



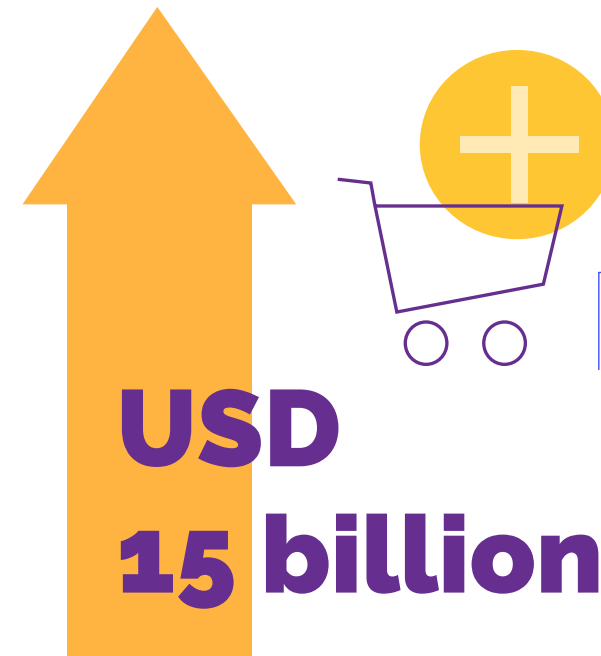
VISUAL RECOMMENDATIONS:

Unlocking the Next Level
of Personalization



WHY RECOMMENDATION TOOLS ARE IMPORTANT

Recommendation tools have been around for some time, but they continue to evolve. As they exist today, recommendations are far from their final form. Alongside ever-evolving technology and with no endgame in sight, visual-based tools are an integral part of the recommendations pillar today and in the future.



Comprehensive recommendation tools and strategies are so important right now that the market is expected to reach a value of **USD 15 billion by 2026.**

This unprecedented market growth helps put into perspective the poor personalization efforts of many retailers.

Without the proper tools, you may be losing customers to your competitors.

47%

of consumers check Amazon right away if the site they are on isn't providing relevant suggestions.



PROBLEM WITH TRADITIONAL RECOMMENDATION ENGINES

Recommendation tools are not made equal. And frankly, a lot of them are not made with the consumer in mind. Worse yet, popular tools are running on legacy software that may be harming your AOV.

With traditional implementations, retailers are missing out on integral insights of consumer behavior.

Without the proper tools, these problems are at the forefront of retail websites:



Data sparsity:

If you have a large catalog, infrequent visitors or not-so-popular products, your tool isn't gathering enough data to provide relevant recommendations.



Cold start:

New products take time to gather necessary consumer data. Therefore, customers can't see new products easily when you use outdated tools.



Irrelevancy:

Consumers have different intentions and motivations when looking for a product to buy, so offering them choices made by other shoppers is not the best approach. That is why "frequently bought" or "people also viewed" type recommendations don't usually work.



HOW ADVANCED COMPUTER VISION DELIVERS RELEVANT RECOMMENDATIONS CONSISTENTLY

Advanced computer vision technology is the future of ecommerce and product recommendations — and it's a future that retailers will want to be part of.

70%

Shoppers who engage with recommended products have a 70% higher conversion rate during any given session. And there is ample opportunity to augment this percentage by implementing even stronger tools.



Using this technology, retailers can show alternative products to consumers that are the most similar based on items that they're actively looking at — from a visual perspective. Even better, these recommendations can start improving your sales from day one for all styles.

And since consumers change preferences while they're shopping, your recommendation tool needs to be able to adapt to them.

This helps consumers see more relevant recommendations while also opening the door for cross category shopping.

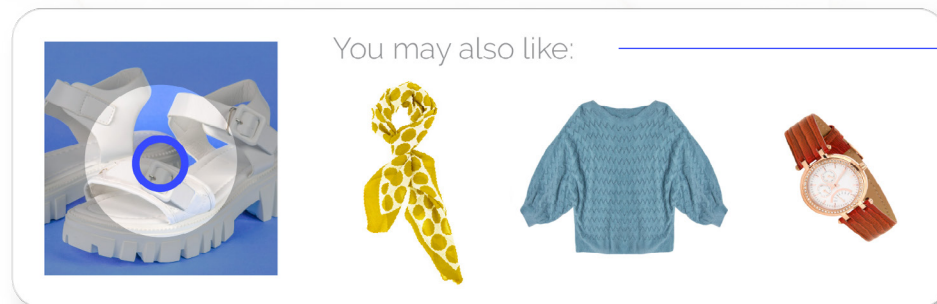
HOW COMPLEMENTARY TOOLS WORK (AND WHY THEY'RE EFFECTIVE)



Shop the look:

Make it easy for consumers to find and shop for items they see in a model's outfit on the PDP. Visual AI technology can analyze those model images and recommend individual items based directly on that source.

