



Vue.ai improves shopper experiences through Dynamic & Personalized Recommendations

How Vue.ai improved conversions for one
of the largest retailers in Latin America

Our Omnichannel Personalization Engine

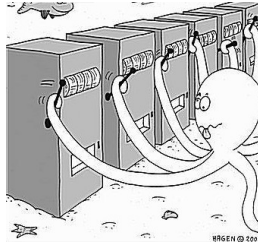
Dynamic Personalization as a layer on
any recommendation engine

- Home Page Personalization
- Visually Similar Recommendations
- Thematic Collections
- Cross Product Recommendations

Dynamic Personalization

A personalization engine that takes into account each shopper's preferences in real time and serves relevant recommendations

Color



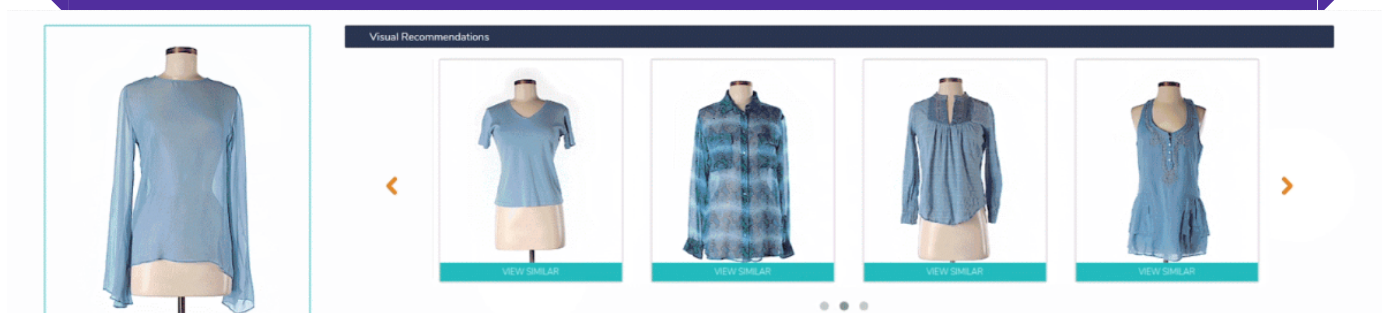
Shape

Price

Pattern

Brand

Example: Personalization on Color

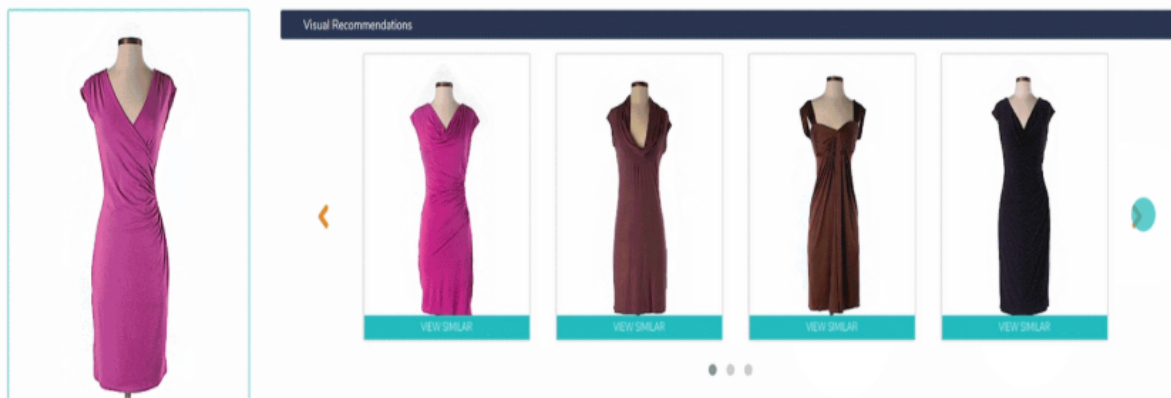


Visual cues gathered:
Affinity shown to a particular color

What does Vue.ai recommend?

