

# Introducing VueMail

PERSONALIZING MARKETING WITH VISUAL AI

Engage · Retain · Recover

AI driven email personalization  
optimizing the medium of choice for digital marketers



**OVER  
73%**

Marketers state that they prefer email over any other channel\*

\*eConsultancy



**USD  
\$38**

is the average return for every **USD1** spent on email marketing.

\*Direct marketing association



**YOY  
20%**

Email volume has been growing consistently, with shoppers receiving close to **88 promotional** emails a day.

\*Experian

Higher volumes lead to higher inbox scrutiny, with most of your emails getting lost in the promotions tab. So your click rates get lower, and your marketers continuously fail to cash in on a revenue making opportunity.

Email personalization ensures you optimize your marketing efforts



**OVER  
54%**

Shoppers state that they'd end their relationship with a retailer if they are not given tailor-made content and offers.

\*CMO Council

The key to being noticed, and not getting lost in the pile of promotional emails lies in

**email  
personalization**

at scale, driven by  
**Visual Artificial Intelligence**

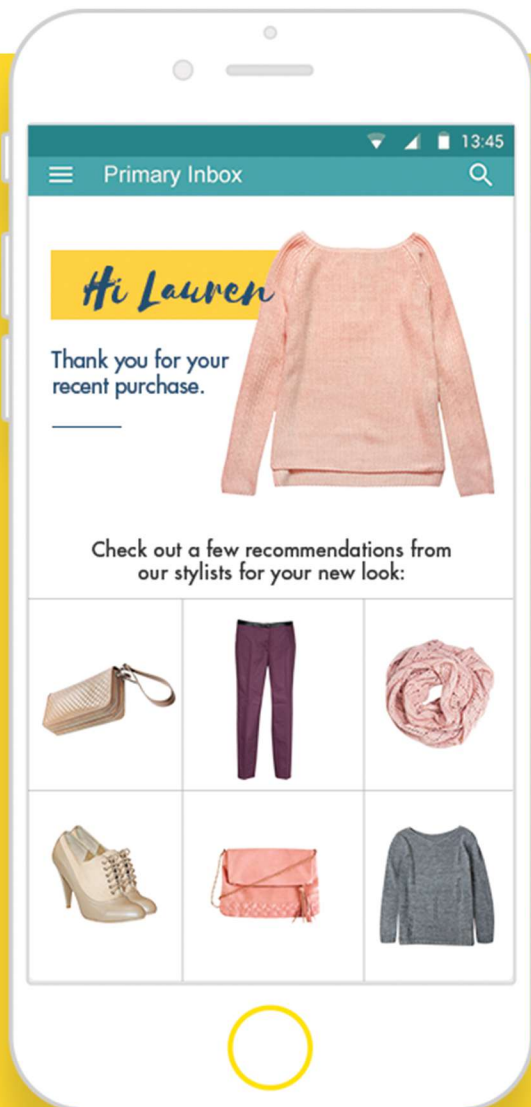
VUE.AI

Powered by Mad Street Den

# VueMail features

VueMail is an AI powered personalized email recommendations tool that allows you to follow your shoppers, right into their mailbox. Built on artificial intelligence that not only leverages contextual data signals left behind by your shoppers, but also their visual interests - VueMail ensures your shoppers convert, and come back for more.

Effectively personalize each stage of shopper engagement with VueMail



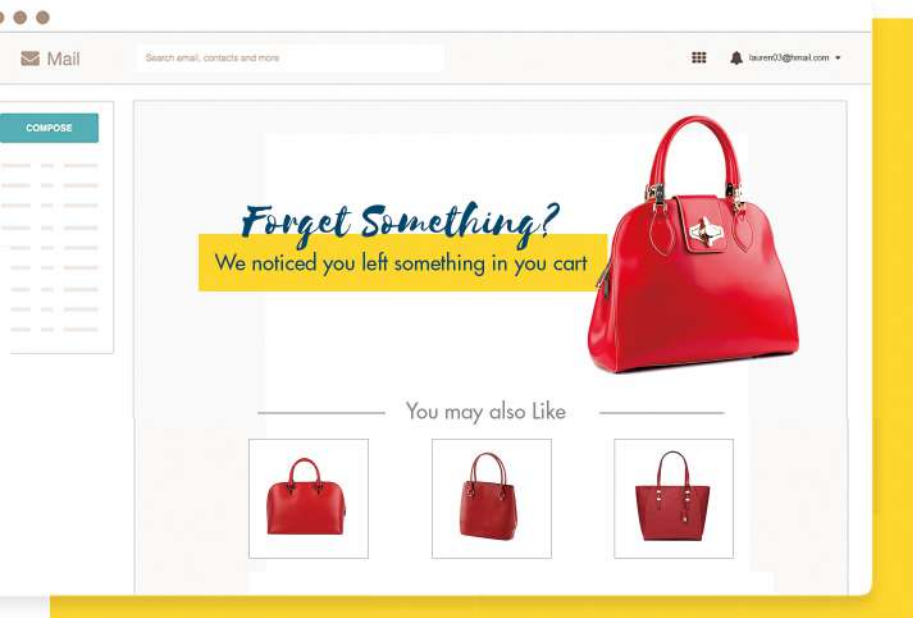
Computer Vision algorithms dynamically design ensembles for shoppers

