VUE.AI™

INTELLIGENT RETAIL AUTOMATION

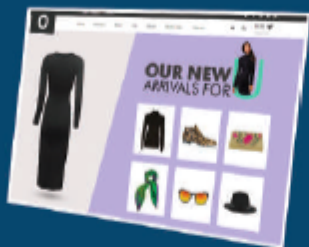## CATERING TO THE STYLE CONSCIOUS SHOPPER

AN IMPACT STUDY

VUE.AI: THE RETAIL CUSTOMER JOURNEY

PERSONALIZE THE FIRST POINT OF CONTACT 1

Homepage personalization
Personalize with every click
Understand intent
Influence the customer journey

RECOMMEND VISUALLY SIMILAR STYLES 2

Product page recommendations based on preferred colors, patterns, shapes.

PROVIDE STYLING SERVICES THROUGH COMPLETE THE LOOK 3

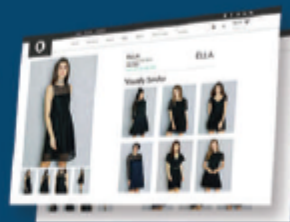Super charge your checkout page, product page with curated looks from the AI stylist.

CREATE CUSTOM FEEDS, PERSONALIZED CLOSETS, ROOMS 4

Predictive ranking and display of content, automatically curated in themes for different types of user intent.

UPSELL CONFIRMED ORDERS 5

Add a little extra in your order confirmation emails. Automatically include complementary products & increase frequency of buys.

CONVERT ABANDONED CARTS 6

It's not too late to get them back. Show similar pieces in lower price points and different brands to sell to indecisive customers and reduce drop-offs.

7 PROMOTE PERSONALIZED CAMPAIGNS

As trends come and go, target individual customers on email with the right products at the right time, to cut out noise and increase click throughs.
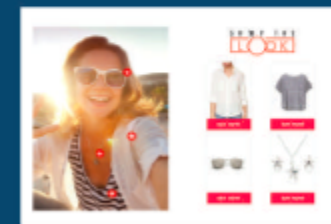
8 SHOP THE LOOK, SHOP THE VIDEO

Make your images & videos - across blogs, influencer content, instagram, facebook & other social channels - instantly shoppable.

ON SITE/APP
IN-STORE
MARKETING CHANNELS

50% OFF
New Arrivals
SHOP NOW

Only AI stack with products that power entire customer journey

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PUT YOUR DISPLAYS TO WORK WITH PERSONALIZED CONTENT **9**

Supercharge all the displays in your store with potent personalized content, targeting shoppers with geo / time / demographic / trend-relevant content

10 EMPOWER YOUR SALES ASSOCIATE WITH OUR AI STYLIST

Use complete-the-look suggestions, style based recommendations & more to help shoppers find and buy exactly what they want. Experience in-store, buy online. Stock as little as you can

ON SITE/APP

IN-STORE

MARKETING CHANNELS

11 USE VISUAL SEARCH, 'TRY & BUY' & OTHER BESPOKE SERVICES

Put our AI stylist to work tapping into shopper-ready behavior like taking pics of clothes, trying on clothes to connect offline & online experience. Our data driven forecasting will enhance this online-offline experience

Only AI stack with products that power Omni-channel strategy:
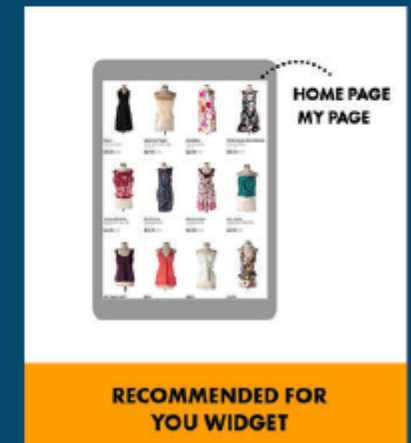AI that can be applied across website, app, social channels, stores, warehouses & more

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VUE COMMERCE

- **BETTER DISCOVERY**

- **HIGHER ENGAGEMENT**

- **BETTER CONVERSIONS**

- **HIGHER CLTV**

VUE.AI AI STYLIST's
ENSEMBLE GENERATOR /
COMPLETE THE LOOK --
A CROSS PRODUCT
RECOMMENDATIONS WIDGET

VUE.AI's AI STYLIST - ENSEMBLE GENERATOR

WHAT?