For a user clicking on 'blue' colored dresses, our algorithms dynamically boost the color 'blue' and show similar products with base color 'blue'

Example: Personalization on Shape



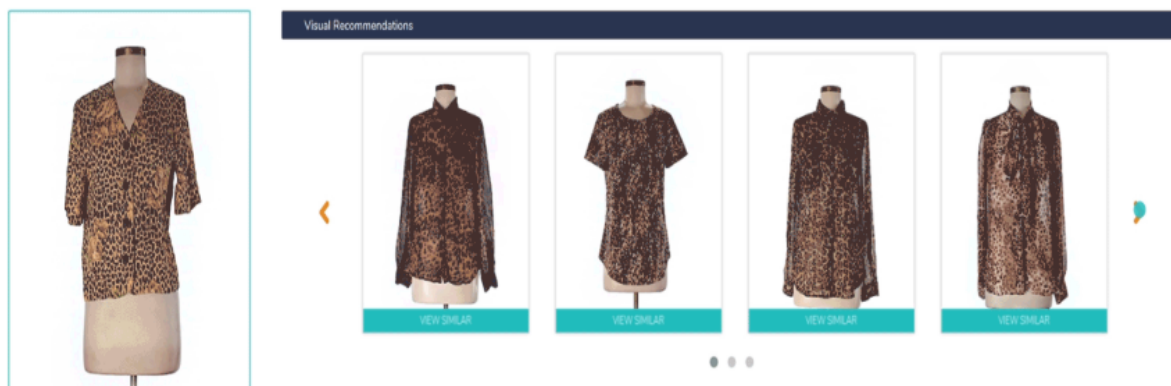
Visual Cues gathered:

Affinity shown to the sleeve/length of a dress of no particular color or pattern

What does Vue.ai recommend?

Serves recommendations boosted on shape, sleeve length and a variety of colors and patterns.

Example: Personalization on Pattern



Visual cues gathered:

Affinity shown to 'animal prints' of no particular shape or color

What does Vue.ai recommend?

A mix of 'animal print' clothes of varying colors and shapes.

Client Context

ABOUT THE CLIENT

- Our client is a multi-brand outlet store with a strong presence in Latin America, hosting more than 200 national and international fashion brands in their outlets.
- Vue.ai recommendations are present in their
- e-commerce platform.

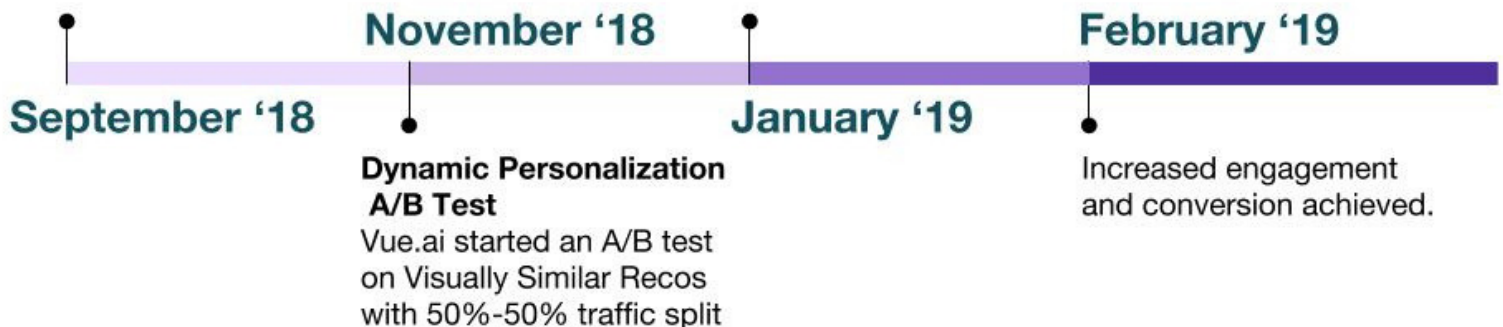
ROLE OF VUE.AI

- Vue.ai supports the client in the e-commerce space by powering their online store with personalized recommendation engines.

Vue.ai Product Experiments Timeline

VueCommerce went live with...

Visually Similar Recos
Inspired by Browsing History
Top Picks for you



Vue.ai Product Improvement Experiment

- **Visually similar recommendations** was found to have the most engagement among all products.
- So, we ran an **A/B test** on these similar recommendations.

