CASE STUDY

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

* representative sample of the online retailers that we work with across the globe.

ONLINE RETAILERS AND MARKETPLACES

Ever since Amazon went from stocking literally everything from the "A" to the "Z", online retailers have become more ubiquitous. With e-commerce growing at a pace that is unprecedented, multiple retailers are fighting for the wallet-share of the fast-growing internet population. Growth is still the metric of choice when looking at these fast-growing retailers. However, with an increasing eye on profitability or a case for survival in an Amazon world, they are looking at ways of growing their top line while reducing their costs.

Acquiring customers is a focus. But once acquired, online retailers are fighting to keep their customers loyal, frequently buying and to develop value for association and repeat engagement with the products on their site. They're trying to differentiate themselves from hundreds of similar others in their geography and grab the attention of the shopper in a meaningful way.

TAILORING AI SOLUTIONS

PRODUCT DISCOVERY

Our online retail customers thrive on offering a large selection of products, many have between 1M-3M SKUs; however, with large catalogs come low product discoverability (case in point being ThredUp whose unique model results in a rapid inventory churn, and about 80% of all products being undiscovered)

VISUAL SEARCH

Searched Image
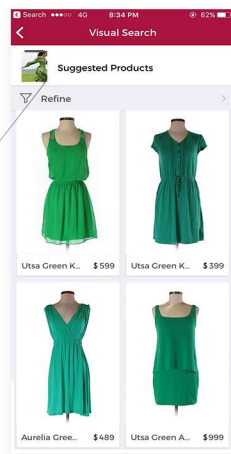
With our visual search product, we enabled discovering a product through image match. A picture the user takes, matches to products onsite creating a "wow" effect, leading to higher engagement levels

VISUALLY SIMILAR RECOMMENDATIONS

Showing similar products based on visual parameters (for fashion), and user-behavior (for on-fashion) increased discoverability of relevant products
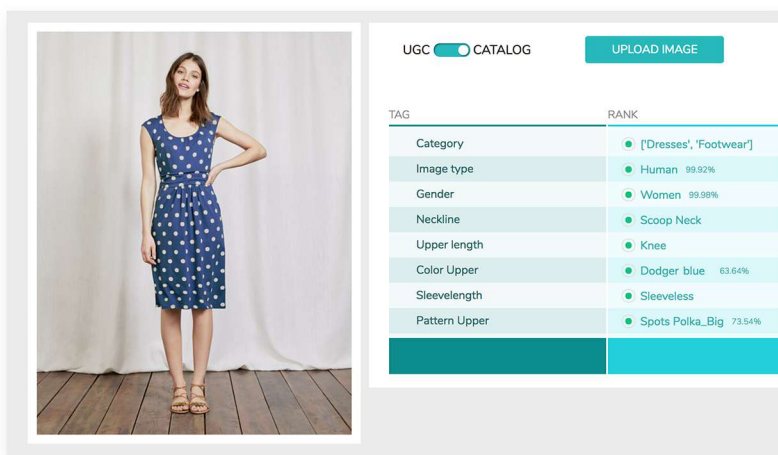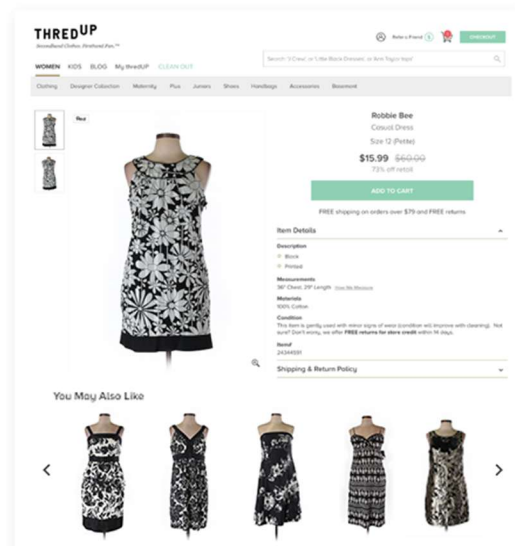
VUETAG