- The ensemble generator acts as a website's AI-powered stylist personalized for each shopper to showcase curated looks that they'll love.

- An cross sell engine combined with the ideas of visual and fashion attributes, personalized for each user. Also provides context for the product being viewed.

WHY?

- Shoppers like to see accessories and other items of clothing that complement and complete a look, even if it's not what the model is wearing.

- Shoppers like to see how versatile the product they are viewing really is. When you show them a product page that includes pairing suggestions in different colors – they'll view more, click more, and buy more.

HOW?

- Vue.ai's Ensemble Generator is built by taking the following parameters into consideration along with the shopping patterns on a website --
  - Visual affinity
  - Inter-product Correlation
  - Price affinity
  - Brand affinity

- The algorithm is built and learns to tap the right mix of these levers ensure that the curated looks are seamlessly delivered without any manual intervention.
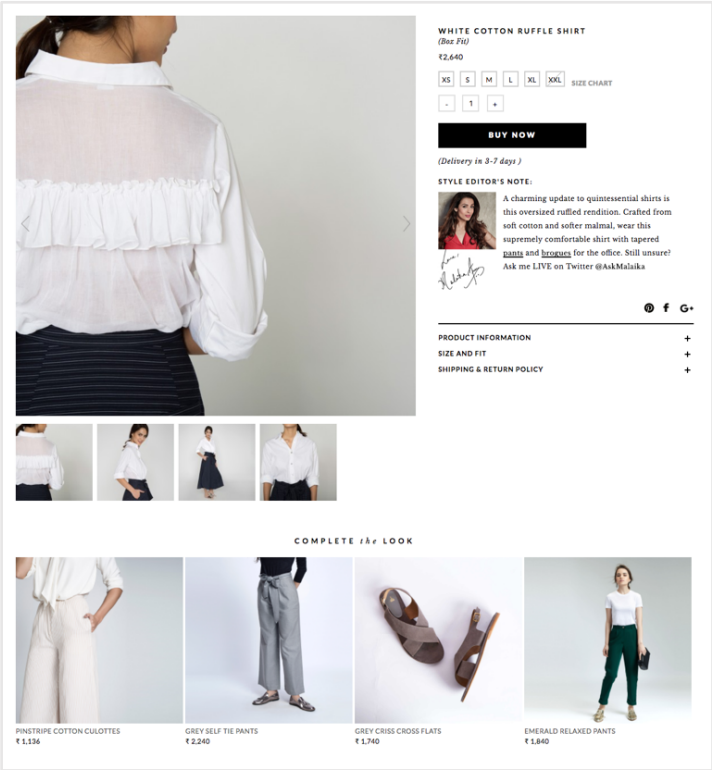
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VUE.AI's ENSEMBLE GENERATOR – EXAMPLES (1/3)

(a)

(b)