Group
A
(50%)

Dynamically personalized
recommendations

Group
B
(50%)

Similar product
recommendations

- Group A : Improved version of the algorithm, rendering dynamically personalized recommendations
- Group B : Regular similar product recommendations

Vue.ai <> Improvement Engagement

Group A
Dynamic personalization

Group B
Similar Products



User Engagement Rate

10.2%

6.8%

50%

Improved
engagement rate



Click through rate

8.4%

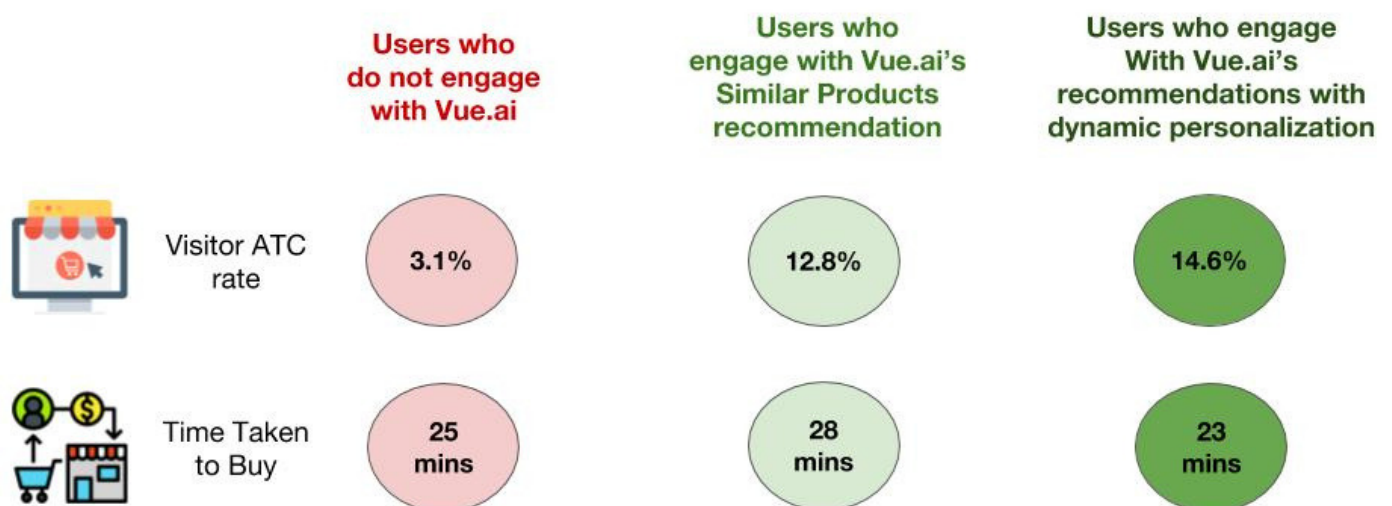
7.0%

20%

Increased CTR

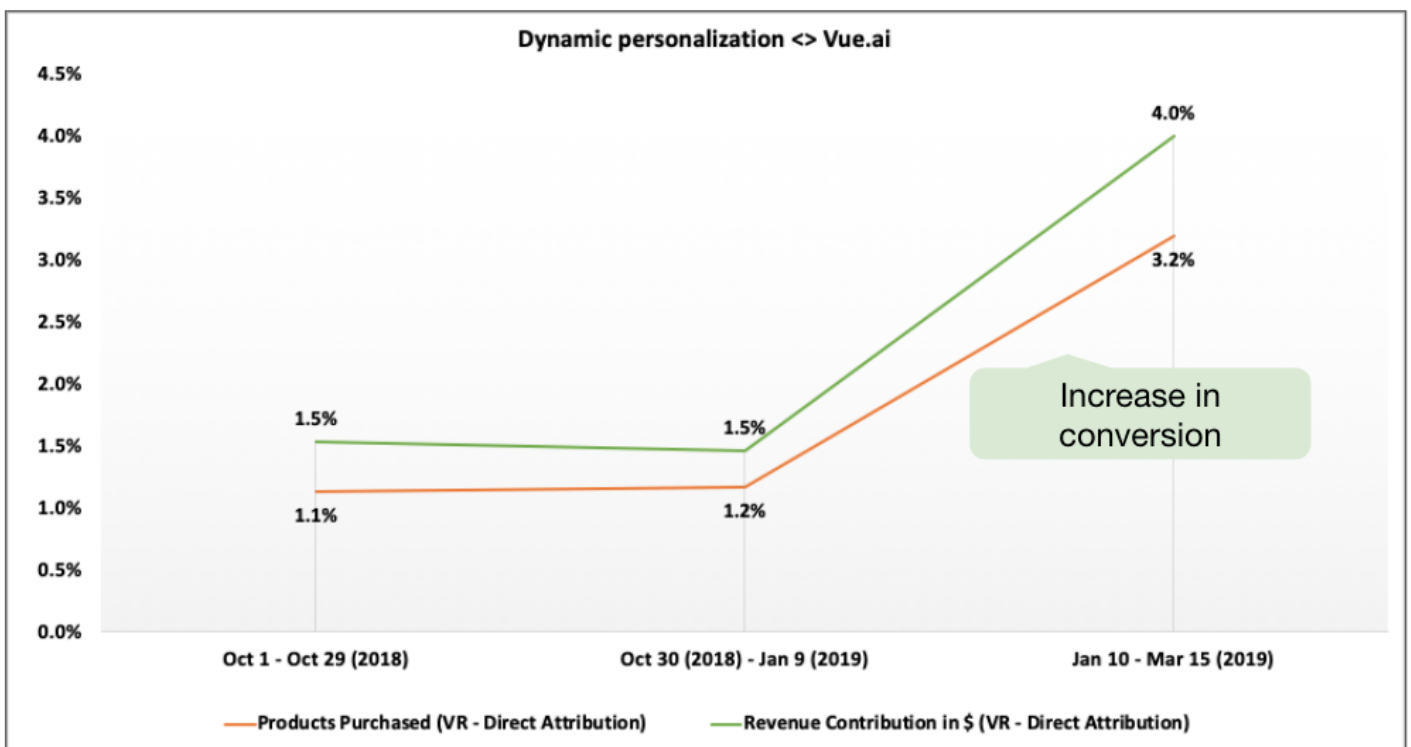
- Learning over time, our Dynamic Personalization engine served recommendations curated to the user's preferences.
- This led to more people engaging with the recommendations, thereby increasing the chances for conversion.

