



YOUR 6-STEP GUIDE TO

AI-powered e-commerce optimization



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Your 6-step guide to AI-powered e-commerce optimization

Computer vision and artificial intelligence (AI) are having a dramatic impact on e-commerce, from the customer experience to the bottom line. With the right tactics, online retailers can deliver improved performance and profitability by leveraging visual AI across all stages of the e-commerce journey.

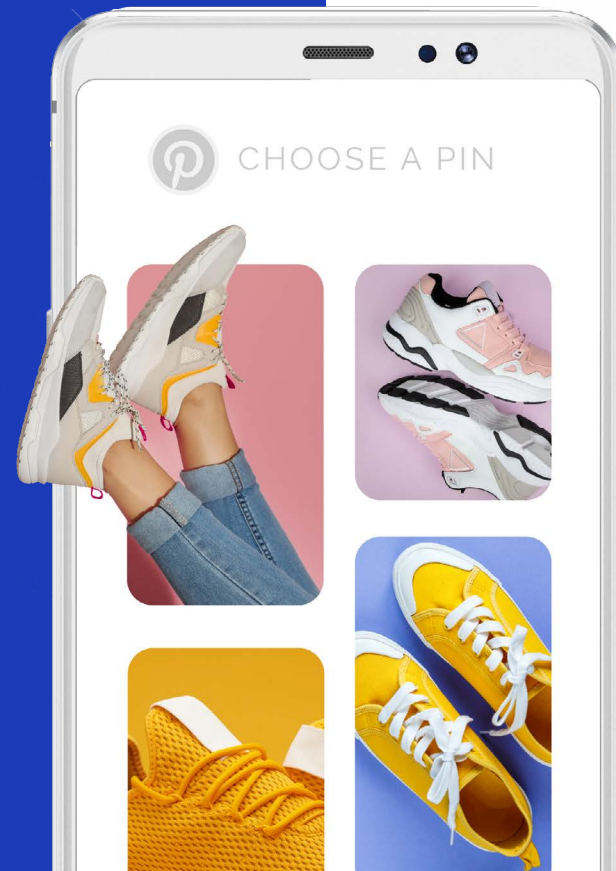
Here's our six-step guide to success:

1. INSPIRE:

CONNECT VISUAL INSPIRATION
TO PRODUCT DISCOVERY

Implement on-site, AI-powered visual search to help shoppers find what they're looking for, faster.

Use these intuitive search methods to support a frictionless search and discovery experience, increase clicks and shorten the path to conversion:



Connect social discovery tools like Pinterest and Instagram to visual product search.



Allow shoppers to search products from real-time snapshots taken in stores.



Let shoppers search for products based on uploaded photos they found online.



Provide visual inspiration on-site to engage visitors who are new to the visual search process.

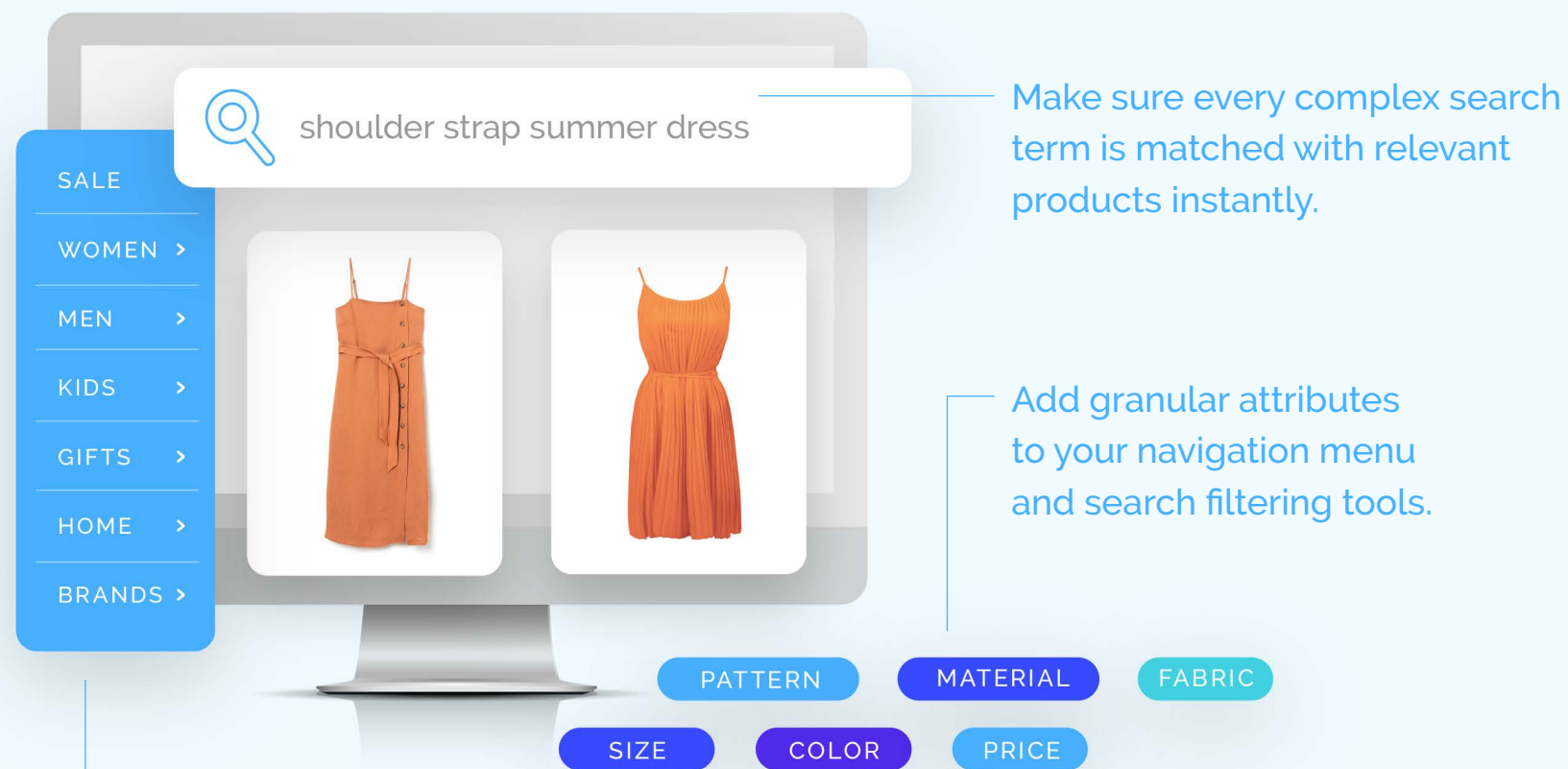
2. GROW:

