

CASE STUDY:

Meesho achieves ~ 1 billion visual searches annually



About the customer

Meesho is India's only true e-commerce marketplace, enabling small retail businesses to connect and sell their products. Meesho's extensive product range encompasses categories like apparel, cosmetics, electronics, and home decor, among others. The company operates on a 0% commission model, providing a highly desirable value proposition for its one-million-strong small business sellers.



For its customers, Meesho offers a diverse range of unique, high-quality products at competitive prices. A significant chunk of Meesho's customers are new-to-e-commerce users from tier 2- tier 4 cities.

Meesho is one of the most downloaded shopping apps in India, and it was also the fastest across the world to register 500 million downloads. It has served over 140 million unique transacting users in the last 12 months (2022-23).

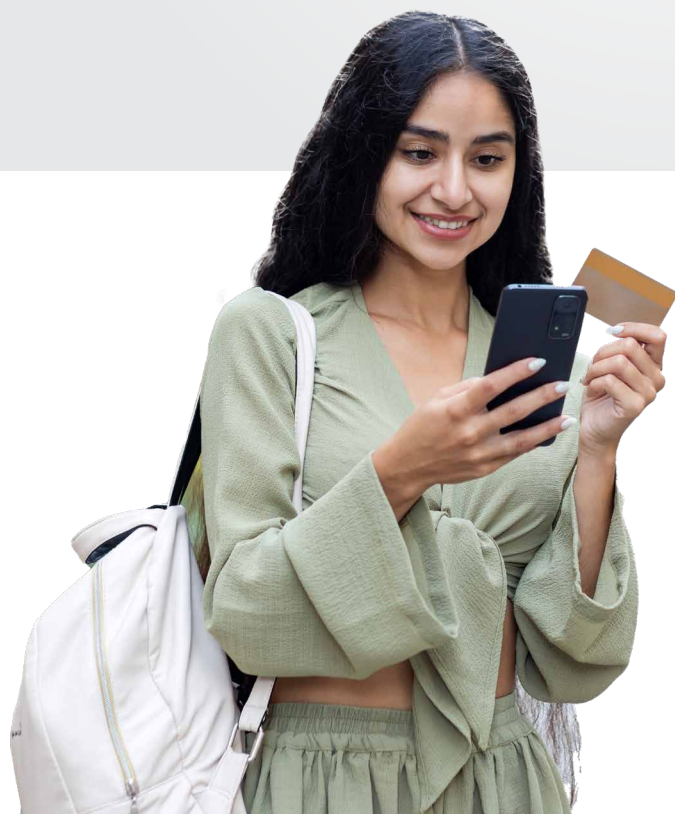
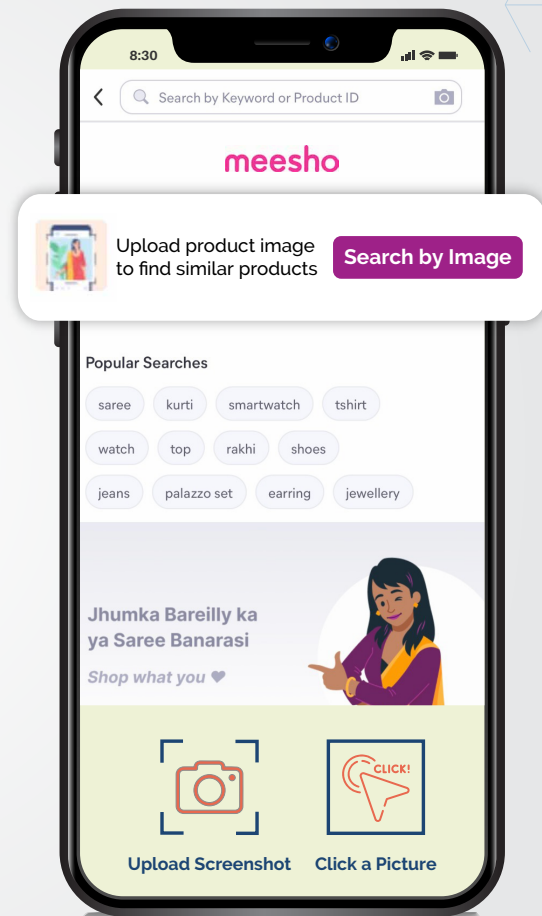
Results**~1bn+**Visual Searches from
Q4 2022-Q4 2023

Problem Statement

How to bring in 'natural' ways of searching for new-to-e-commerce customers?

Meesho's primary target audience is customers from tier 2 to 4 cities in India.

- > They are not naturally inclined to keyword-based text searches due to language barriers and hence Meesho wanted to find easier/more natural ways to enable search for them.
- > The Gen-Zs in Meesho's primary market are increasingly inspired by celebrities/influencers and expect to help them find similar looks without making them do a lot of heavy lifting.
- > They want to shop the 'natural' way. "See. Search. Shop." is the way forward and the phone, via camera, gallery, and screenshots, is their fashion partner. If they see something they like, either on social media or offline, they just click it or take a screenshot and search for it. As simple as that!



How ViSenze helped Meesho

Being a customer-first company, Meesho saw the potential of visual search to cater to its vast and unique customer base. The e-commerce major was on the lookout for the perfect visual search partner who could ensure that they could put speed and ease of product discovery at the center of the visual search experience.



Enter ViSenze!

ViSenze enables Meesho to deliver relevant products to its customers through a seamless and engaging search experience. All that Meesho's customers have to do is click a photo or upload a saved image/screenshot from their gallery.

