

The impact of Email Personalization

CUSTOMER RETENTION
COSTS REDUCED BY

50%

REVENUE LIFT OF

5-15%

VUEMAIL FOR DESIGNER FURNITURE
COMPANY IN SINGAPORE

VUEMAIL FOR LARGE MARKETPLACE
IN UNITED STATES

RESULTS FROM A U.S. APPAREL MARKETPLACE CASE STUDY

10%

Total products served
through VueMail

5.1
Million

Emails opened

1.3%

Unique products clicked
through VueMail

19%

Click to open rate

2x

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

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

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Introducing VueMail

AUTOMATED EMAIL PERSONALIZATION

Engage · Retain · Recover

AI driven email personalization

Open new channels for monetization with omnichannel AI tools that improve acquisition, retention and conversion



OVER
73%

Marketers state that they
prefer email over any other
channel*

*eConsultancy



USD
\$38

is the average return for
every **USD\$1** 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 that makes 'customer-centric retailing' a reality



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

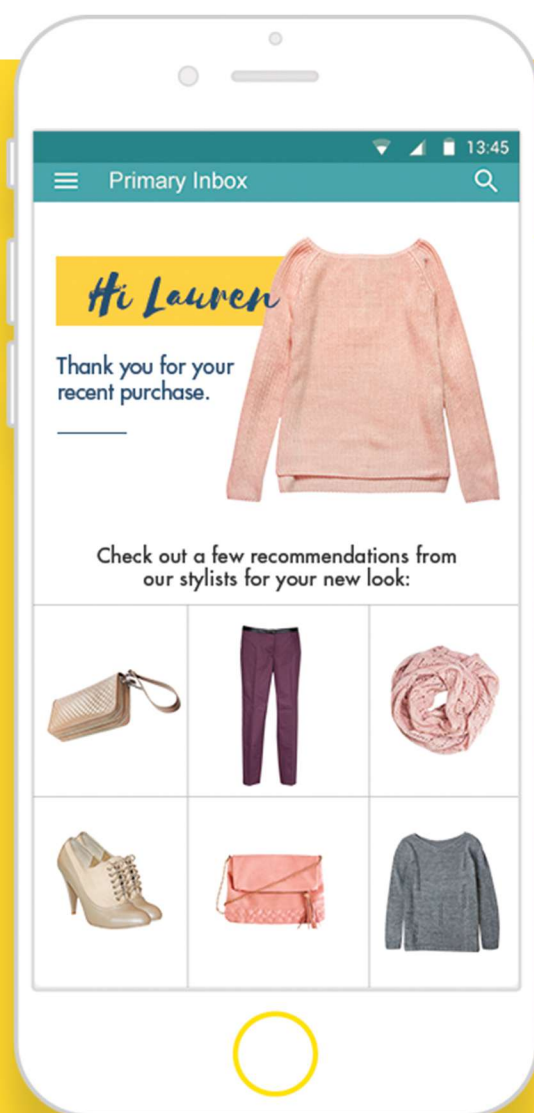
VUE.AI

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



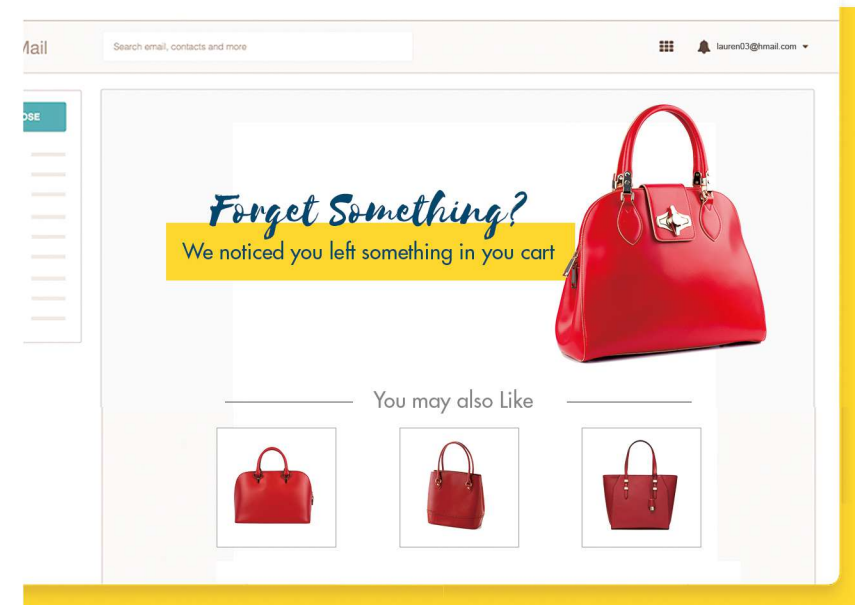
Computer Vision algorithms dynamically design ensembles for shoppers

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

RECOVER

Top picks & personalized trends for promotional emails & more

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

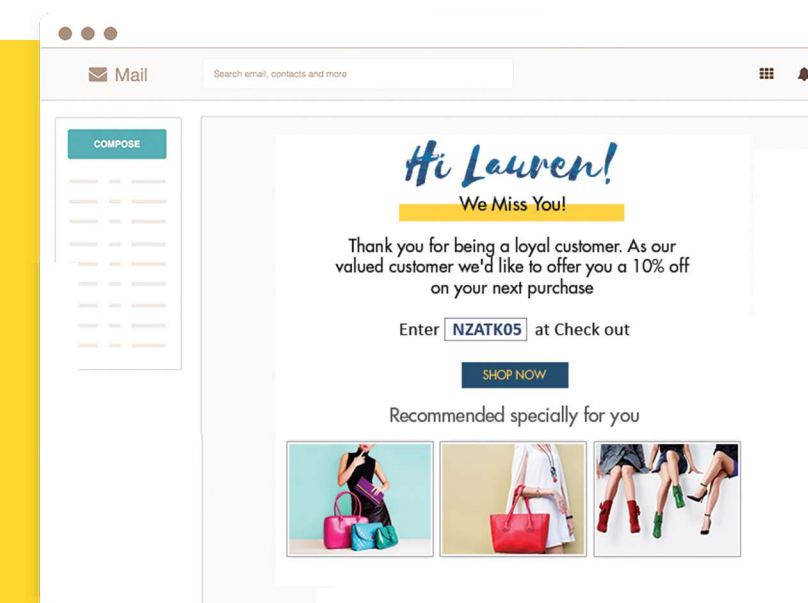
Remind your shoppers why they love you

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



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