

## CASE STUDY:

# EyeBuyDirect Sees 29x ROI by Optimizing Product Recommendations With ViSenze

Delivering personalized customer experiences that directly uplift engagement, conversions and revenue.



### CLIENT:

EyeBuyDirect

### HEADQUARTERS:

California, USA

### ViSENZE PARTNER SINCE:

2020

Founded in 2006, EyeBuyDirect is one of the leading online retailers of prescription eyeglasses and sunglasses. Their mission is to improve lives by making quality eyewear more accessible to the 2.5 billion people living with uncorrected vision across the globe.

## The Challenge

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EBD sells thousands of frame styles. Their products range from classic to fashion-forward. In addition, their products sit at a number of different price points, which allows customers from all over the world to find a unique style that fits their budget.

In early 2020, EBD recognized an opportunity to improve its existing product recommendation engine. The tool was built on simple technology that was prone to inefficiencies.



"We did have a solution for similar product recommendations, but it was pretty basic," recalled Alex Alekseev, EBD's Director of User Experience (UX). "It recommended products based on attributes alone, which was not optimal. Sometimes it would recommend frames that had similar attributes — like shapes and colors — but the products weren't that similar at all."

Because recommended products weren't exactly the right match, this was impacting the customer experience while also limiting EBD's ability to cross-sell and up-sell. Shoppers were only seeing a small selection of similar products and missing out on a wide selection of frames that fit their personal styles.

It was clear that a more intelligent and scalable solution was needed to address these issues.



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## The Solution

↑ 20%

increase in click-through rates a month after deploying the ViSenze Smart Recommendations solution.

When ViSenze reached out to EBD in July 2020, the company was ready to try something new.

During an initial pilot phase, Alex was looking to see what the impact a visual AI-powered solution would have on UX. In addition, it was important to Alex that his product discovery partner could be flexible as he fine-tuned the solution to meet his customers' unique needs.

A month after deploying the ViSenze Smart Recommendations solution, EBD saw about a 20% increase in click-through rates. Customers were clearly interested in exploring more visually similar

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**\$1.15 million**

on mobile alone.

frames. However, these customers had a lower average order value because the engine was recommending lower-priced frames.

In September, ViSenze helped EBD to implement pricing logic into the recommendation engine. Over the next few weeks, EBD continued to run tests and collect data to find the sweet spot for generating higher conversion rates while also uplifting the average order value. By December, ViSenze and EBD had refined the logic to a point where the average overall session value among users who were exposed to similar products increased by 2.4% over the pre-solution rate. As of April 2021, this has resulted in an projected annual revenue increase of \$1.15 million on mobile alone.

With a full understanding of how to leverage ViSenze visual intelligence to maximize the buying journey, EBD committed to a partnership and Alex's team began looking for new ways to improve the user experience.



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In March 2021, EBD launched its Similar Styles Results Pages. When customers click on a frame style, they're presented with four visually similar styles below the page's hero image. Customers now also have the option to see all similar styles. This takes them to a unique page of potentially dozens of frames at various price points. Now, customers won't miss out on any of the styles EBD has to offer.

## The Results

The Similar Styles Results Pages produced extraordinary results by guiding customers to frame options that match their personal tastes.

"We found that 2% of our traffic clicks on this option," said Alex. "That's a big number. There are dozens of things for a shopper to click on a product page, so that's a high volume of people clicking."

Thanks to the strong partnership between ViSenze and EBD, the data gained from early tests and solution implementation has opened the doors to new opportunities. EBD has already seen a 29x return on investment after fine-tuning the ViSenze recommendation engine.



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Alex plans to use visual intelligence to further enhance the customer experience, including optimizing shoppable content within the company's digital marketing materials.

"Visual AI is a cool and fascinating technology," Alex said. "It's easy to see how it could be used in other industries beyond eyewear. I would recommend working with ViSenze because our relationship has been strong. When the results of our initial pilot weren't mind-blowing, I wanted to keep working with ViSenze because I could see how we could move forward comfortably. They've helped us by developing new solutions based on our feedback, and that's been great for us."

**To learn more about how the ViSenze Discovery Suite optimizes ecommerce buying journeys, get in touch with our experts today.**

# EYEBUYDIRECT

## ABOUT EYEBUYDIRECT

Roy Hessel founded EyeBuyDirect on the belief that quality eyewear should be accessible and affordable to everyone. The company's vertically integrated approach means everything is done in-house, from concept, design to manufacturing. EyeBuyDirect controls and oversees the entire process, allowing the company to pass savings on to customers without cutting corners or resorting to gimmicks.



## ABOUT VISENZE

ViSenze enables retailers to increase revenue whilst exceeding shoppers' expectations. We do so by optimizing each stage of the customer journey through intelligent search, personalization and AI-powered recommendations. The ViSenze Shopping Network is the world's largest visual shopping network, with more than 90 million monthly average users.