



## Shorter attention spans and Shoppers know what they want

## Challenges with Poor Product Discoverability

### CASE STUDY:

# Zalora Shortens Path-to-Purchase with Smart Product Discovery

Consumers prioritize convenience over anything else. Today's shoppers are forcing ecommerce sites to adapt and innovate shorter paths to purchase. With 41 million monthly visits and a catalog of over 3,000 fashion brands Zalora is one of the leading online fashion retailers in Asia.

Zalora wanted to streamline the journey and drive an exceptional shopping experience. They knew how frustrating it could be for customers to look for something on their site and leave empty-handed. ViSenze Discovery Suite helped bridge the gap between what customers want and what Zalora has in its product inventory to discover the right products consistently and quickly.

It's every ecommerce company's dream to keep customers happy, discovering more products they love, and coming back for more. Zalora isn't an exception. The team was looking for intuitive AI visual tools to enable shoppers to search using images they've taken from retail catalogs, in-store products, and social media posts they've saved from their favorite influencers.

Zalora's idea was also to enable customers to 'shop the look' based on similar-style or identical products they've come across elsewhere. They needed to work with a product discovery platform that would help them use AI image recognition technology to get perfect-match items in front of their shoppers with a minimal lift.



**"We want to give our customers joy in shopping by just taking a photo of any fashion objects that grab their attention"**

KARTHIK SUBRAMANIAN, CTO AT ZALORA GROUP

## **Clear, Intuitive, and Unified Consumer Experience**

Zalora opted for ViSenze Discovery Suite since it provided an end to end platform that helped shorten customers' paths to the shopping cart. Zalora was keen to have a solution that provided accurate and relevant product results based on social inspiration and image search.

They also wanted to combine visual AI and machine learning to deliver personalized recommendations at each stage of the customer journey. Automated product tagging based on relevant attributes which increases product discoverability was a key factor as well.



**"ViSenze truly espouses a blend of innovation and smart technology. Their solution is simple to understand, easy to use and delivers the results we need."**

PATRICK STEINBRENNER, REGIONAL DIRECTOR AT ZALORA

## Increase in Conversions and Revenue

Zalora's mission is to offer endless style possibilities to customers with a massive range of products. ViSenze helped Zalora craft a seamless search and discovery experience, which resulted in a higher engagement rate of more than 10% and increased the average order value by 15%. ViSenze Discovery Suite helps Zalora by:

- › Recommending complementary items based on style and occasion
- › Turning user generated Instagram posts into shoppable content
- › Letting shoppers find items from images including screenshots, and social media posts.
- › Forecasting accurately with relevant and actionable data

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## Get the Look

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Shop these trends & wear it your way!

Tag **#ZALORAGetTheLook** on Instagram for a chance to be featured now!

All of these support Zalora to be a true customer-first brand in Asia, build a captivating shopping experience and convert first-time visitors into repeat buyers. The ease of finding the right product also led to reduced customer churn, increased click-through rates, and ultimately more revenue.

# ZALORA

## ABOUT ZALORA

ZALORA is Asia's online fashion and lifestyle destination.

Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Hong Kong and Taiwan. ZALORA is part of Global Fashion Group, the leading fashion and lifestyle online destination in growth markets.

ZALORA offers an extensive collection of top international and local brands and products across apparel, shoes, accessories, and beauty categories for men and women.



## ABOUT VISENZE

ViSenze is the world's smartest product discovery platform.

Retailers like ASOS, H&M, Rakuten, Zalora, Meesho, DFS, and EyeBuyDirect trust ViSenze to power their product discovery.

ViSenze processes over a billion queries a month from retailers, supporting them in-store and on ecommerce sites. ViSenze's automated AI platform empowers retail merchants to increase revenue by delivering exceptional experiences that make it easier for shoppers to discover products.