

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

ABOUT THE STORE



domowanie.pl

Furniture Online 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

ABOUT RECOSTREAM

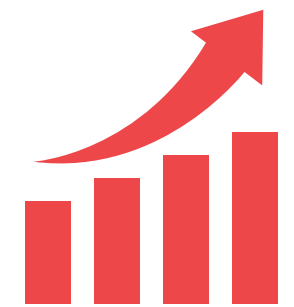
AI/ML Personalized Product Recommendations

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

THE RESULTS

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

THE RESULTS

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

Inni oglądali

Promocja



Stół rozsuwany Mosaic Typ 40 Szynaka Mebl...

~~2499 zł~~ **2112,00 zł**

Promocja



Stolik okolicznościowy Pratto 41 Szynaka Me...

~~749 zł~~ **633,00 zł**

Promocja



Komoda Pratto 47 Szynaka Meble Kolekcja Pr...

~~2625 zł~~ **2218,00 zł**

Promocja




Witryna 2-drzwiowa Mosaic Typ 12 Szynaka ...

~~3329 zł~~ **2813,00 zł**




Recommendation Model: Others Also Viewed in Store


✕





Produkt dodany do koszyka

Może Ci się spodobać

Promocja

Stół rozsuwany Pr...
~~4899 zł~~ **1652,00 zł**

Promocja

Witryna Pratto 15 ...
~~2215 zł~~ **1927,00 zł**

Promocja

Stolik okoliczności...
~~749 zł~~ **652,00 zł**

Promocja

Komoda Pratto 47...
~~2625 zł~~ **2284,00 zł**





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POWRÓT DO PRODUKTU

PRZEJDŹ DO KOSZYKA

Recommendation Model: Rule-Driven Recommendations in the
Pop-up after Adding the Product to the Cart

Bestsellery

<p>Promocja</p>  <p>Witryna Pratto 15 Szynaka Meble Kolekcja Pr...</p> <p>2215 zł 1927,00 zł</p>	 <p>Szafka nocna lewa Dentre DT-03L Lenart Kol...</p> <p>129,00 zł</p>	<p>Promocja</p>  <p>Witryna wisząca Meris Typ 33 Szynaka Meble ...</p> <p>409 zł 356,00 zł</p>	<p>Promocja</p>  <p>Stół rozsuwany Pratto 40 Szynaka Meble Kole...</p> <p>1699 zł 1652,00 zł</p>
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Recommendation Model: Bestsellers in Store

INSTALLATION PROCESS

Installation Process in Domowanie Store

1. Registration on the 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.

THE CLIENT ABOUT US



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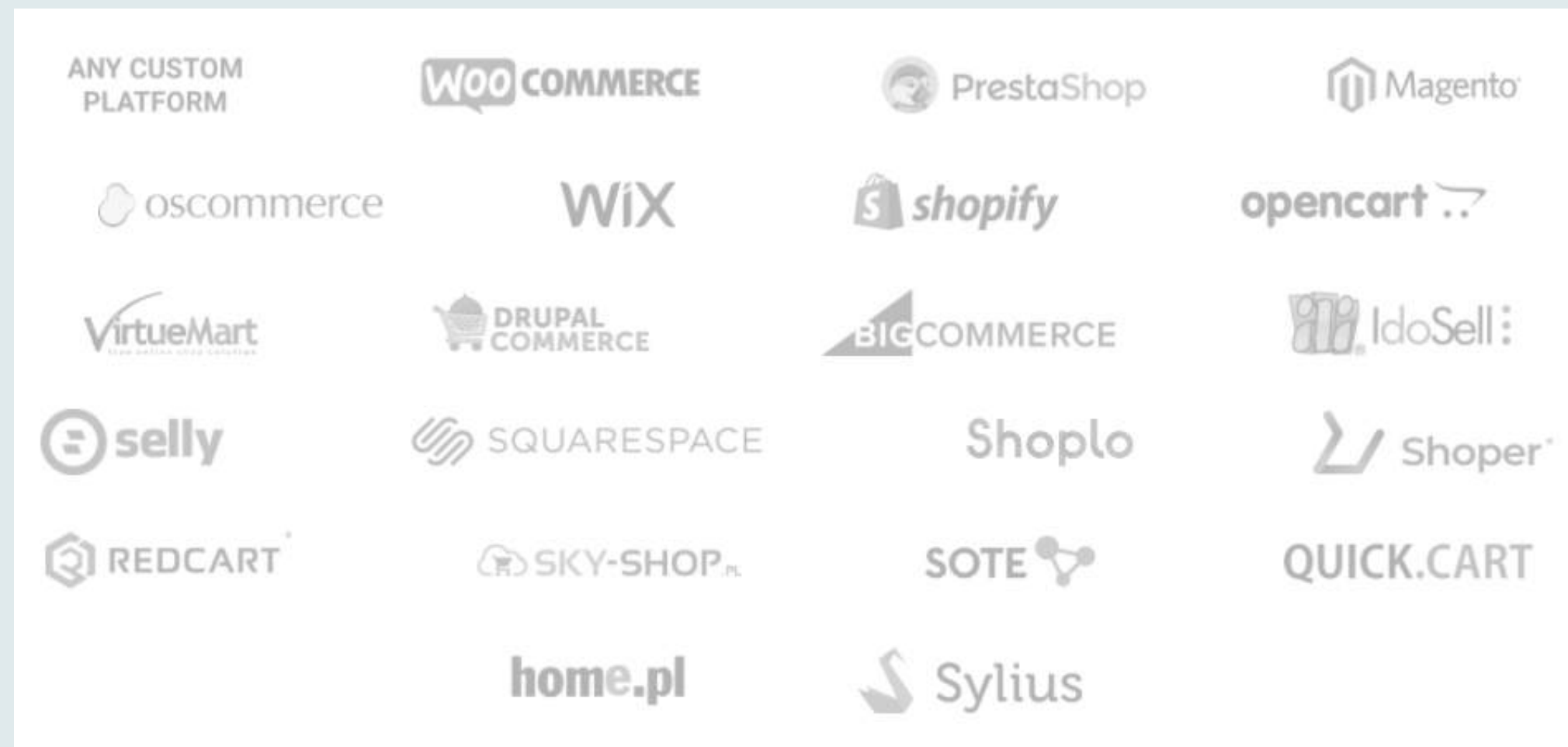
We operate in a very competitive industry online and in our case the client rarely decides to buy only one product. Shopping carts often contain complete sets of products, therefore the key aspect for us is to show customers these products on the shopping journey, which can potentially also be added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