(c)
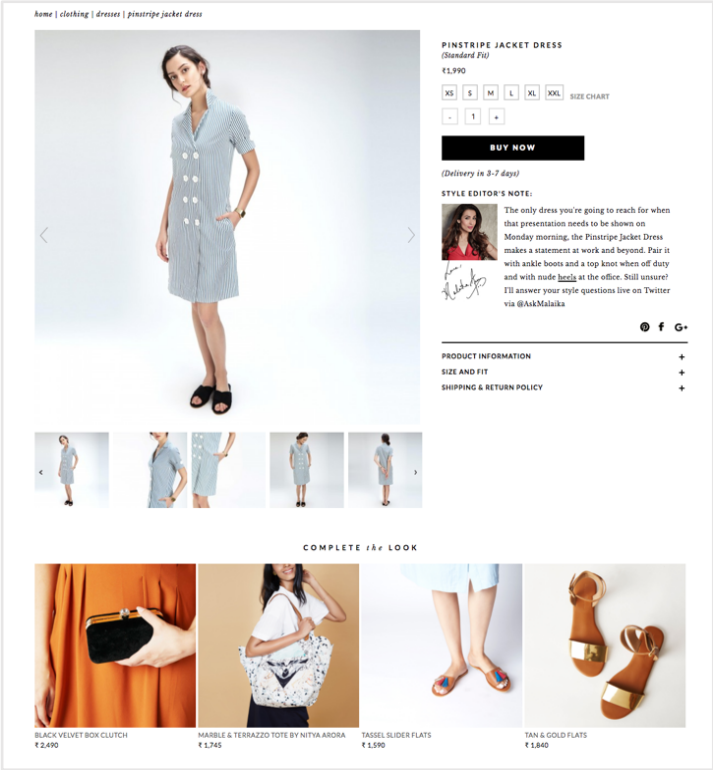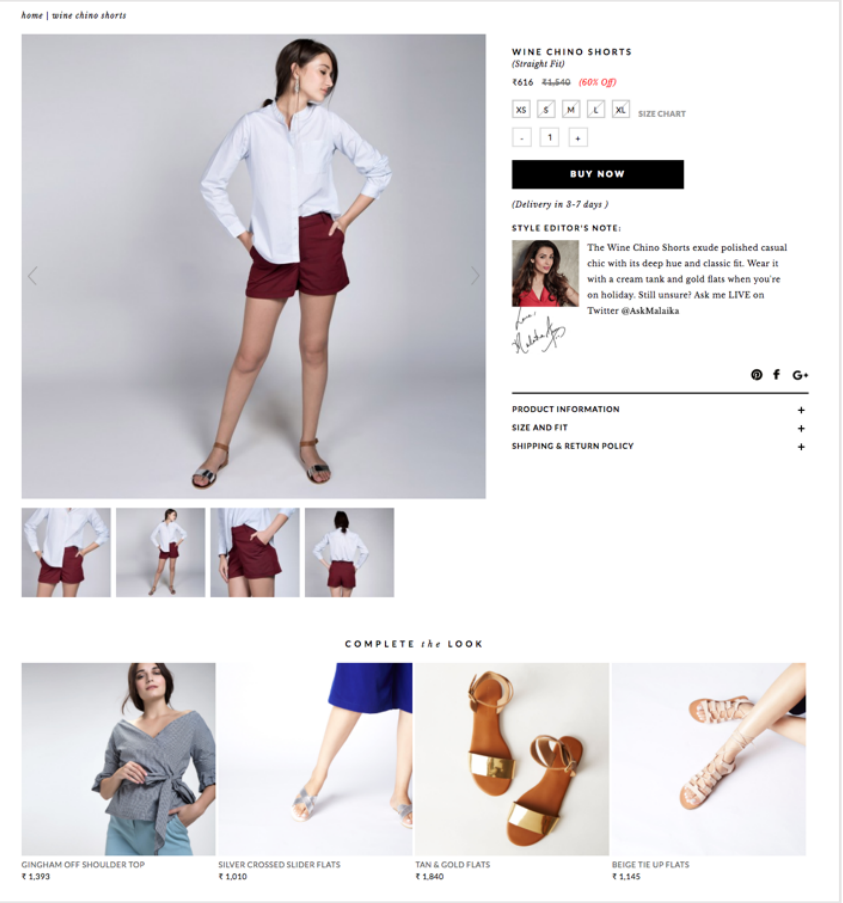
Vue.ai's Ensemble Generator on the website & app of a lifestyle brand that sells curated and styled trend-focused, signature pieces of clothing, accessories and home decor. Above are examples of Vue.ai's Cross Product recommendations on the product detail pages.

VUE.AI's ENSEMBLE GENERATOR – EXAMPLES (2/3)

(a)

(b)

(c)

Vue.ai's Ensemble Generator on the website & app of a fashion resale website for consumers to buy and sell secondhand clothing and accessories online. Above are examples of Vue.ai's Cross Product recommendations on a pop-up on screen after a product is added to cart.

