CASE STUDY

IMPLEMENTATION OF AI / ML RECOMMENDATIONS IN A WOMEN'S CLOTHING STORE

LOLA
PLUS SIZE FASHION

Recostream.

ABOUT THE STORE

ByLola is a Polish clothing brand dedicated to women.
The online store offers products made of high-quality fabrics in sizes between 44-68. ByLola's mission is to provide a wide selection of clothes in sizes which cannot be found in the most popular chain stores.

- Platform: Shoper
- Number of Products: approx. 2 000
- Store Address: www.bylola.pl

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

- Increase in sales
- Improvement of the CTR ratio
- Increase in conversion
- Recovery of conversions on pages of unavailable products

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THE RESULTS

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THE RESULTS

We analyzed independent results based on store statistics collected in Google Analytics Enhanced Ecommerce.

26%	share of recommendations in store sales
7% to 14%	recommendation CTR depending on location
Over 18%	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 five places.

1. Product Page
2. Pop-up after Adding to Cart
3. Pop-up on an Unavailable Product Page
4. Shopping Cart Page
5. Home Page

Deployment configuration:

end of October 2020.

November 2020 until February 2021

another record-breaking conversion rate in store history.

IMPLEMENTED SOLUTIONS

8 Types of Recommendation

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8 Implemented Models in Various Store Locations:

1 AI Maximized Conversion

2 Most Similar in Category

3 Most Viewed in Category

4 Others Also Viewed in Store

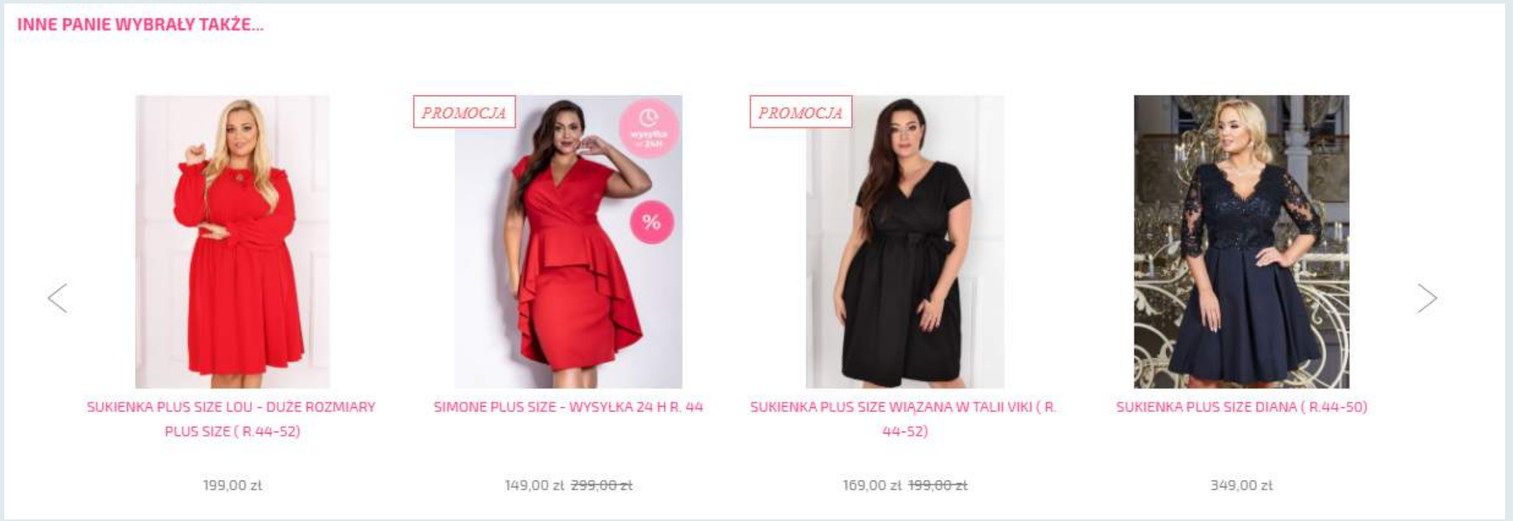
8 Implemented Models in Various Store Locations:

5 Recently Visited in Store

6 Bestsellers in Category

7 Bestsellers in Store

8 Rule-Driven Recommendations



Recommendation Model: Others Also Viewed in Store

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Recommendation Model: Rule-Driven Recommendations

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Recommendation Model: Bestsellers in Store

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INSTALLATION PROCESS

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Installation Process in ByLola 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.