Accurate tagging of the catalog led to better indexing for search, and made product descriptions more accurate
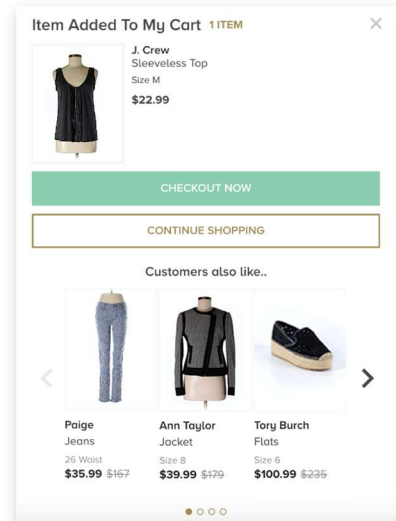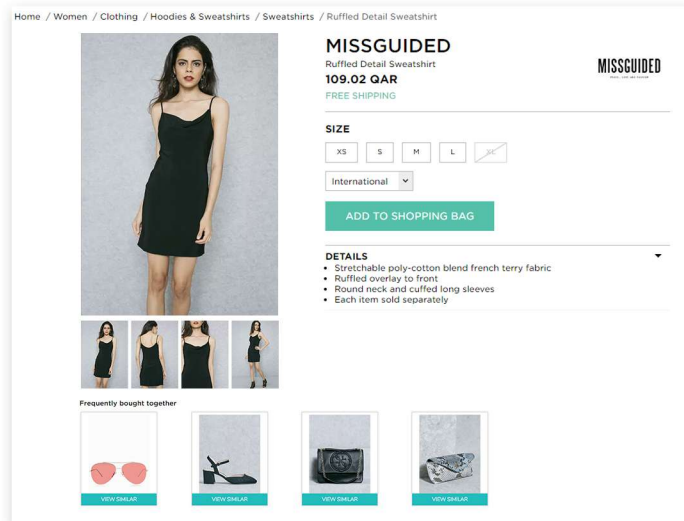
**50%** Of the entire catalog discovered through Vue.ai engagement on a mobile app of a market place in Asia

INCREASING ENGAGEMENT / CONVERSION

Users are spoilt for choice; bringing them onto the store is not even half the battle won; keeping them engaged and making them buy is key

FREQUENTLY BOUGHT TOGETHER/ENSEMBLE GENERATOR

Showing complementary products on both the product and cart pages led to users buying entire outfits or getting a better idea of styling combinations resulting in more cross-sell and increase in Average Order Value.
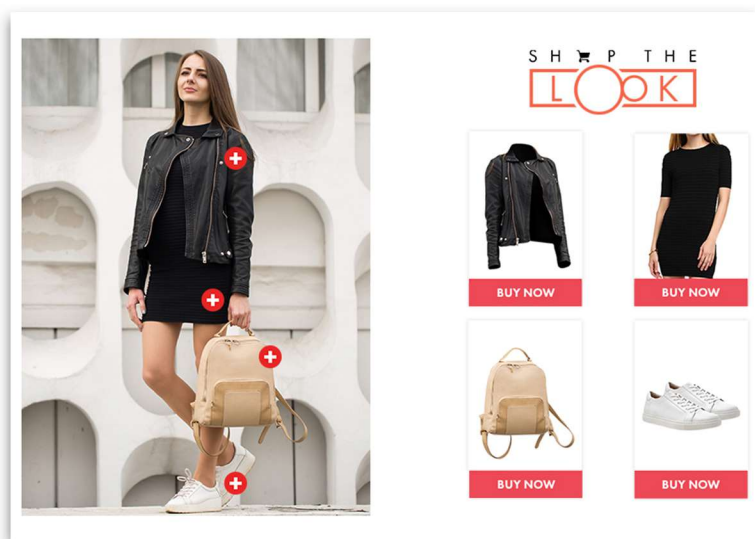
SHOP THE LOOK

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

2.6x increase in AOV from orders through the ensemble generator

1.6% Of total revenue driven by Vue.ai's Complete the Look through the shopping cart on one of the largest used clothing retailers in the US

INCREASE THE FREQUENCY OF PURCHASE / ORDER SIZE

Only when customers return for repeat purchases, are marketing and other acquisition costs offset; customers need to buy more, and more often

VUEMAIL

Engaging with customers through personalized recommendations delivered on emails, led to users coming back to the store, resulting in repeat purchases and increase in Customer Lifetime Value.