VUE.AI's ENSEMBLE GENERATOR – EXAMPLES (3/3)

RELAXED GRAPHIC CREWNECK SWEATSHIRT
$64.50
★★★★★ (1)

COLOR   HOUSEMARK CAVIAR

FIND YOUR TRUE FIT

SIZE
XS S M L XL

QTY 1   ADD TO BAG

• The BOGO Event. Buy one item. Save 50% off the second one. Use code BOGO50 DETAILS

DETAILS   MATERIALS   FIT AND SIZING
Made from soft fleece, this classic crew pullover is designed for comfortable everyday wear, with a graphic design for a touch of character.   • 100% Cotton (Non-Stretch Fleece)   • Relaxed fit
    • Classic crew neck

COMPLETE THE LOOK

WEDGIE FIT STRAIGHT JEANS   ICON BELT
$98.00 $38.00

COMPLETE THE LOOK

MILE HIGH SLIM CROPPED JEANS   LARKSPUR BELT
$44.98 $59.50 $28.00

COMPLETE THE LOOK

MILE HIGH SUPER SKINNY JEANS   LARKSPUR BELT
$44.98 $59.50 $28.00

501® TAPER JEANS
$168.00
☆☆☆☆☆ (0)

COLOR   AIZOME

FIND YOUR TRUE FIT   Size Guide

WAIST
24 25 26 27 28 29
30 31 32

LENGTH
28

QTY 1   ADD TO BAG

• The BOGO Event. Buy one item. Save 50% off the second one. Use code BOGO50 DETAILS

DETAILS   MATERIALS   FIT AND SIZING
The evolution of an icon. The 501® Original is now customized with a perfect tapered leg.   • 100% Cotton (Non-Stretch Denim)   • Mid rise: Sits at waist

COMPLETE THE LOOK

LEVI'S® COMMUTER™ TRUCKER JACKET WITH JACQUARD™ BY GOOGLE   TAILORED WESTERN SHIRT   ICON BELT
    $54.50 $38.00

COMPLETE THE LOOK

LEVI'S® NFL VARSITY TRUCKER JACKET   MARINA BLOUSE   LARKSPUR BELT
$79.98 $108.00 $29.98 $65.00 $28.00

Vue.ai's Ensemble Generator on the website of a leading jeans wear brand that sells classic and trend-focused, signature pieces of clothing and accessories. Above are examples of Vue.ai's Cross Product recommendations on the product detail pages.

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VUE.AI's ENSEMBLE GENERATOR – METRICS (1/2)

