

# CASE STUDY

An analysis of Vue.ai's products and engagement with brands



\* representative sample of the brands that we work with across the globe.

# NEW AND ESTABLISHED BRANDS WITH STORES AND ONLINE PRESENCE

The internet has democratized retail. Selling online has never been easier. Established brands who have traditionally had strong brick-and-mortar businesses are increasingly finding that an online presence is the only way to reach a changing demographic that is internet-first.

*They understand that they need to be where their new customer is, online & on social media.*

In addition, there are internet-only brands that have carved a niche for themselves, catering to segments that have hitherto been dormant or simply have not had the option of finding what they are looking for. Brands -- especially boutique ones -- have had to "break free of the clutter". They aim to stand out, carve a niche for themselves. How? By tailoring the customer experience to one that cannot be found anywhere else. They have distinct styles that speak to their audience in design languages that are carefully crafted in the image of who their customers see themselves as.

## FOCUS AREAS



### CUSTOMER RETENTION

Typically, acquiring customers is still the highest cost that these brands incur; thus, retaining them becomes even more important



### INCREASING ENGAGEMENT / CONVERSION

These brands try to cultivate a user base that, essentially act as their brand ambassadors



### INCREASE THE FREQUENCY OF PURCHASE / ORDER SIZE

Customer loyalty needs to be cultivated in order that users buy more, and buy more often



### GO WHERE THE CUSTOMER GOES

These brands also have a strong and unique social presence that they engage with their customers on



**SHOBHIT DATTA,**  
CO-FOUNDER, HIPVAN

We at HipVan are in a space where we prefer to curate the offerings based on the shoppers' personal styles and preferences – making it more individualized.

For the top of the funnel shoppers, we generally target them through inspirational and lifestyle pieces on Facebook and other social media. This has helped us build a community around design, and around people who care about designer furniture.

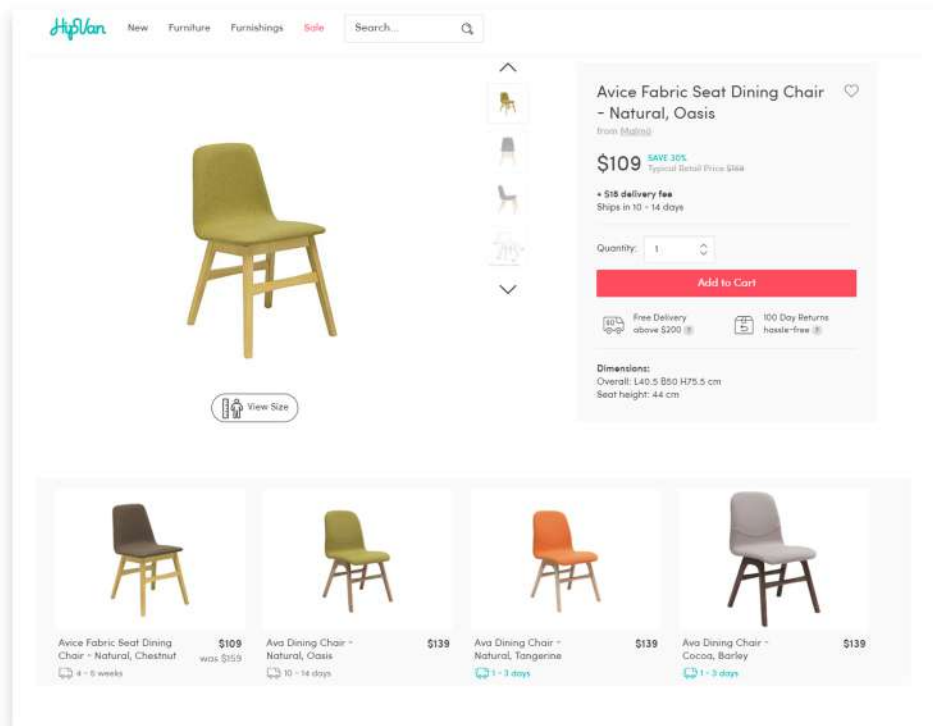
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**YASHIKA PUNJABEE**  
CO-FOUNDER, THE LABEL LIFE

What we found challenging was being able to suggest complete looks, and recommendations to these shoppers at personal level as we continued to scale.