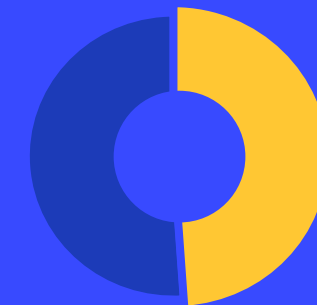
If any particular product is Out of Stock, a visually similar one is recommended to increase the chance of completing that sale.



Outfit recommendations:

Go beyond the one-product PDP image. Producing professional-level outfit pictures is expensive, and for most retailers, usually only worth it for top products and collections.

So, let ViSenze become your stylist. We've trained an AI model to learn and think just like the real thing — capable of inspiring shoppers in a way that encourages the sale and increasing Average basket size (ABS), also known as units per transaction (UPT).



49%

49% of consumers said they have purchased a product that they did not initially intend to buy after receiving a personalized recommendation.

SESSION-BASED RECOMMENDATIONS & BENEFITS

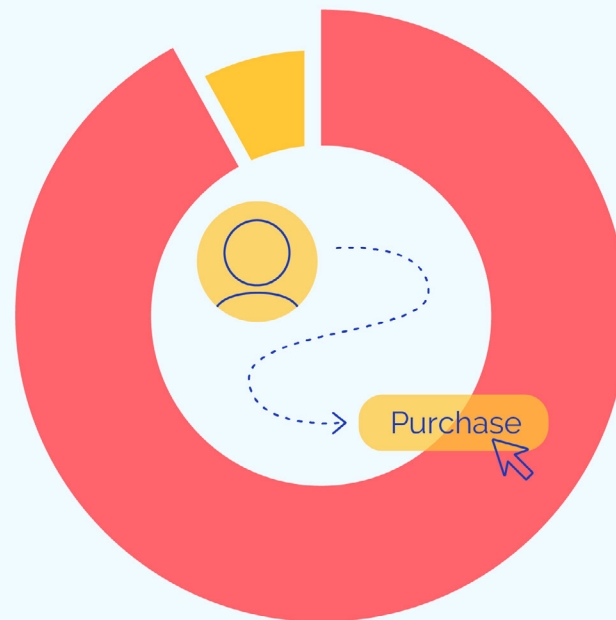
On an increasingly cookieless internet, relying on that type of data for imperative consumer insight is no longer a valid strategy. This is why having a fast test and learn program is extremely important. Enter session-based recommendations.

Retailers need to be able to personalize recommendations in a single session, in real-time. This can be done by leveraging first party data and combining it with visual recommendations that can match their intent.



37%

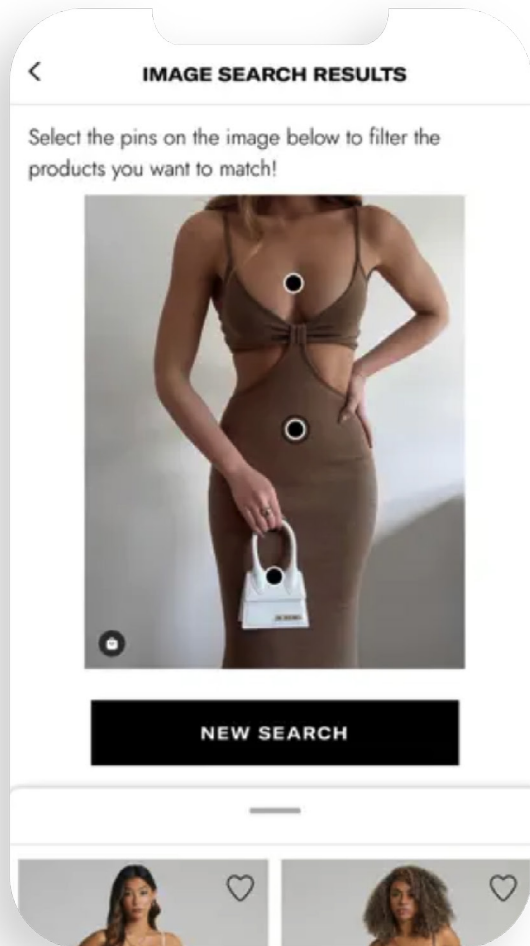
With only **37% of brands** exclusively using first-party data to personalize customer experiences, there's much more room to grow.