15.9 M

API CALLS

47.8 M

ENSEMBLES GENERATED

0.3%

of TOTAL ADD TO CARTS ON SITE

3x

INCREASE IN USERS WHO ADD TO CART

Metric
Products Clicked ▼

Time Level ▼
Week ▼

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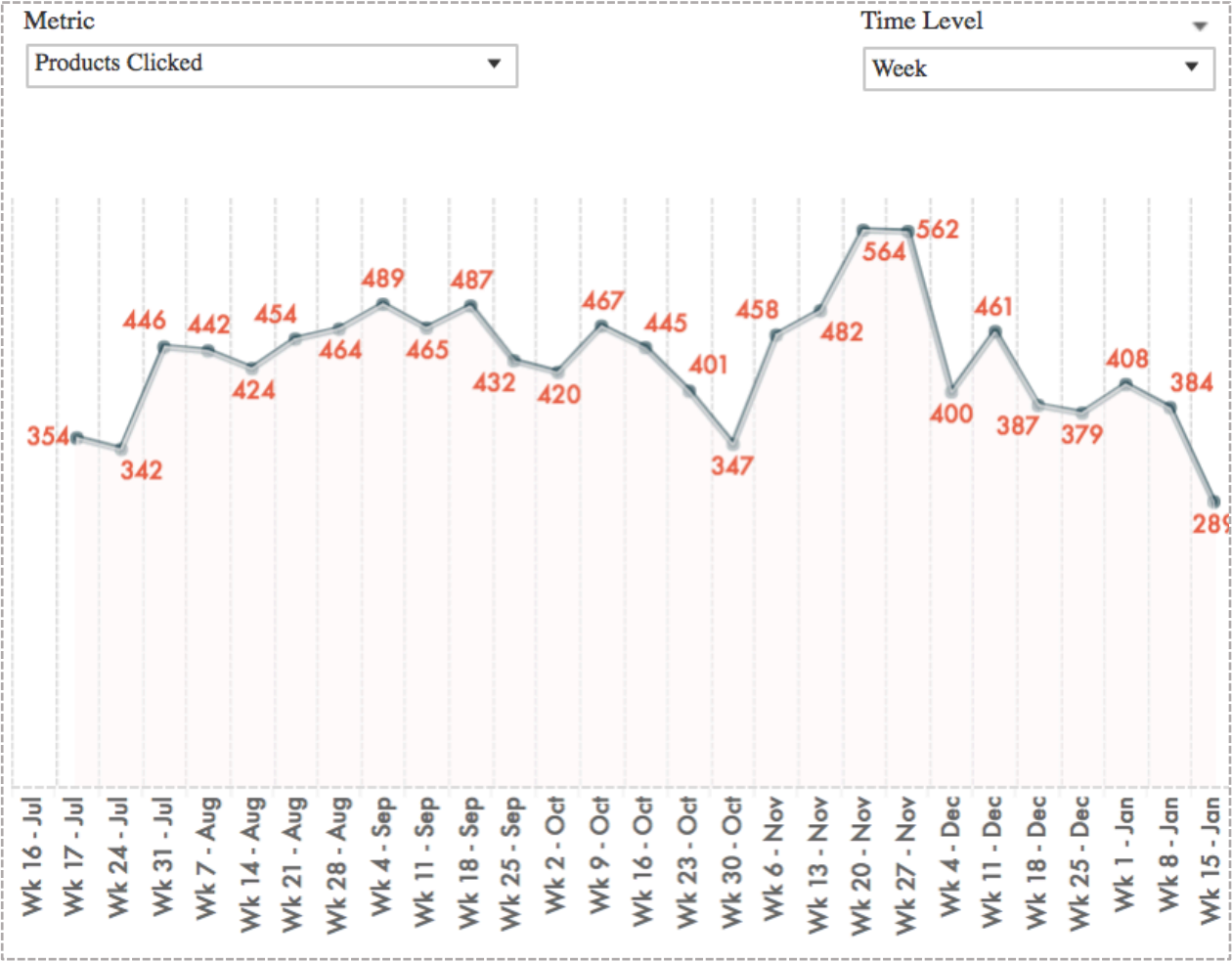
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VUE.AI's ENSEMBLE GENERATOR – METRICS (2/2)