Measuring the Performance of the A/B Test



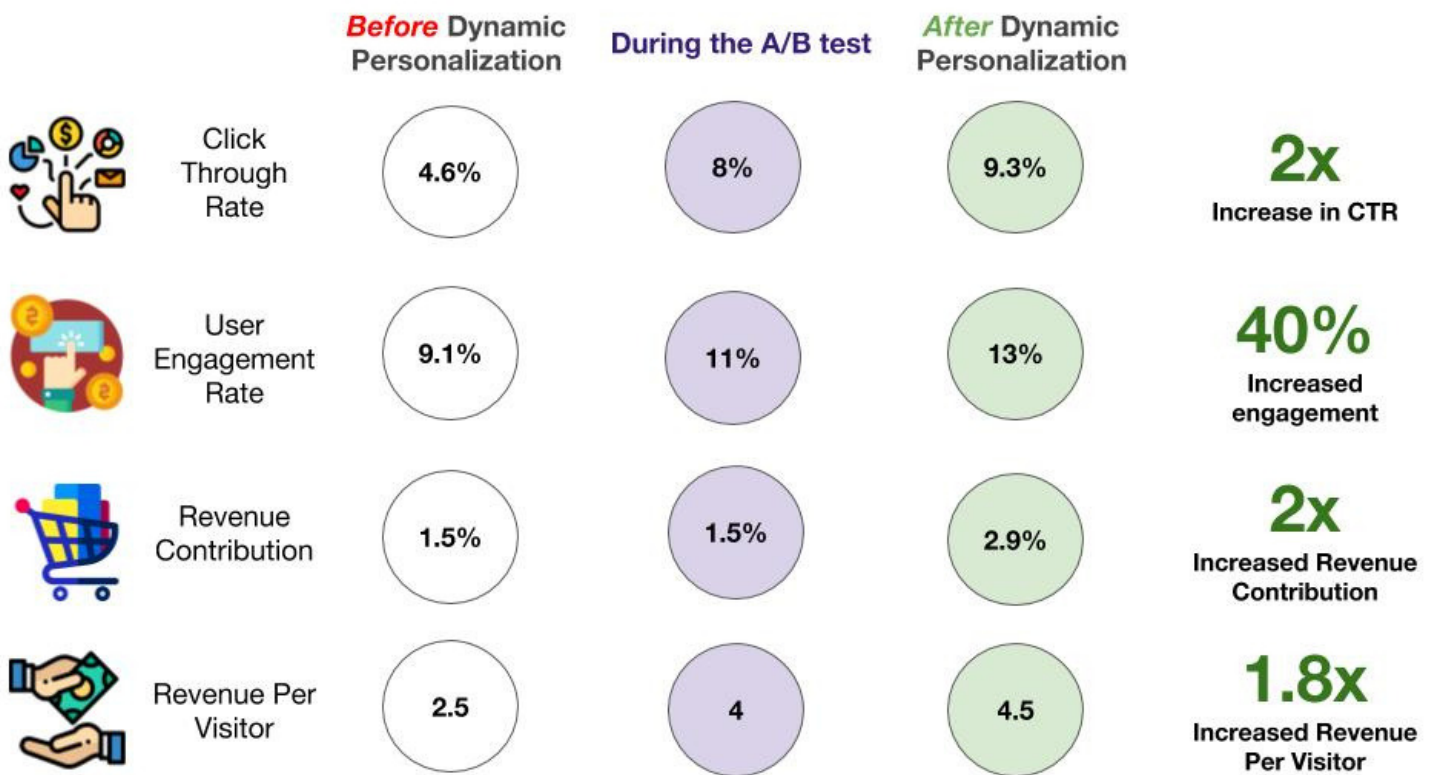
- Taking all the uplifts in engagement and conversion numbers of Group A into consideration, Vue.ai pushed Dynamic personalization to 100% of the users.