INCREASE PDP TRAFFIC
WITH IMPROVED SEO

Mastering search engine optimization (SEO) is critical for e-commerce businesses. Instead of relying on slow, inconsistent manual product tagging, use visual AI to enrich your e-commerce catalog metadata and boost search performance product discoverability.

Lightning-fast technology can automatically add more style attributes to each SKU's metadata, optimizing every product description page (PDP) for search. This strategy can help optimize PDPs for long-tail keywords and search terms being used by high-intent customers. The more relevant your PDPs are to the search terms, the higher they'll rank and the more traffic you'll have to your site.

Moreover, with enriched and standardized catalog data, you can easily:



Give your site a stronger
internal linking structure.

Ultimately, improving SEO with visual AI makes your product pages easier for shoppers to find through both on-site and off-site search tools.

3. OPTIMIZE:

CONVERT MORE
CUSTOMERS WITH
CONTEXTUAL
RECOMMENDATIONS

Today's customers expect to see relevant product recommendations — but the bigger your catalog grows, the harder it is to manually curate stylish and strategic suggestions.

Retailers should consider services that offer their shoppers contextual recommendations for similar and complimentary products. Additional optimization strategies can be run in parallel.

Retailers can control a range of parameters and utilize dynamic filtering controls to:

- ▶ Boost products from specific brands to support key partnerships.
- ▶ Suggest products in a certain price range to drive average order values up.
- ▶ Manage inventory by hiding out-of-stock products while pushing higher-margin options and slow-moving inventory.
- ▶ Conduct A/B tests on various recommendation strategies and placements across the site.

Optimization in action

EyeBuyDirect (EBD) helps customers browse and buy prescription glasses online. The e-commerce retailer partnered with ViSenze to implement a product recommendations engine and refine its logic to surface related frame styles at the optimal price point. The results:

↑ 2.4%
increase in average session value.

↩ 20%
increase in click-through rates.

📱 \$1.15 million
projected increase in annual
revenue on mobile alone.

↻ 29x
ROI.

This was achieved with ViSenze's AI-powered
Smart Recommendations,

4. CROSS-SELL:

INCREASE BASKET SIZE WITH COMPLEMENTARY PRODUCTS

Shoppers crave fashion curation and styling tips when it comes to dressing up. Make it easy for customers to complete the look by offering complementary product recommendations they'll love. This is one of the biggest opportunities for retailers to cross-sell at any stage of the customer journey — across PDPs, at the checkout and even during remarketing touchpoints.

By implementing carefully trained visual AI, you can ensure style underpins recommendation logic to drive more sophisticated product suggestions across categories.