3X
INCREASE IN CATEGORIES VIEWED

2X
INCREASE IN CATEGORIES PURCHASED

4.7X
INCREASE IN PRODUCT PAGE VIEWS

3.4X
INCREASE IN TIME SPENT ON SITE

Metric

Percentage Revenue ▼

Time Level

Week ▼

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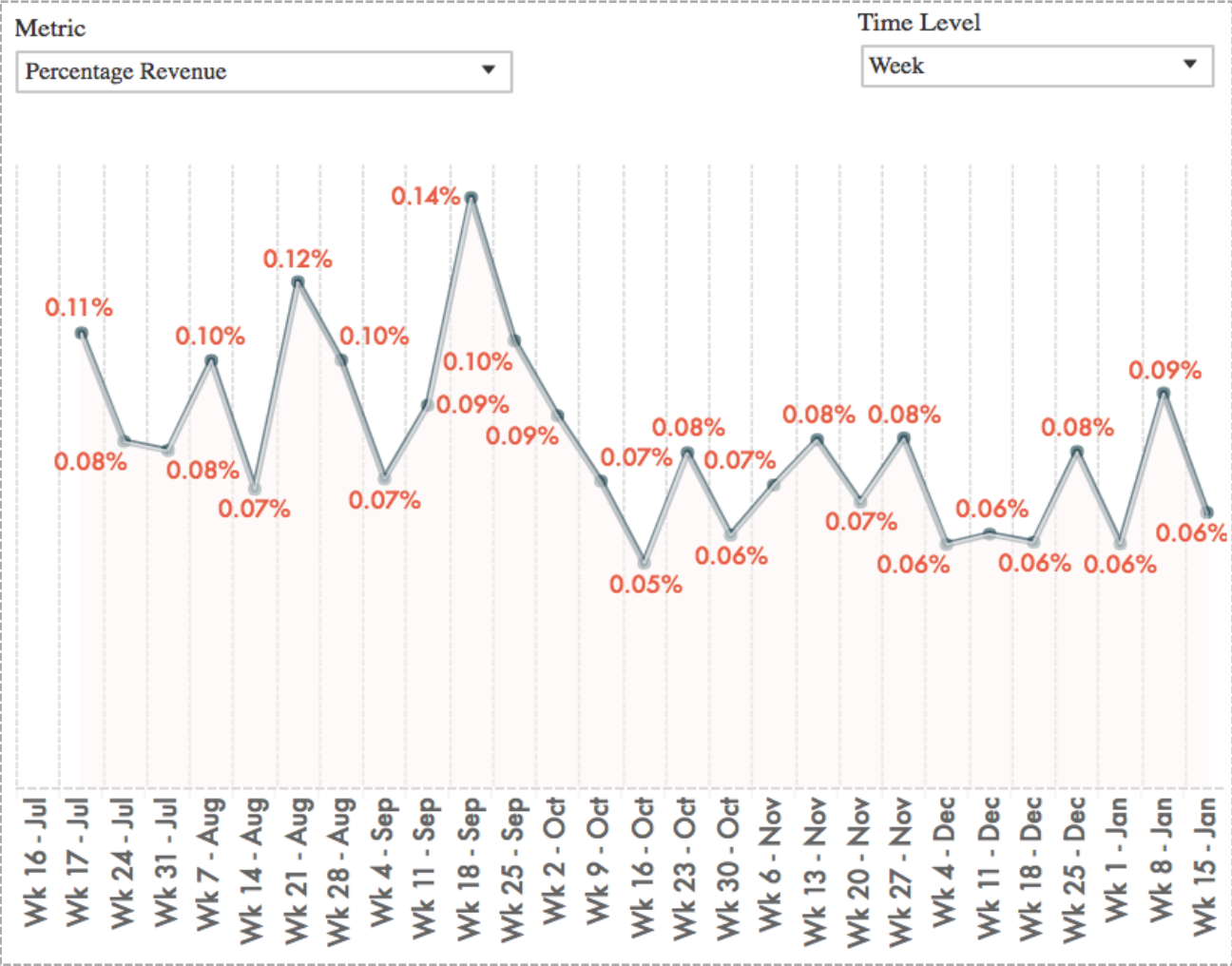
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VUE.AI's ENSEMBLE GENERATOR IMPACT ANALYSIS

