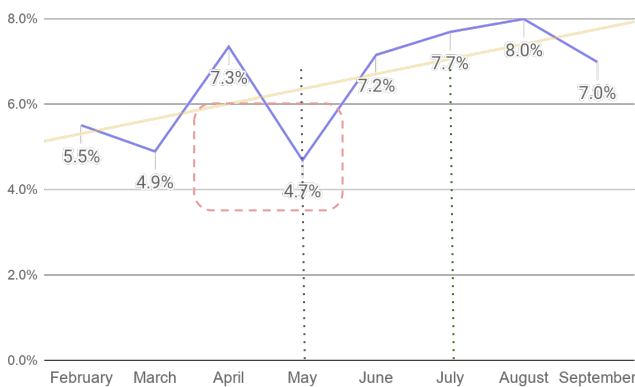
The best personalization solution should work for every individual shopper, and at every point in the shopper journey.

The similar product recommendation solution

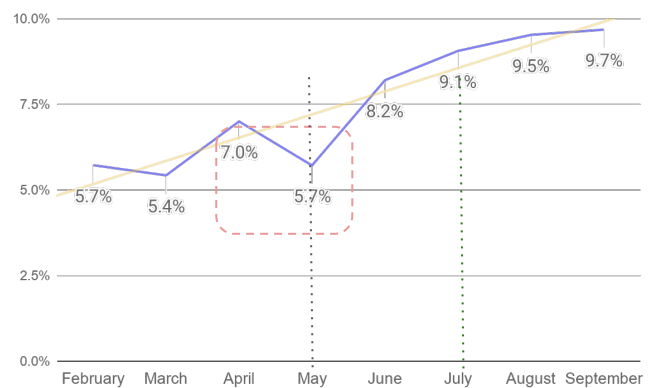
- Provides shopper with a carousel of products similar at the attribute level to the product the shopper is viewing. This helps shoppers view products that match their intent and preferences increasing the likelihood of purchase
- Dynamic personalization captures real-time behaviour, understands intent, and helps guide shopper journeys better.

Vue.ai's understanding of customer behaviour married to a deep understanding of product makes it easier to assess critical touchpoints where similar products can help engage shoppers.

Revenue Contribution (%)



Products Purchased (%)



Inconsistent behaviour in April & May can be attributed to lockdowns due to **COVID**

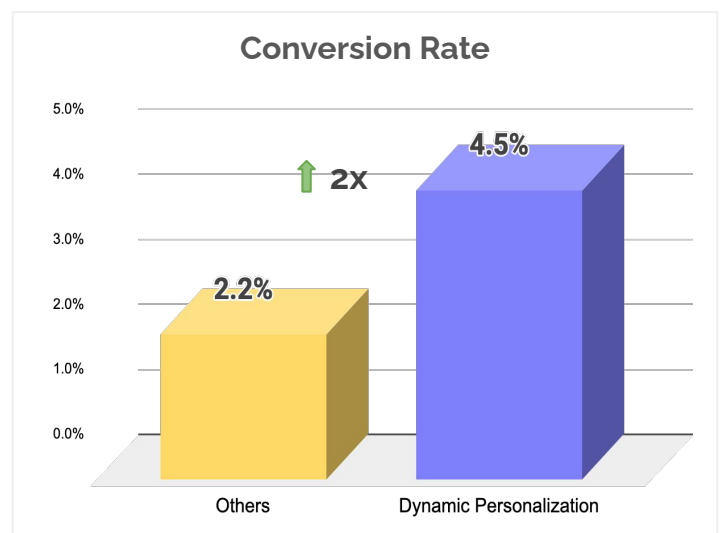
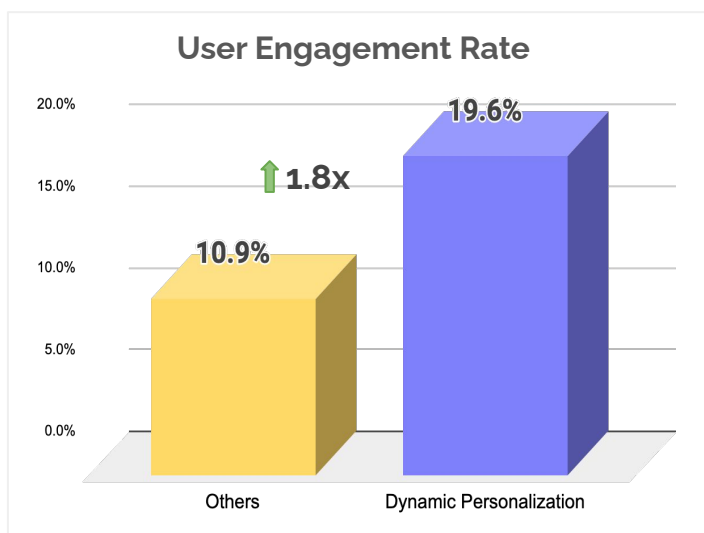
Increase conversion & engagement

With dynamic personalization

Vue.ai's personalization suite provides recommendations that alter in real-time to reflect shopper intent - and are completely attuned to shopper preferences even at the attribute level. Dynamic personalization ensures shoppers always see the most relevant recommendations that can advance their journey.