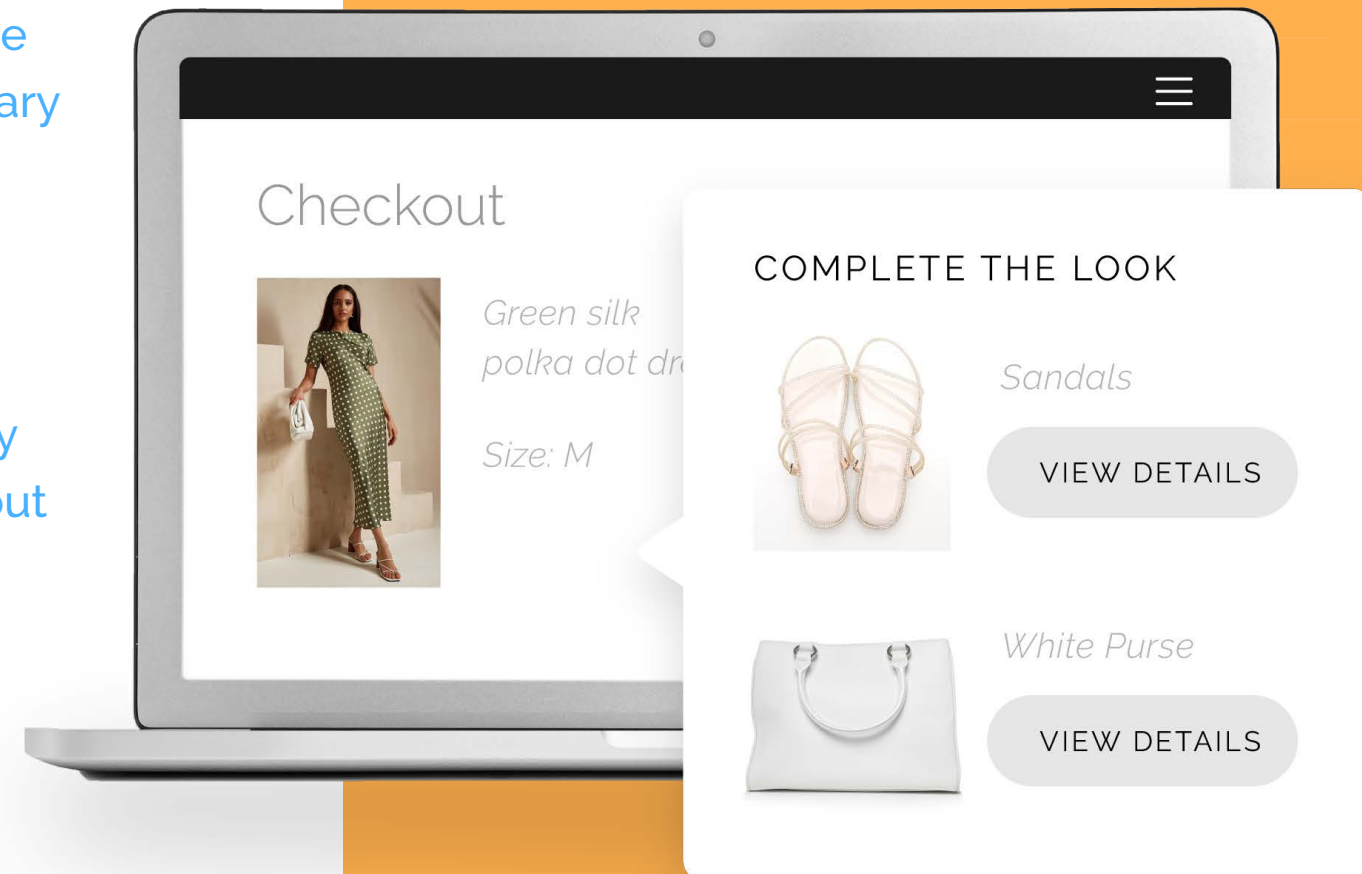
Use visual AI to conduct multi-product detection in a single lifestyle image or model shot to guide shoppers to the other products they're seeing. And, when there aren't styled photos to draw from, program it to recommend coordinating items from various product categories that align with the style of the hero product.

Cross-selling in action

A global, digitally native fashion retailer with annual revenue upward of \$2 billion partnered with ViSenze to implement a Shop the Look feature. The recommendations engine ultimately improved click-through rates by nearly 10% and brought in \$40 million in incremental revenue.

↑ 10%
improved click-through rate.

↑ \$40 million
incremental revenue.



5. ANALYZE:

DEEPLY UNDERSTAND
SHOPPER INTERACTIONS
USING QUERY ANALYTICS

POPULARITY

110%

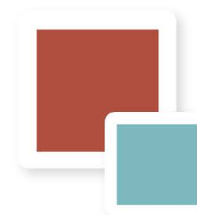
SELL THROUGH RATE

95%

TREND SCORE

↑ 3

TOP COLORS



+20%
brown



E-commerce retailers collect a vast amount of data about individual customers — from clicks and impressions to engagement and purchasing behaviors. Unfortunately, much of the value of this data can get lost during manual analysis.