VUE.AI'S ENSEMBLE GENERATOR USAGE BASED ON DAY OF WEEK
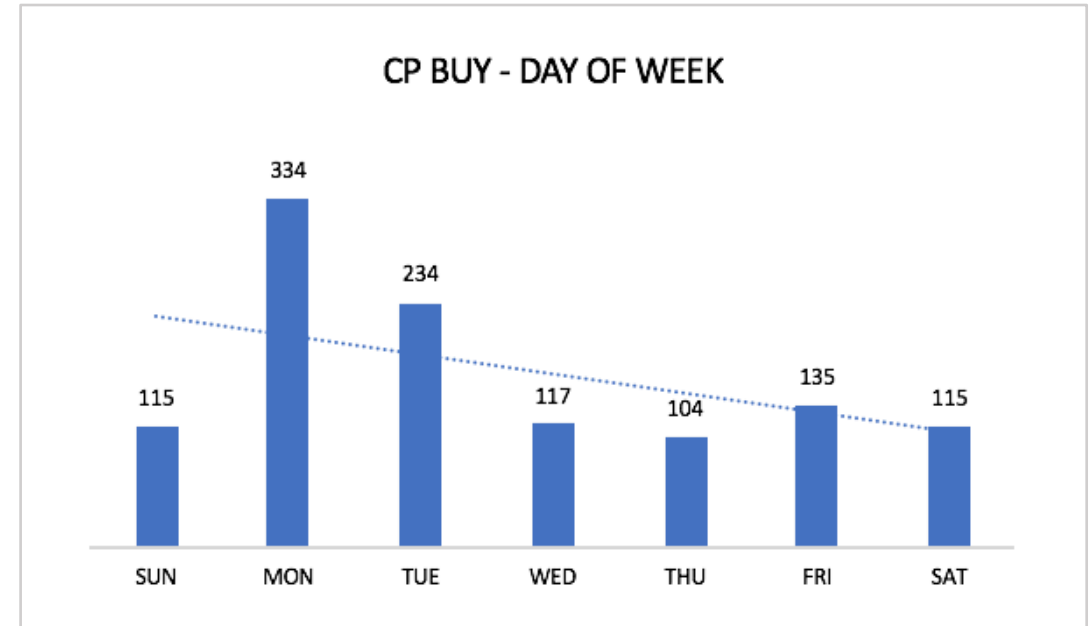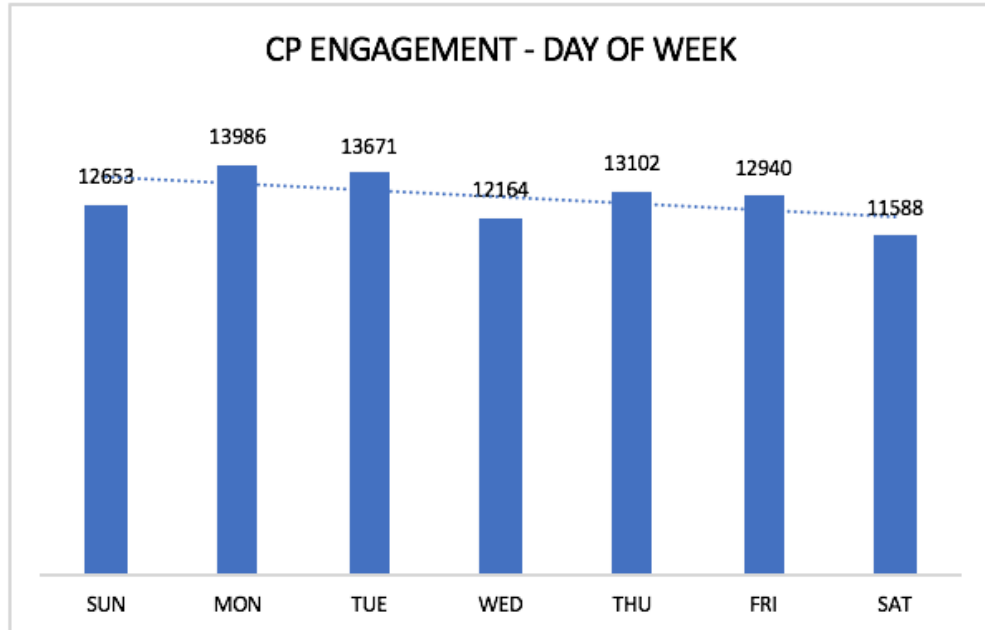
Findings:

- Engagement -- For majority of the engagement, Mondays seem to have the maximum clicks on CP. And, a large proportion of this comes from the repeat users who have already logged in and have become organic users to the site.
- Buys – Mondays have the maximum buys through CP. This perfectly ties up to the trend of browsing late on Sundays and people would normally take less than 24 hours to decide and buy the products.