A/B testing was done for similar product recommendation with dynamic personalization for the retailer.

The customer saw a 80% increase in user engagement rate and 100% increase in conversion rate with Dynamic Personalization.



Improved shopper experience

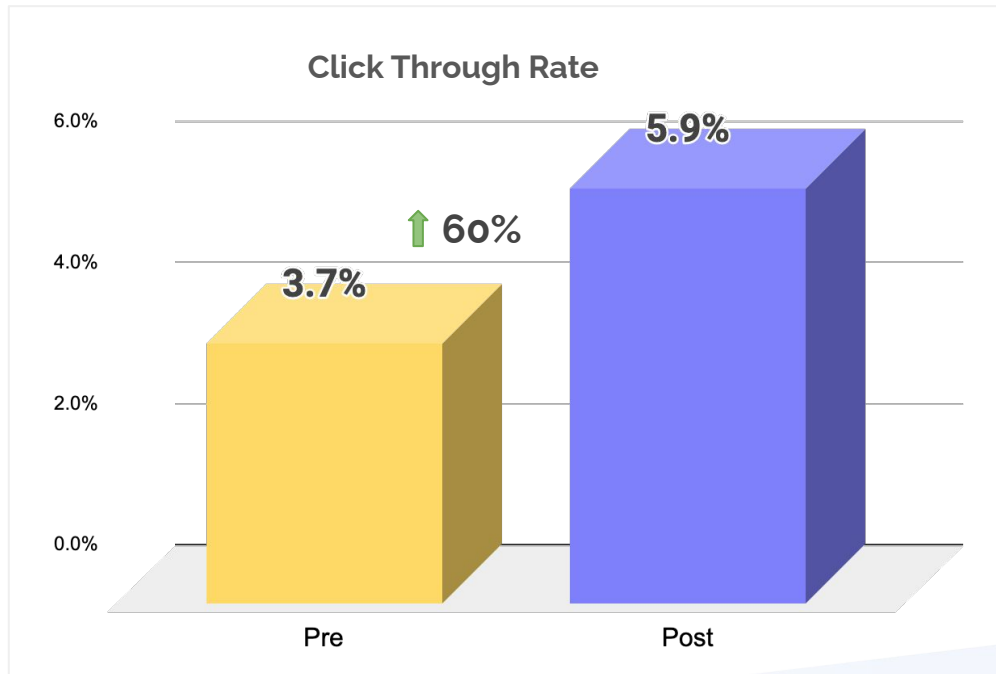
With cross product recommendations

An astute personalization solution should be able to understand customer intent and preferences, and what they are looking for when buying a specific product. In this case it was a design idea or aesthetic.

The cross product recommendation solution

- Provides shoppers with an array of choices that relate to and complement the product they are viewing or have chosen.
- The selection of products are based on shopper preferences, style profiles, and business rule., and is unique to every single shopper
- Mapping product to shopper intent happens in real-time and helps guide shoppers down the funnel.

Improvements made for Cross Product recommendations in Home Category has improved CTR by 60%



Pre - May 7th to May 21st ; Post - May 22nd to June 5th



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This challenge of retention vs. acquisition is real. 60% of our revenues are actually coming to us from existing customers...we're being naturally led by digital as a channel. We're seeing a lot more interest in the brand. We're seeing new customers come in at a pace higher than that, and we are seeing existing customers come back perhaps more frequent frequently than earlier.

Rohithari Rajan
CEO, Nicobar

Solutions Implemented

Client Summary



Where



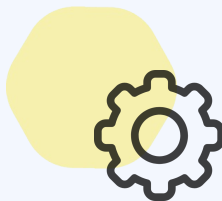
Product Page



Category Collections



Wishlist



What feature

- Similar products
- Recently viewed
- Complete The Look

- Similar products

- Personalized user history based recommendations



How it appears

Similar products:

Inline: We've got more options
Button: More like this

Recently Viewed:

Inline: You've been eyeing this

Complete the look:

Inline & button: Pair with

Similar products:

Inline: We've got more options
Button: More like this

Personalized user history based recommendations

Inline: Our top picks for you



“

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”¹

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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