Take advantage of comprehensive search query analytics to better understand customer journeys. Query analytics can reveal everything from what shoppers are looking for and how they're responding to recommendations to what styles they're most likely to purchase.

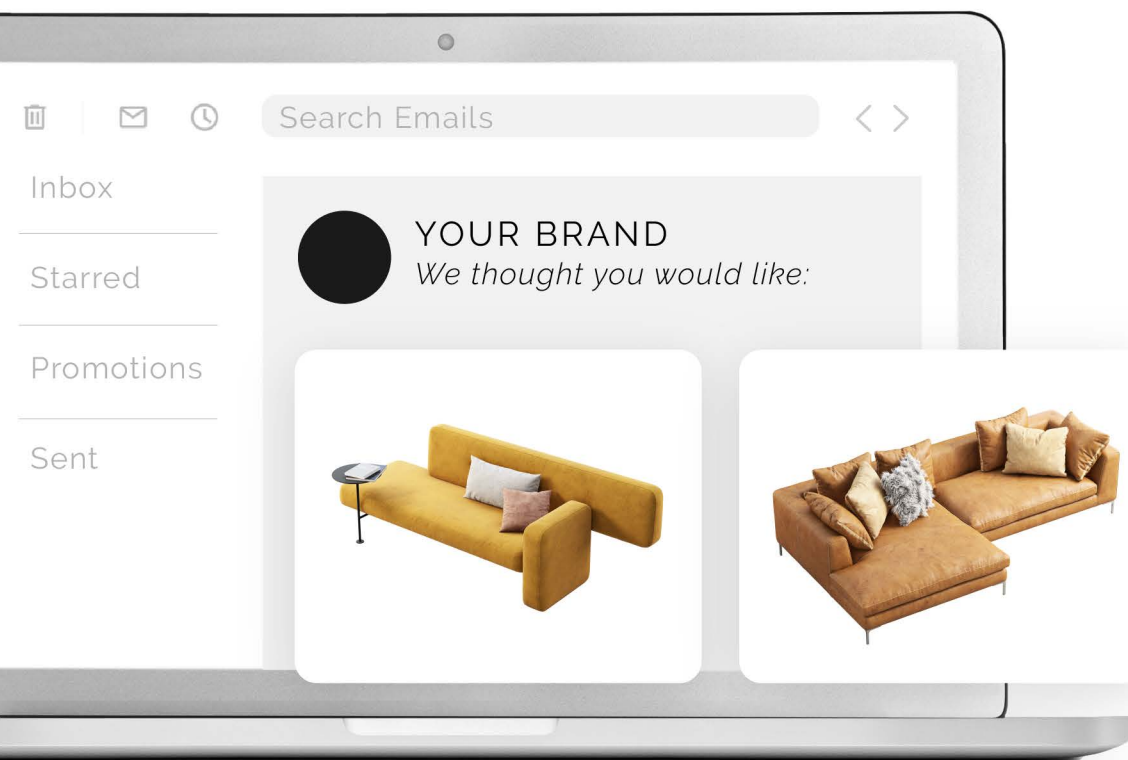
Using this tactic, you won't simply analyze text searches but can drill down using visual AI to arrive at a more complete and granular understanding of the most popular styles and product attributes.

With these rich customer insights at your disposal, you're empowered to provide more personalized experiences and constantly improve the e-commerce experience.

6. RETARGET:

CONTINUE THE CUSTOMER JOURNEY WITH DYNAMIC EMAILS

Some site visitors need a few nudges to remember your products and complete a purchase. Going beyond the abandoned cart email, AI can help retailers provide dynamic emails that remarket to users on a more personalized level.



If a hero product in your promotional email is out of stock, dynamic recommendations ensure your remarketing efforts aren't wasted and the customer journey is not disrupted. This feature can reroute customers from out-of-stock items to in-stock PDPs in a similar style.

Plus, it can dynamically populate emails with a variety of recommendations and personalize your remarketing messages according to user engagement.

Get started with visual AI from ViSenze

To stand out and thrive, online retailers simply can't leave anything up to chance. At ViSenze, we help e-commerce leaders take the reins and optimize every step of the customer journey, from product discovery to purchase, using visual AI.

Contact us to book a free demo and experience our AI-powered solutions firsthand.



ViSENZE

Book A Virtual Demo

ABOUT VISENZE

ViSenze helps to improve product discoverability and customer insights at scale, uplifting your customer engagement and revenue. We do so by optimizing each stage of the customer journey through intelligent search, personalization and AI-powered recommendations.

[VISENZE.COM](https://visenze.com)