VUE.AI's ENSEMBLE GENERATOR IMPACT ANALYSIS

VUE.AI'S ENSEMBLE GENERATOR FOR FASTER DECISION MAKING AND BETTER USER JOURNEYS
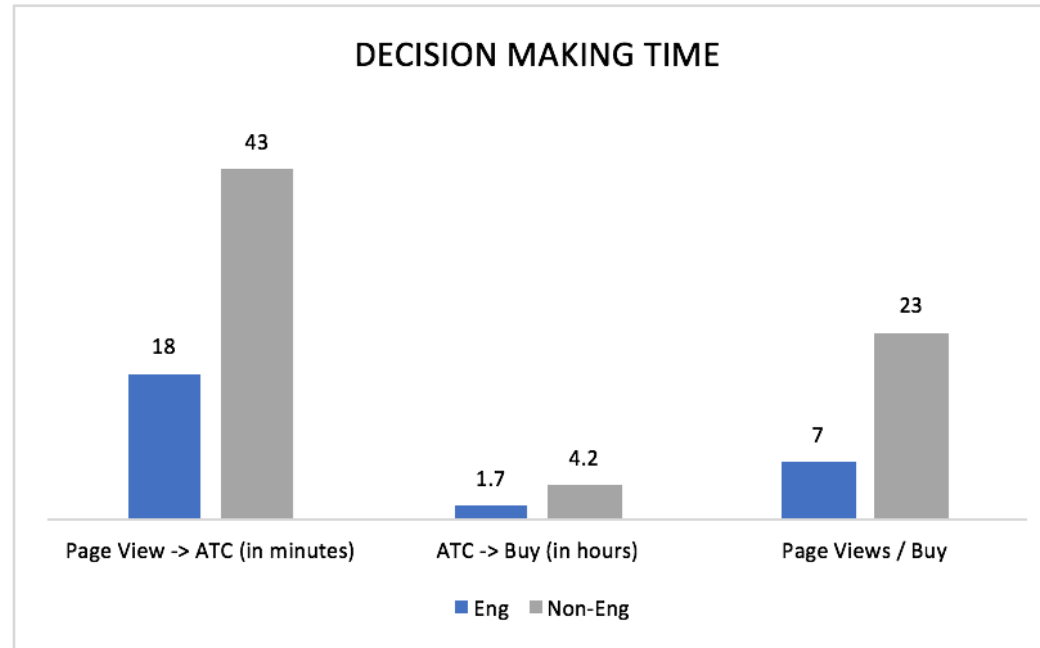

Findings:
- Users who engage with CP tend to make decisions faster in order to get to the next step in their journey. Users who engage with CP take almost only half the time to proceed to the next milestone in their journeys.
- Users who engage with recommendations on the site show favorable behavior, especially those with CP engagement. There is a very good conversion rate for users who interact with CP alone - 19% of users who click on CP, end up buying the same product.
- **These clearly indicate the relevancy and effectiveness of the personalized CP recommendations.**

VUE.AI's ENSEMBLE GENERATOR IMPACT ANALYSIS

A/B TEST RESULTS FOR VUE.AI'S ENSEMBLE GENERATOR

TEST CONDITIONS

- We conducted an A/B test for a leading jeans wear brand, to determine the value of the Vue.ai's Ensemble Generator.

- Half the visitors to the product details pages were shown our recommendations while the other half were not.

TEST RESULTS

↑**2.7%**
higher visitor-to-order conversion

↑**52%**
more products viewed

3.6% ↑
increase in revenue

3% ↑
increase in average order value

35% ↑
higher repeat visit rate

↑**4%**
increase in revenue per visitor

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VUE.AI's ENSEMBLE GENERATOR

IMPROVEMENTS AND NEXT STEPS IN PIPELINE

Next steps / Recommendations:

1. Product optimization based on entry point (Referrer):
- Split traffic based on referrer types –
  - Ad/Search based retargeting
  - In-house Social media platforms (like Facebook, Instagram, Pinterest)
  - Email marketing / retargeting
- In the list above, ways 2 & 3 are the cheapest ways to bring in more users / repeat users back to the website.
- For social media, CP could be combined with VUE.AI's SHOP THE LOOK to make it more valuable.

2. Product optimization based on day of week:
- Since most of the users browse on Sundays and buy on Mondays, the Cross Product based Email campaigns can be targeted for these days for maximum conversion and better AOV and AOS through Cross Product.

3. Product optimization based on design / location of widget:
- Vue.ai's Ensemble Generator works as a great tool to provide context and this has been established by clients who have had the widget on their product description pages.

4. Product optimization based on visual and fashion preferences:
- Vue.ai's Ensemble Generator is next going to take in style, occasion and color matching choices as part of its algorithm.

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