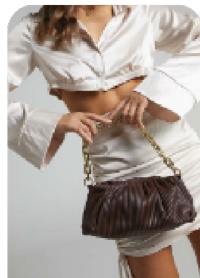
92%

Retailers need to support shoppers on their current journey by helping them find what they want to buy right now — not what they think they want to buy. In doing that, you may influence up to **92% of your shoppers to complete a purchase.**

RETAILERS WITH SMART RECOMMENDATIONS



STYLE WITH



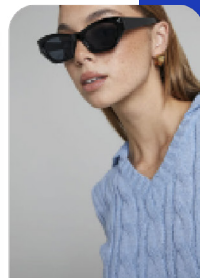
LEONA BAG IN BROWN
AU\$69.95



PUBLIC DESIRE -
MADEMOISELLE...
AU\$79.95



PETA AND JAIN -
AKIRA BAG IN BLACK
AU\$69.95



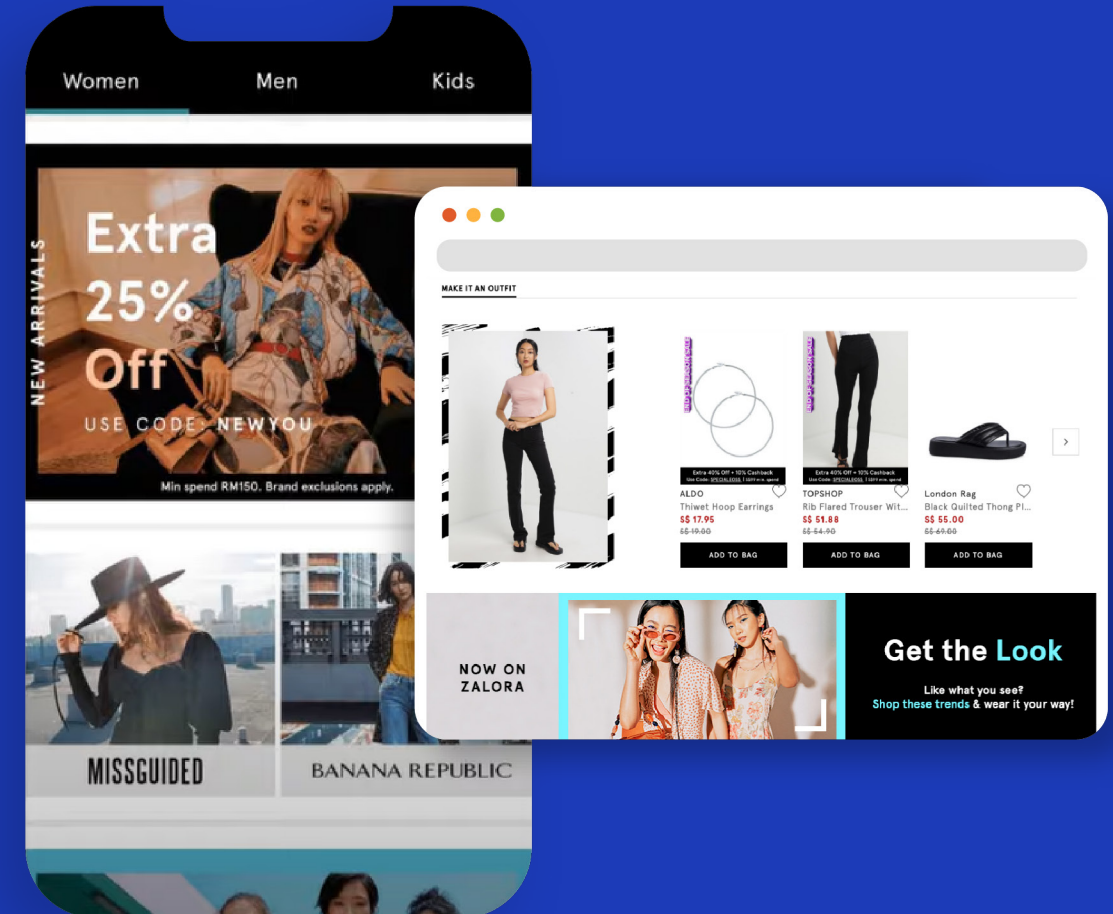
MELORA SUNGLASSES
IN BLACK
AU\$29.95

Showpo.

Showpo, a global online fashion brand, wanted a way to help its customers sift through infinite style possibilities without the hassle of a manual search.

ZALORA

Zalora, the leading online fashion destination in Asia, wanted to optimize the shopping experience for their over 41 million monthly visitors. ViSenzes Product Discovery Suite made it possible.



THE FUTURE OF RECOMMENDATIONS

Moving forward, retailers need to experiment with different types and combinations of recommendations; this will be a key factor in driving success. Legacy software has run its course and current widespread recommendation tools are no longer the most optimal engine.

Having a fast test and learn program that can be implemented and adjusted based on your business rules — and without the need for coding — is extremely valuable.

And as we move toward a more AI-integrated society with things like VR/AR/MR, also known as XR, and metaverses, it's never been more critical to adapt.



Ready to transform and hyper-personalize your customers shopping experience?

Request a demo today.



ViSENZE

Smartest Product Discovery
Platform for Retailers

Book A Virtual Demo

ABOUT VISENZE

ViSenze is the world's smartest product discovery platform. Retailers like Rakuten, Zalora, Meesho, DFS, 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. Use cases range from enhanced search, product tagging, smart recommendations and merchandising analytics. To learn why the world's leading brands trust ViSenze, [visit www.visenze.com](http://www.visenze.com).

[VISENZE.COM](http://www.visenze.com)

