


A woman with long blonde hair, wearing a black leather motorcycle jacket over a green dress with white polka dots, is smiling and pointing her right index finger towards a mannequin in a clothing store. She is holding a pink shopping bag. The mannequin is wearing a dark jacket and pants. In the foreground, there is a wooden table with several brown paper shopping bags and a pair of tan shoes. The background shows a store interior with a wooden door and a window.

THE CANADIAN RETAILER IS UPLIFTING ITS PROFITS WITH PRODUCT RECOMMENDATIONS

A SUCCESS STORY OF
[ALDO.COM.TR](https://www.aldocom.tr)

PERZONALIZATION 



4%

**SALES BOOST
ON PRODUCT PAGES**



ABOUT

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.

ALDO



CHALLENGES

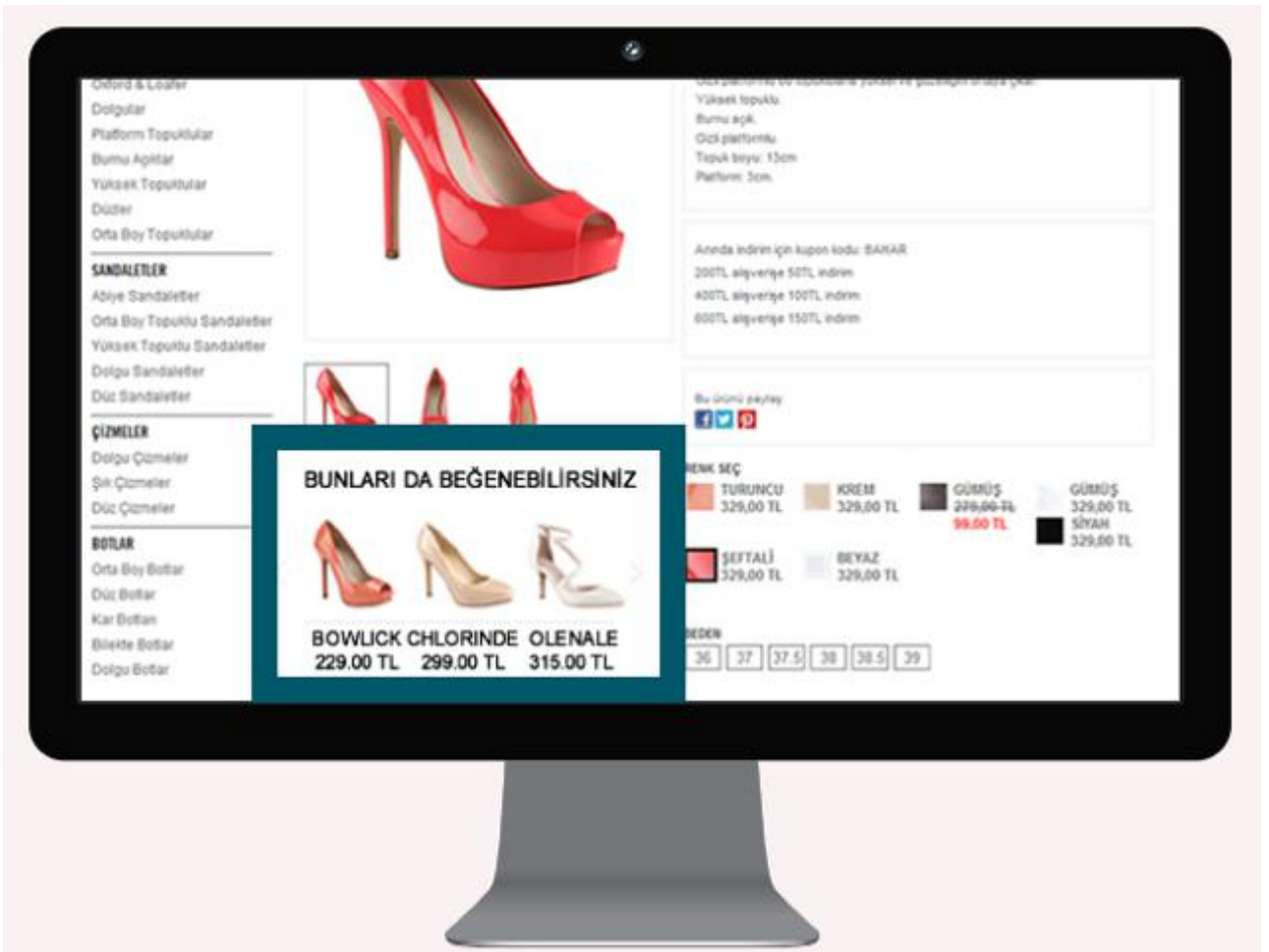
The same footwear models come in several colors and sizes. In terms of personalization, predicting the customer's shoe size and taste profile are the biggest challenges.





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.



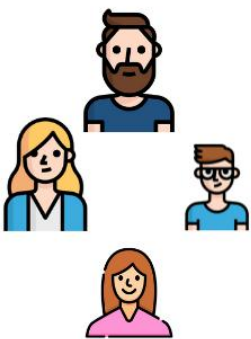


RESULTS

Displaying product recommendations only on product pages delivered



sales boost and opened the door for the new personalization practices to come.



Are you a small online business owner?
Or a professional eCommerce manager?

It doesn't matter!

Get Personalization
and start uplifting your
profits!



[START YOUR TRIAL NOW](#)

THANK YOU

Want more content on
eCommerce?

DISCOVER

PERZONALIZATION

