CASE STUDY

AI Product Recommendations in Furniture Online Store

domowanie.pl
AI PRODUCT RECOMMENDATION SYSTEM IN DOMOWANIE STORE

The Results:

- over 29% share of recommendations in store sales
- 6% to 9% recommendation CTR depending on location
- 70% of clicks on the best converting recommendation banner end with a purchase

Recostream allows us to boost the chances of increasing the value of the shopping cart, which, considering a high cost of acquiring a customer, is a very important aspect.

Bartosz Żebryk
The Owner of the Store
Domowanie.pl is an online furniture store offering furniture of the best and most popular Polish brands. Among thousands of products, domowanie.pl offers all the necessary elements of an interior design for your dream living room, children's room, office, dining room, or bedroom. Thanks to many years of experience in furniture sales, we offer our customers the best-proven solutions and new collections of furniture at competitive prices.

- **Platform:** PrestaShop
- **Number of Products:** approx. 6 000
- **Store Address:** domowanie.pl
- **Deployment configuration:** February 2021
AI/ML Personalized Product Recommendations

We have been developing an AI recommendation system that allows you to boost sales by 5-10%, while allowing store customers to find products that interest them faster and more accurately. Placing recommendations is possible in a few minutes without the assistance of programmers, and their effectiveness is optimized by artificial intelligence algorithms and machine learning based on the actual customer behavior.
PURPOSE OF THE IMPLEMENTATION

1. Increase in the value of the shopping cart
2. Reduction of shopping cart abandonment
3. Improvement of the CTR ratio
4. Increase in conversion
5. Recovery of conversions on pages of unavailable products
THE RESULTS
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We analyzed independent results based on store statistics collected in Google Analytics Enhanced Ecommerce.

- over 29% share of recommendations in store sales
- 6% to 9% recommendation CTR depending on location
- 70% of clicks on the best converting recommendation banner end with a purchase
After analyzing the traffic on the store's website, we placed recommendations in four places.

1. Product Page
2. Pop-up after Adding to Cart
3. Shopping Cart Page
4. Home Page
IMPLEMENTED SOLUTIONS

6 Types of Recommendation
6 Implemented Models in Various Store Locations:

1. Recently Visited in Store
2. Most Viewed in Category
3. Most Similar in Category
4. Others Also Viewed in Store
5. Others Also Added to Cart in Store
6. Bestsellers in Store
Recommendation Model: Others Also Viewed in Store
Recommendation Model: Rule-Driven Recommendations in the Pop-up after Adding the Product to the Cart
Recommendation Model: Bestsellers in Store
INSTALLATION PROCESS
Installation Process in Domowanie Store

1. Registration on the [recostream.com](http://recostream.com) website, where the email address and the URL of the store were provided.
2. Lines of JavaScript code have been pasted into the shop’s website. It took **3 minutes** without any programmer assistance.
3. The Recostream team made a **configuration of the appearance** and adapted it to the design of the store.
4. The **AI recommendation engine was launched** in one business day.
5. Trial period started: **30 days**.
6. The results were integrated with the **Google Analytics** account for independent and objective performance evaluation.
7. Ongoing contact with the customer service manager was maintained.
Recostream allows us to boost the chances of increasing the value of the shopping cart, which, considering a high cost of acquiring a customer, is a very important aspect.

We operate in a very competitive industry online and in our case the client rarely decides to buy only one product. Shopping carts often contain complete sets of products, therefore the key aspect for us is to show customers these products on the shopping journey, which can potentially also be added by them.

Based on the results, we can see that the use of Recostream effectively contributes to accomplishing this goal.

Bartosz Żebryk
The Owner of the Store
COMPATIBLE WITH ALL E-COMMERCE PLATFORMS
Contact us!

AND SIGN UP FOR A FREE TRIAL
recostream.com/register

FIND OUT MORE ABOUT PRODUCT RECOMMENDATION SYSTEM
recostream.com/blog

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