# TAILORING AI SOLUTIONS VUECOMMERCE



## VISUALLY SIMILAR RECOMMENDATIONS

For highly curated catalogs, similar products need to be visual styles based; personalized recommendations based on unique style signatures & user preferences led to increase in engagement and conversion

BRANDS MIGRATING TO VUE.AI'S VISUAL BASED  
RECOMMENDATION ENGINES FROM TRADITIONAL  
DATA-ONLY ENGINES EXPERIENCED

4-6x

RETURN ON  
INVESTMENT

4x

NUMBER OF  
PRODUCTS VIEWED

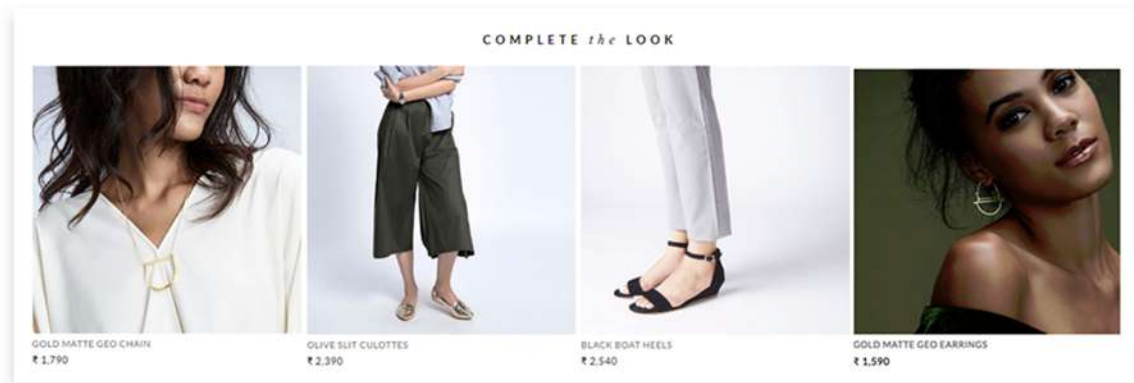
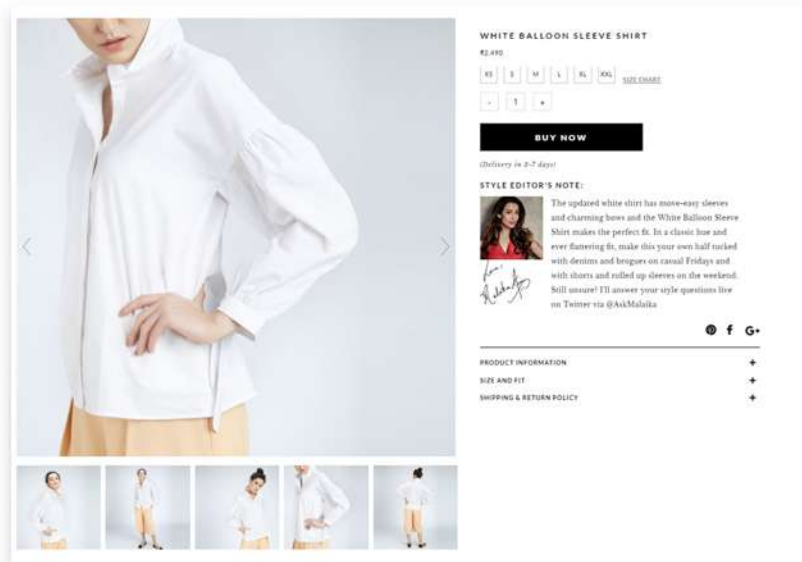
3.5x

TIME SPENT

\* comparison between users engaging with Vue.ai's similar product recommendations & other users

# ENSEMBLE GENERATION

Tightly coupled ensembles and product bundles that are created based on visual attributes like pattern-color-style matches, augmented by user-behavior data led to multiple category browsing and increased the basket size.