Given Meesho's extensive and ever-growing catalog, ViSenze ensures blazing-fast search results in less than 500 milliseconds so that Meesho's customers find relevant products faster and buy quicker without a lot of heavy lifting. Another important aspect of the partnership is ViSenze's ability to ensure seamless and highly accurate search results with the provided images as Meesho's sellers are small retail businesses.

ViSenze has also been the perfect partner for Meesho by supporting them with both scalability and performance during peak sale events. Over the last couple of years, Meesho's customers have done almost a billion visual searches annually. By ensuring that Meesho customers find what they want faster, AI-powered Smart Visual Search helped Meesho unlock more revenue.

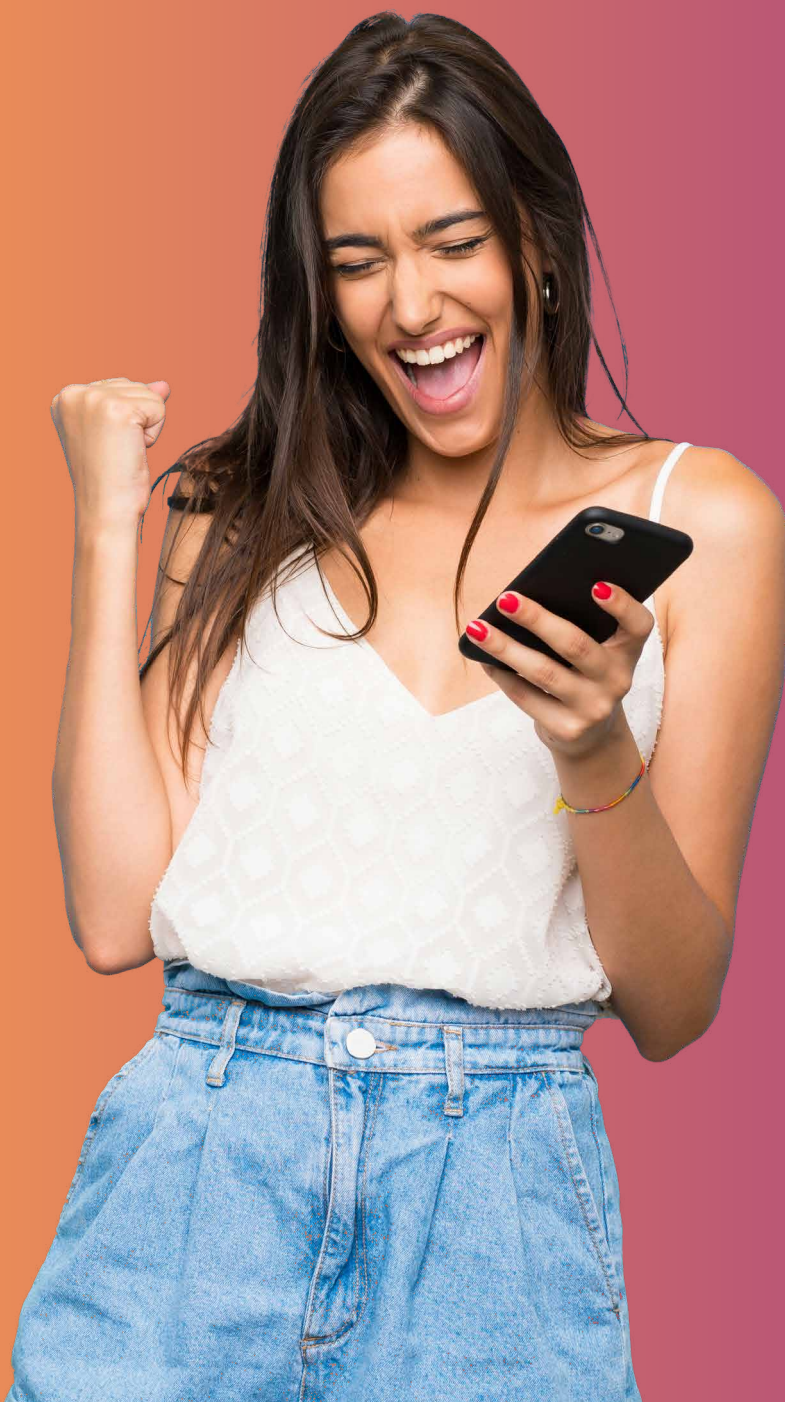
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Our endeavor to draw in and increase engagement with 'new-to-e-commerce' customers is unique. One of the major challenges we had to solve was the language barrier when it came to search. ViSenze's AI-powered visual search has been a perfect match for our requirements. The ease of shopping it enables for them is astonishing given that relevant results pop up in less than 500ms. The numbers speak for themselves. Our customers have consistently been doing around a billion visual searches over the past couple of years.

We've seen tremendous growth in our overall business numbers as we've penetrated deeper into our customer base and ViSenze has been able to seamlessly support our growing needs. They've also been a trusted partner during our mega sales events by scaling their efforts to support us in times of high demand. We couldn't have asked for a better visual search partner.

GAGAN MAHAJAN, GROUP PRODUCT MANAGER, MEESHO

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About ViSenze

ViSenze is a leading AI-powered visual search and recommendations platform that enables the world's leading retailers to help their customers simply 'See. Style. Shop'. ViSenze's product discovery solutions are trusted by Myntra, Ajio, Meesho, Rakuten, Zalora, Mango, and Target, among others.

ViSenze processes over a billion queries a month globally from retailers, helping them increase conversions and amplify revenue growth.

Know more about ViSenze here - **Smart Search and Recommendations | ViSenze.**

www.visenze.com

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