

CASE STUDY:

Myntra increases its visual image search adoption by 35% year-on-year, making fashion search easier and faster



About the customer

Myntra is one of India's leading platforms for fashion brands and in e-commerce play.

An integral part of the Walmart-owned Flipkart Group, Myntra has been at the forefront of innovation over the years by bringing together technology and fashion to create the best experience in India's fashion and lifestyle space.

Results

+35%

Increase in Image Search adoption

The Myntra platform offers a wide range of 6000+ leading fashion and lifestyle brands in the country such as H&M, Levis, U.S. Polo Assn., Tommy Hilfiger, Louis Philippe, Jack & Jones, MANGO, Forever 21, Marks & Spencer, W, Biba, Nike, Puma, Crocs, M.A.C, and Fossil and many more.





How to cater to Gen Z's ever-evolving online shopping methods?

Gen Z presents unique challenges and opportunities for e-commerce brands:

- > Being a social media-first generation, they are inspired by celebrities/influencers and expect e-commerce companies to help them find similar looks.
- > Unlike the older generations who spent hours researching and browsing websites before locking in on what to buy, the Gen Zs expect the brands to do that heavy lifting for them when it comes to style, colors, size, patterns, pricing, etc.
- > They want to shop the 'natural' way. "See. Search. Shop." is their mantra. The camera is their trusted fashion partner. If they see a design they like, they just click it with their camera and search for it on their preferred e-commerce site. No more typing in the search bar, finding the right keywords, or endless scrolling to find the best fit.



Being an innovation-driven company, Myntra saw the opportunity in having the first-mover advantage when it comes to catering to the needs of their Gen Z shoppers with visual search.

Myntra also realized that the speed and ease of product discovery must be at the center of the visual search experience.

The e-commerce major was on the lookout for the perfect visual search and recommendations partner who resonated with its mission and vision to provide "a hassle-free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal."

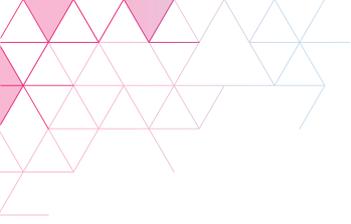


How did ViSenze help Myntra

ViSenze enables Myntra to deliver a quick, seamless, and engaging search experience for its customers to find relevant products.

By allowing Myntra's customers to find what they want faster using a photo, saved image, or screenshot, AI-powered Smart Visual Search helped Myntra unlock more revenue.

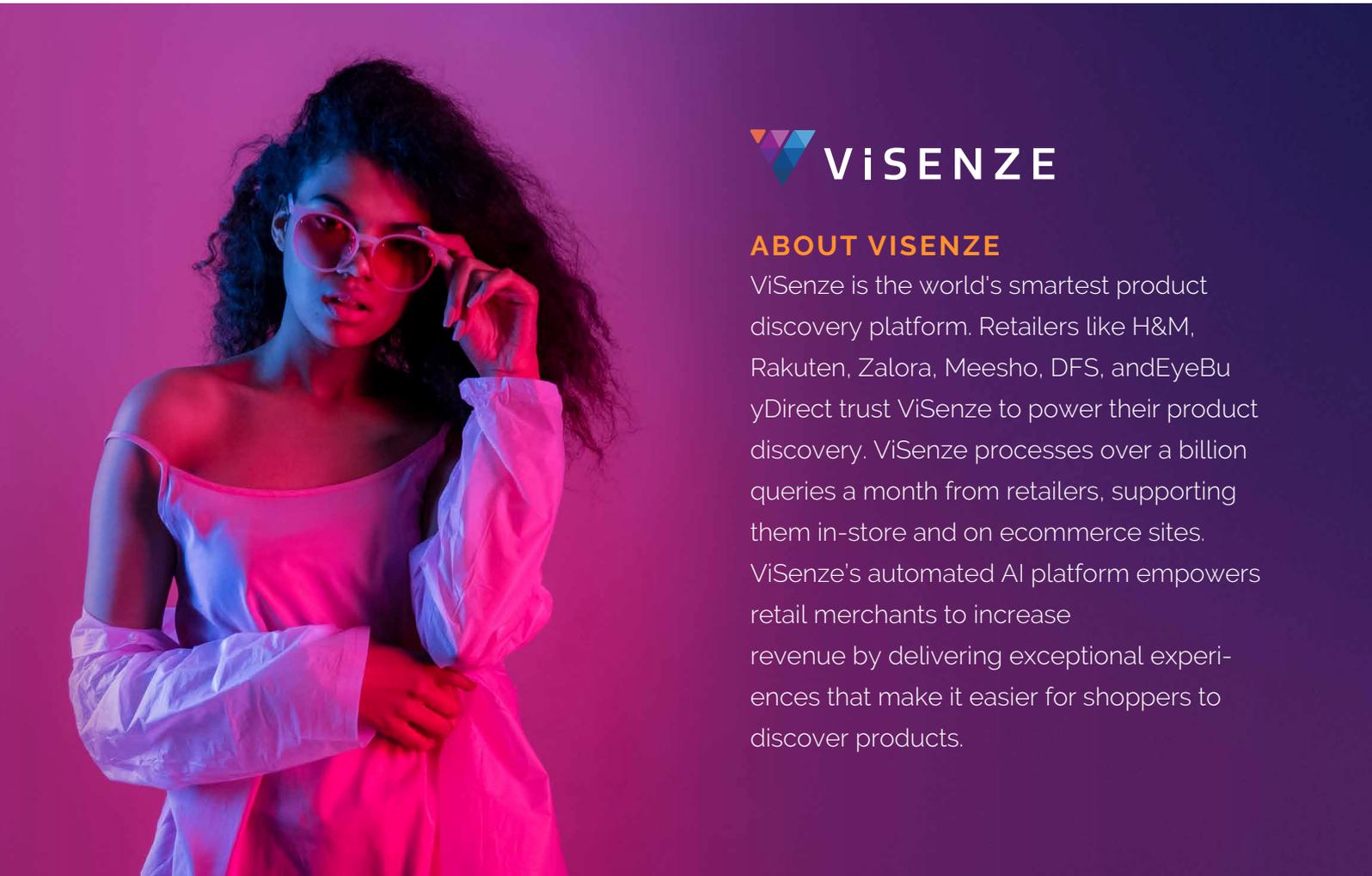
In addition to a quicker product discovery process, Myntra leverages ViSenze's Discovery Suite to power its 'View Similar' carousel to curate a collection of similar items based on visual attributes like the style or color of the item end-users are looking at. This also supports better conversion when certain products are out of stock hence increasing revenue per user.



For driving complementary product recommendations, Myntra's 'Shop the Look' leverages ViSenze to automatically showcase more products from the model images supporting AOV growth.

Myntra's image search traffic has grown by 35% over the last 12 months contributing significantly to conversions and revenue per user. In a fast-moving fashion industry with multiple brands, the ability to search for items solely by snapping a photo proves invaluable for Myntra. Without the need to describe fashion items in detail, it eliminates the frustration of using the right keywords to find the right products. This further smoothens the customer experience while overcoming language and dialect barriers in a diverse country like India.

Also, Myntra's Gen Z users who look for style inspiration from influencers and celebrities can do it easily across the Myntra catalog with the image search feature. Given the need for instant gratification, the speed, accuracy, and scale provided by the ViSenze platform help support Myntra's competitive advantage.



ABOUT VISENZE

ViSenze is the world's smartest product discovery platform. Retailers like 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.

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