**BRANDS MIGRATING TO VUE.AI'S AI STYLIST ENSEMBLE GENERATOR FROM COLLABORATIVE FILTERING BASED BUNDLING SYSTEMS EXPERIENCED**

**3x**

CATEGORIES VIEWED  
PER VISIT

**2x**

INCREASE IN AOV

**20M+**

ENSEMBLE  
GENERATED

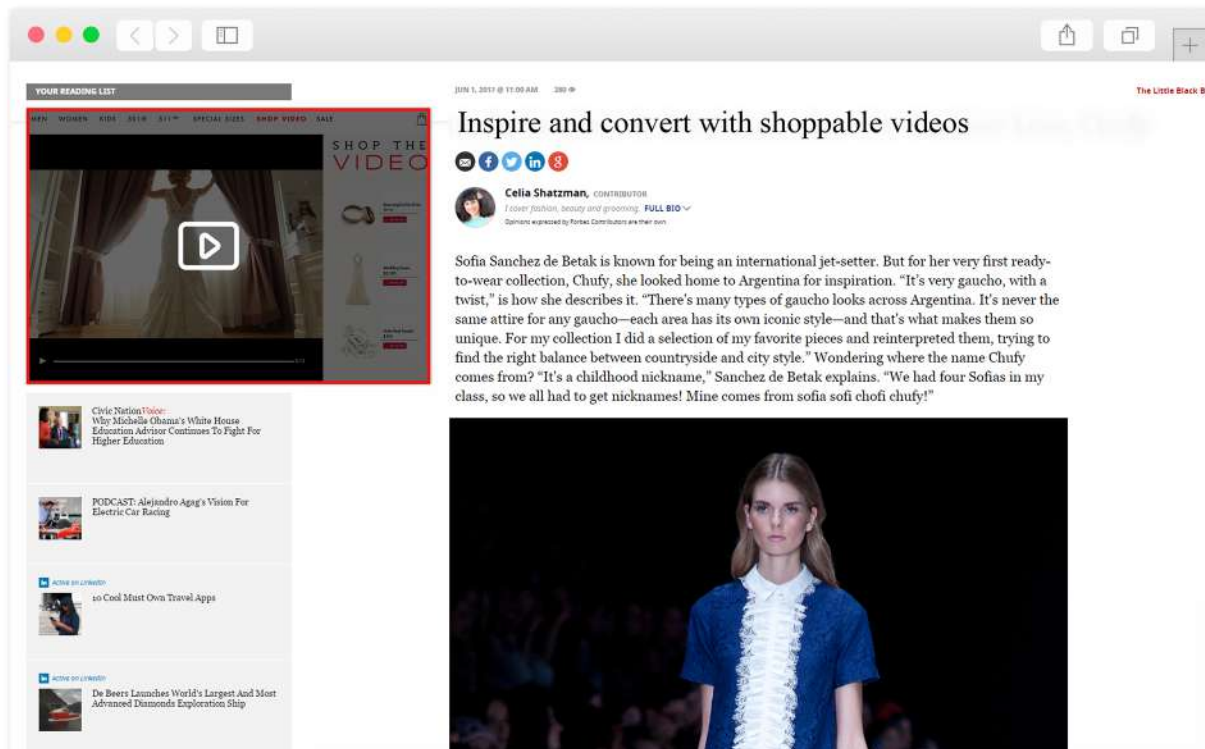
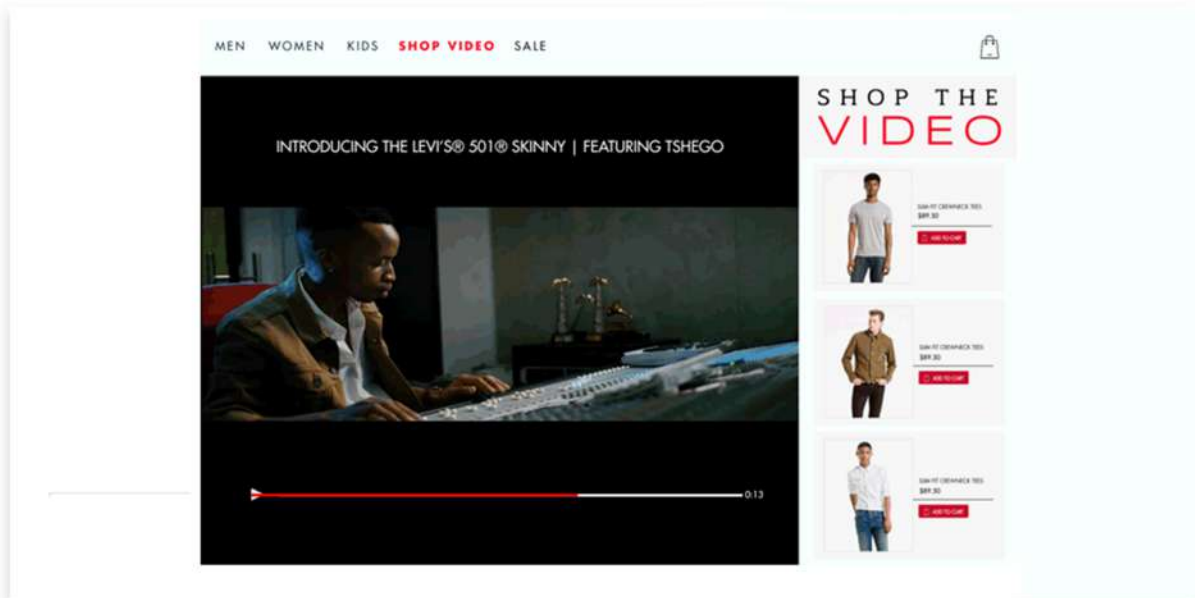
\* comparison between users engaging with Vue.ai's ensemble generator & other users