After the Test: How we continued to see improved conversion rates



- From the moment the user lands on the website, our recommendation engines **personalize the user experience**, showing recommendations with the highest likelihood of engagement.

Result of the Product Improvements - Increased Conversions



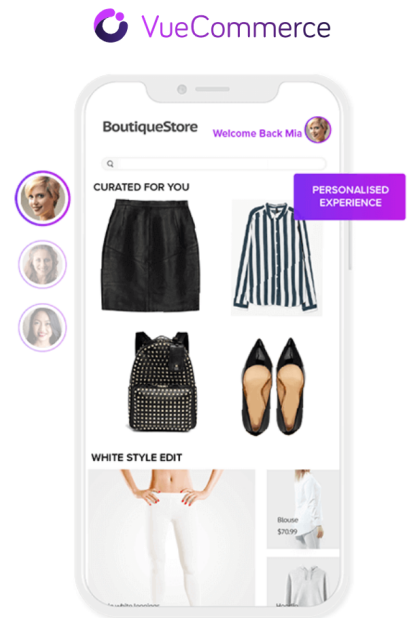
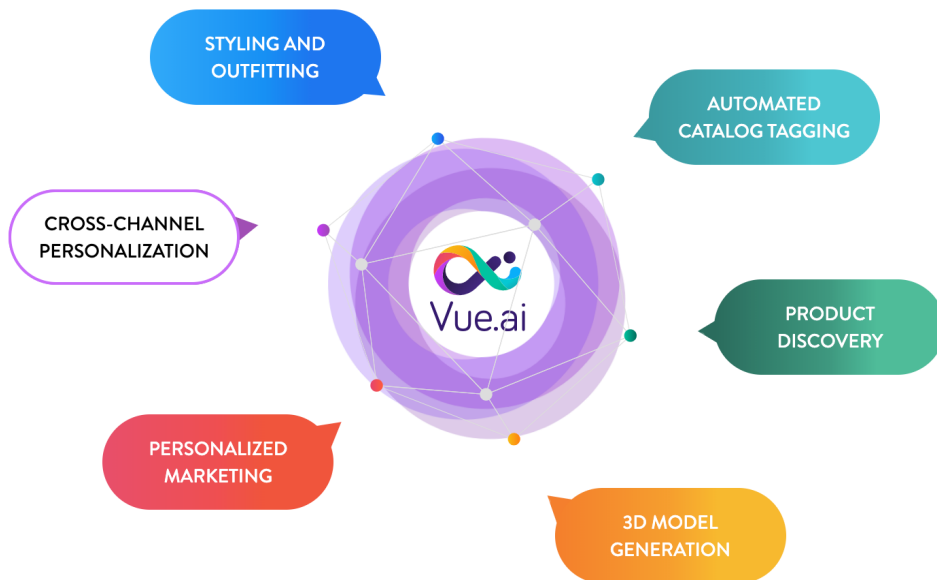
Duration of the A/B test : November 2018 to January 2019

Vue.ai Powering Retail Automation

VALUE-ADD

- As the engagement with the client progressed, Vue.ai started conducting **product experiments** to improve the algorithms.
- With an A/B test, Vue.ai was able to prove the hypothesis that customers engage more with dynamically personalized recommendations, curated to their style preferences.
- Such product experiments help Vue.ai understand customer behavior, and helps us improve our algorithms to serve retailers better.

Vue.ai's Suite of Products for all points in the Retail Chain



Talk to us at
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