## ENGAGE

**Complete the look & cross product recommendations** for order confirmation emails & more

- Provide cross product recommendations to engaged shoppers
- Help shoppers complete the look based on products purchased

**See a lift in your revenue**



Learning systems that recommend similar colors, patterns, shapes & styles

# RETAIN

**Visually similar recommendations**  
for abandoned cart emails & more

- Follow up with shoppers who have abandoned their shopping carts
- Follow up with high-intent shoppers who have browsed for products, but not completed their purchase

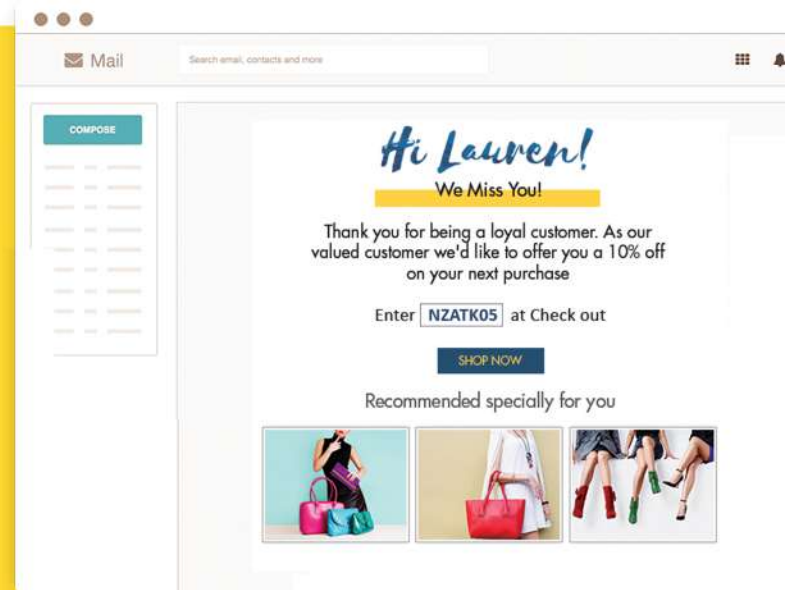
**Ensure higher customer lifetime value**

# RECOVER

**Top picks & personalized trends**  
for promotional emails & more

- Recover, and re-engage inactive shoppers with promotional mails showcasing personalized recommendations

**Remind your shoppers why they love you**



Algorithms that learn visual preferences & behavioral patterns of shoppers

# ONBOARD

**Initiate a purchasing experience**

- Nudge first time shoppers to complete a purchase through deals and trending recommendations
- Shoppers who have created an account but never purchased

# UP-SELL

**Drive higher average order values**

- Showcase higher priced alternatives to shoppers with an affinity for higher price points

# The impact of Email Personalization

CUSTOMER ACQUISITION COSTS REDUCED BY

50%

REVENUE LIFT OF

5-15%

## VUEMAIL FOR DESIGNER FURNITURE COMPANY IN SINGAPORE

10%

Total products served through VueMail

1.3%

Unique products clicked through VueMail

2x

Higher average revenue per email (compared to the industry average)

## VUEMAIL FOR LARGE MARKETPLACE IN UNITED STATES

5.1  
Million

Emails opened

19%

Click to open rate

46%

Increase in CTOR after implementation of VueMail

## The VueMail advantage

- Provide your shoppers with a **truly personalized, email based product discovery experience** that not only understands your shoppers' buying affinities like price points and brands, but also their visual interests such as colors, patterns, and designs
- **Ensure higher AOVs** through upsells to engaged customers, or cross-sells to customers who have a high intent to purchase
- **Achieve higher transaction rates** with AI curated content and recommendations that are timely, relevant, and highly personalized, with the Vue.ai personalization engine
- **Fast and easy to integrate** through an API based integration approach that's flexible, and ESP (email service provider) agnostic
- **Improve engagement and experience** across channels with dynamic content and responsive templates

## Contact



[www.vue.ai](http://www.vue.ai)



[humans@madstreetden.com](mailto:humans@madstreetden.com)



+1 408 368 6239 (USA)  
+91 44 24991995 (IN)