# VUESOCIAL

## SHOP THE VIDEO

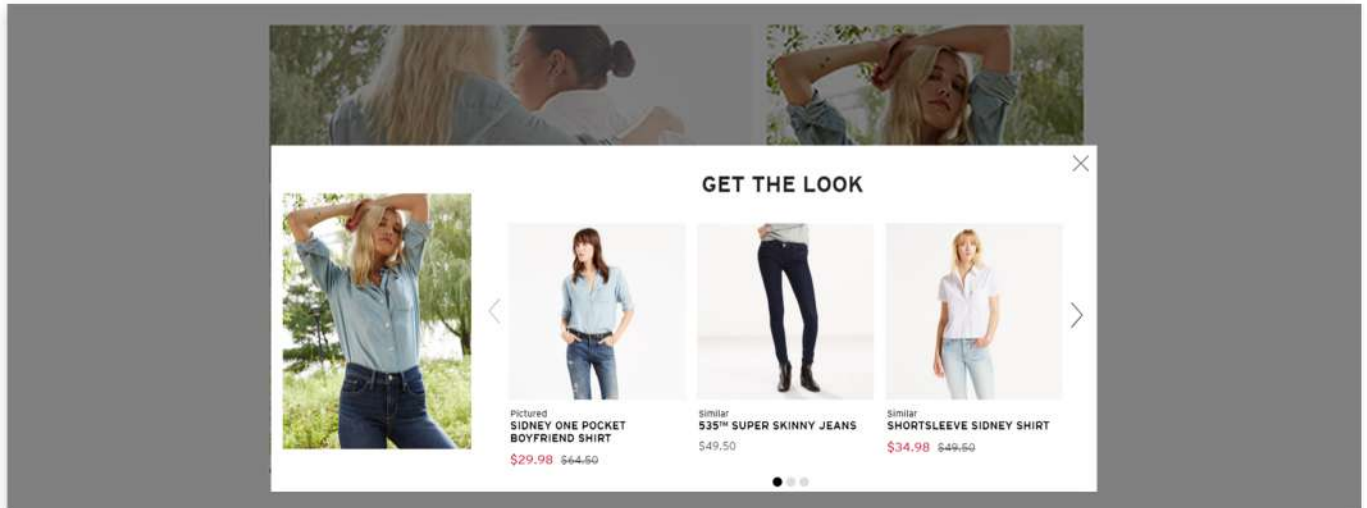
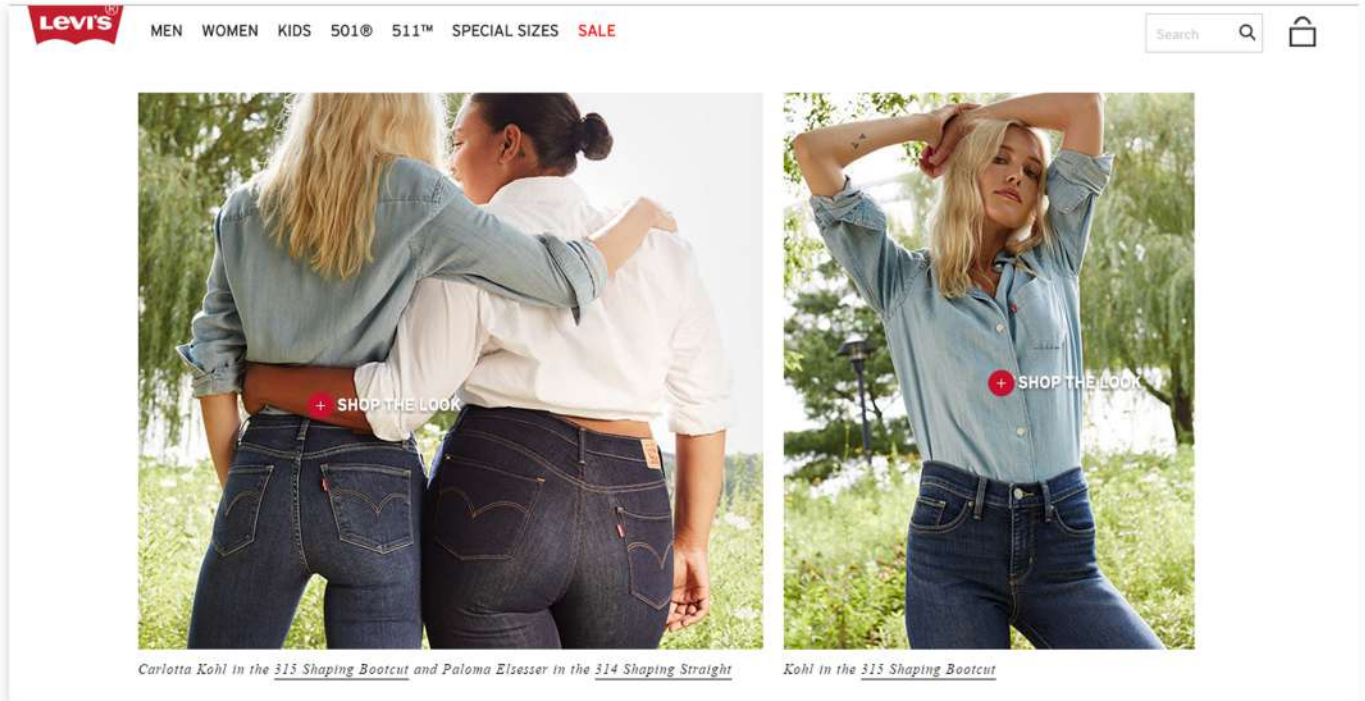
Go where your audience goes, acquire, and monetize through your visual assets



# VUESOCIAL

## SHOP THE LOOK

Converting marketing content into shoppable assets increased click through and engagement rates on the store.



## FROM VUE.AI SHOP THE LOOK

50%

IMPRESSION RATE

10%

CLICK TO OPEN RATE

20%

OF ALL CLICKED PRODUCTS  
ARE ADDED TO CART



# BUILDING THE FUTURE

ONE INTELLIGENT MACHINE AT A TIME

VUE.AI™  
INTELLIGENT RETAIL AUTOMATION

MAD