

CASE STUDY

Snitch increases conversions and engagement with AI-Powered Smart Recommendations and Visual Search



About the customer

Snitch is a fashion-forward brand for the modern Indian man. Snitch sells men's apparel across categories such as casual wear, formal wear, innerwear, and loungewear and launches at least four to five styles daily. The company also recently launched sunglasses, footwear, jewelry, and fragrance categories.

Snitch primarily retails through its website and app and has just started selling on marketplaces. As of November 2023, the company is working on introducing two new categories- plus-size (Snitch Plus) and athleisure.

Snitch is also working on building 6-8 tech-enabled offline brand stores across India where customers will have the option to either pick up or get products delivered to their doorstep.

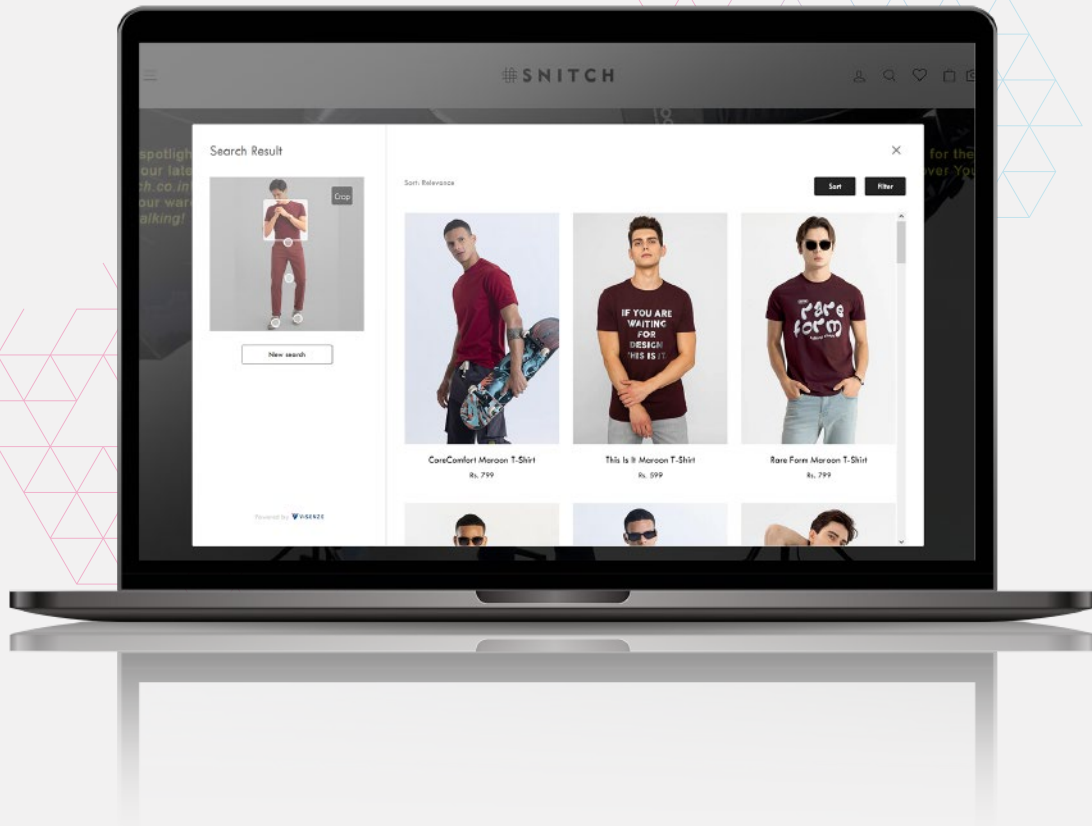
Results

7X
higher CTR

4X
higher CVR

50,000+
recommended
products added
to cart per month

Problem Statement



Snitch primarily appeals to GenZ customers, a demographic known for their keen eye for trendy styles and fits. As a generation deeply influenced by social media, celebrities, and influencers often inspire their fashion choices. They expect e-commerce platforms to guide them to similar styles effortlessly.

In contrast to normal shoppers who might spend considerable time researching and browsing through websites to make a purchase decision, Gen Z expects brands to simplify this process. They seek a fast and effortless product discovery experience.

For Gen Z, traditional keyword-based searches are a hindrance. Their go-to fashion tool is their smartphone camera. Upon spotting a desired style, they quickly capture it with their camera or take a screenshot, then use this image to search on their preferred e-commerce website, bypassing the need to type specific keywords and sift through numerous options.

As a brand that prioritizes customer needs and operates predominantly online, Snitch wanted to provide a seamless and inspiring shopping experience. To achieve this, they wanted to focus on delivering superior search and personalization capabilities.

How ViSenze helped Snitch

Snitch leverages ViSenze's 'Similar' and 'Pairing' recommendation engines to curate a personalized shopping experience for its customers.



Similar engine:
Recommends
visually similar items



Pairing engine:
Recommends
complementary
products for the
primary item

ViSenze and Snitch also worked together to ensure that recommendations were well-placed to grab the customers' attention on the website and the newly launched app. Snitch has seen a 4X increase in CVR with the Similar recommendation engine, increasing its revenue per user.

Snitch has added 1000+ complementary products per month with Pairing recommendations.

ViSenze also enables Snitch to deliver a quick, seamless, and engaging search experience for its customers to find relevant products. By allowing Snitch's customers to find what they want faster using a photo, saved image, or screenshot, AI-powered Smart Visual Search helped Snitch provide instant gratification for its customers, unlocking more revenue.

The visual search CTR has increased significantly, translating to swifter product discovery and hence, better conversion rates and higher revenue.

The screenshot displays a product page for a 'Roscoe Maroon Shirt' priced at Rs. 999. Below the product image, there are two sections: 'Similar Styles' and 'Pair it with'. The 'Similar Styles' section shows three alternative shirts: 'Roscoe Navy Shirt' (Rs. 999.0), 'Roscoe Pink Shirt' (Rs. 999.0), and 'Roscoe Green Shirt' (Rs. 999.0). The 'Pair it with' section shows three complementary items: 'K-Styled Brown Pant' (Rs. 1699.0), 'Tassel Brown Loafers' (Rs. 2790.0), and 'Mix Bead Bracelet' (Rs. 549.0).

Customer Quote



We want to provide our customers with an exceptional product discovery journey on our platform. Collaborating closely with ViSenze, we've achieved that with automated recommendations and visual search. ViSenze has proven to be a reliable and valuable partner, and we eagerly look forward to exploring more use cases in AI-powered product discovery.



- Chetan Siyal, CMO, Snitch

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, Ajo, 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 -
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