

DATA REFLECTS METRICS OBSERVED BETWEEN NOV 2015 AND JUNE 2016

INTERSPORT

Online sports shopping has grown into a popular eCommerce niche. Being an international sporting goods retailer, Intersport aims to serve online sporting goods shoppers with its wide range of items and brands.

CHALLENGES

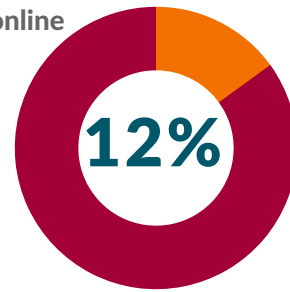
Carrying an enormous products line for several sports types i.e. running, fitness, swimming, it has been very tough to manually recommend products on Intersport's multi-brand store. Given that each sporting type have its own attributes, assuring a data consistency over the platform has been a challenge.

SOLUTIONS

An algorithmic personalization approach along with automated product recommendations on category, product and cart pages have been applied. The online store has had hours of time saving along with considerable increase in revenues.

RESULTS

Personalization practices generated an enormous uplift in online revenue making the personalization demand equal to 12% of the site's revenues.



ALDO

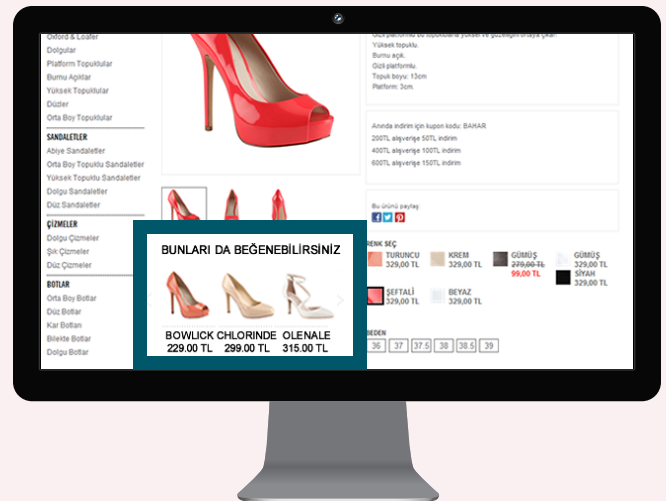
The Canadian retailer Aldo serves style-conscious online shoppers with its accessibly-priced and on trend footwear and accessories. With its online store, the company aims to create a great omni-channel experience.

CHALLENGES

The same footwear models come in several colors and sizes. In terms of personalization, predicting the customer's shoe size and taste profile are the biggest challenges.

SOLUTIONS

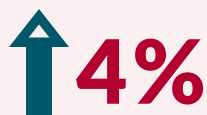
A careful study of colors and sizes have been applied on top of the AI powered personalization approach. Personalized product recommendations have then been placed on product detail pages.



DATA REFLECTS METRICS OBSERVED BETWEEN JAN 2016 AND AUG 2016

RESULTS

Displaying product recommendations only on product pages delivered 4% sales boost and opened the door for the new personalization practices to come.



About Personalization

The AI powered predictive personalization engine for eCommerce. Our mission is to democratize personalization so that even boutique online stores could benefit from the power of AI powered personalization.



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