50% Reduction in Customer Retention Costs for a marketplace in Asia

**2x** Higher Average Revenue per Email (Compared to the industry average)

4% Click to Open Rate for one of the largest used clothing retailers in the US

PERSONALIZATION

Decision fatigue is real; often, showing users more choices rather than more relevant choices increases bounce; showing personalized product recommendations moves customers down the conversion funnel faster
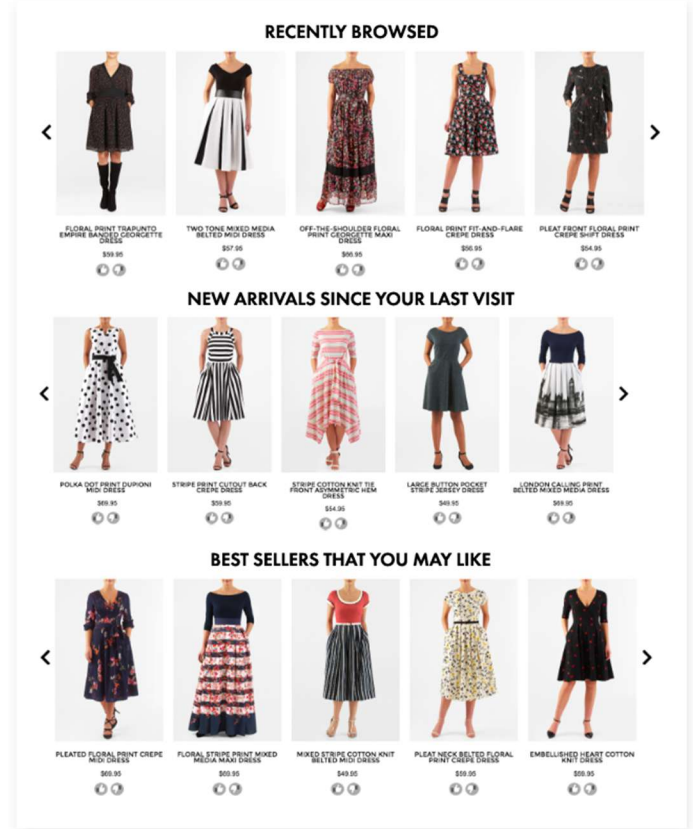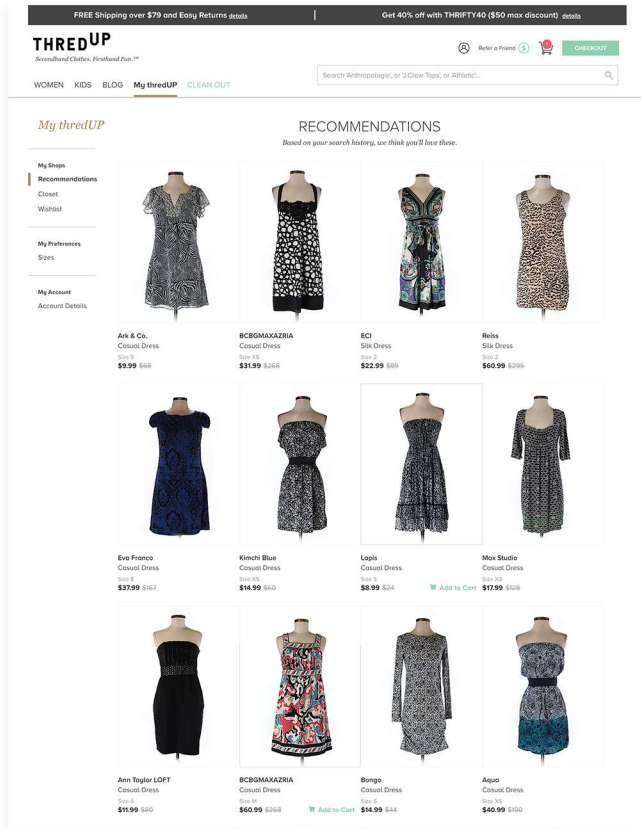
TOP PICKS FOR YOU / INSPIRED BY BROWSING / PERSONALIZED TRENDING / MY PAGE

User's browsing history, purchases, and affinities towards visual attributes (like colors, patterns, styles), and non-visual attributes (such as brands, price range) feed into personalization algorithms. These led to users discovering more relevant products, reducing bounce rate, and converting faster.

