

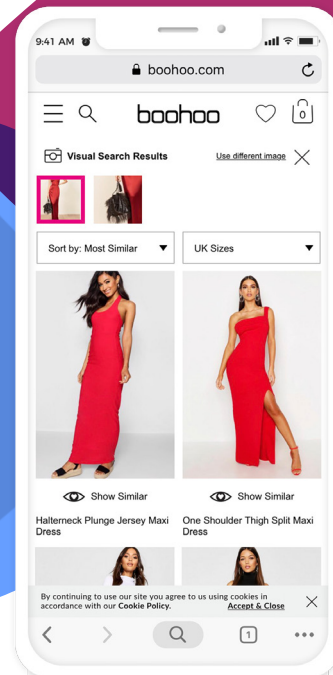


Case Study: boohoo.com

Background

UK-based online fashion retailer boohoo.com (annual revenue of £580M), targeting Gen Z & Gen Y, launched a Visual AI strategy to achieve the following:

- ▶ Improve product discovery
- ▶ Build basket size
- ▶ Create more buzz around their technology innovation
- ▶ Integrate social media into their shoppers' buying journey
- ▶ Improve inventory tags



Challenge

To substantially improve product discovery throughout a buyer's journey without heavy development resources and changes to the user interface, boohoo expected that visual search would:

- ▶ Improve shoppers' buying journey
- ▶ Provide shoppers with more relevant items per search query
- ▶ Simplify boohoo's product tagging structure, improving the user experience
- ▶ Save development resources



boohoo

"Visitors who engage with view similar on the PDP (Product Page) have a conversion rate over 100% higher and the AOV (Average Order Value) is 12% higher than those who do not. Lastly, pages per session are over 135% higher."

Andrew Thompson
Director of eCommerce

Results

Using Syte's Visual Search funnels, boohoo's customers can now find the product that inspired them in a simplified and more engaging way.

Camera Search

- ▶ boohoo realized an 85% increase in conversion rate for customers that used the Camera Search versus those who did not use it
- ▶ boohoo saw a 125% increase in page visits per session for Camera Search users

Shop Similar

- ▶ 2X higher conversion rate for consumers who engaged Shop Similar versus current Product Detail Page conversion rate
- ▶ Increased Average Order Value of 12%
- ▶ Increased Pages Per Session by 135%

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