FOR ONE OF THE LARGEST MARKETPLACES IN THE MIDDLE EAST

60% Of visits that start with Vue.ai engagement on a category from the homepage, saw continued engagement within the same category for the entire visit

25% Decrease in Homepage bounce rate

OVERALL METRICS

Across clients, across products, Vue.ai increases engagement and conversion

2.5x

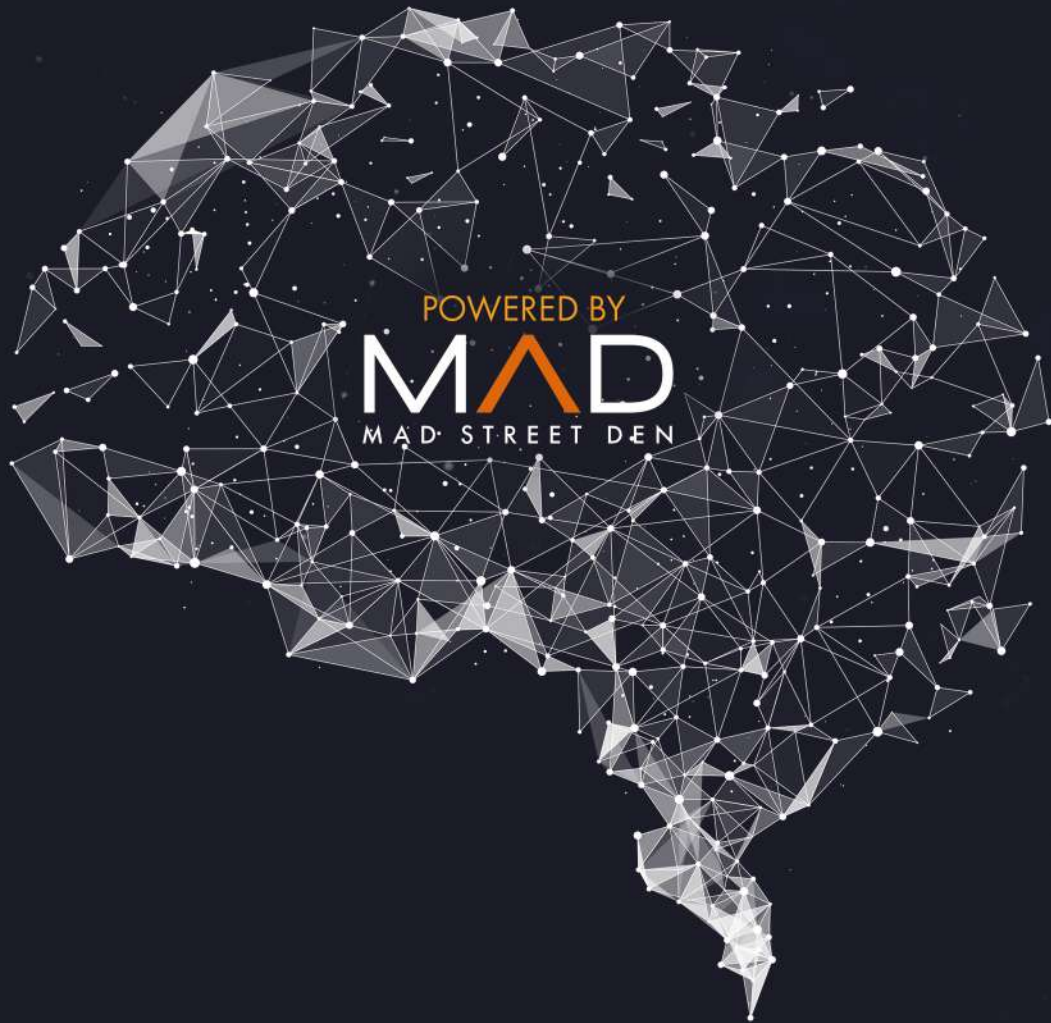**INCREASE IN PAGE VIEWS**

200%

MORE TIME SPENT

11%

CLICK THROUGH RATE

2x

INCREASE IN USERS WHO ADDED TO CART

8x - 20x

RETURN ON INVESTMENT

POWERED BY

MAD
MAD STREET DEN

BUILDING THE FUTURE

ONE INTELLIGENT MACHINE AT A TIME

VUE.AI™
INTELLIGENT RETAIL AUTOMATION

MAD