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THE CLIENT ABOUT US

The plugin installation itself is a very intuitive and simple process.

The customer panel, where you can see the statistics and set the selected model that is to appear in our store, is clear and transparent.

Support is very fast and reacts in case of any questions and the entire Recostram team is very helpful. Cooperation is pure pleasure. :)

The tool continues to develop and adds new useful functionalities.
I recommend it to both beginner stores and more developed ones.

Urszula Lola
The Owner of the ByLola Store

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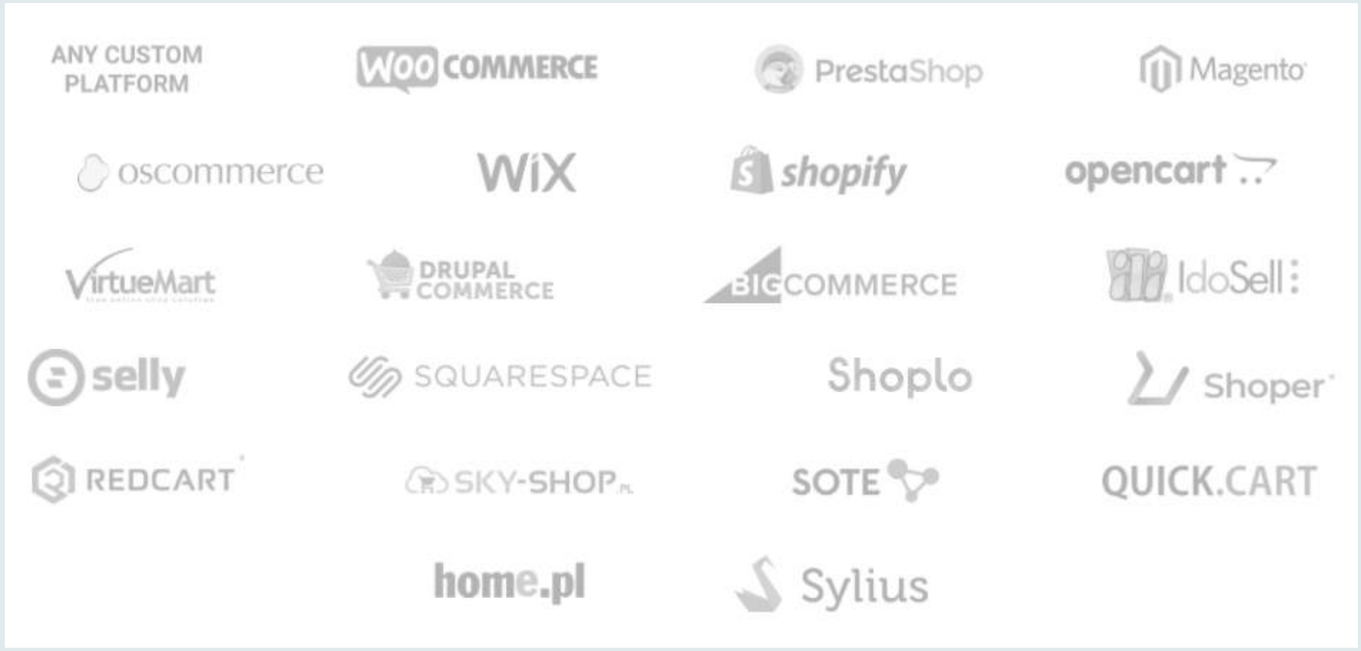
COMPATIBLE WITH ALL E-COMMERCE PLATFORMS



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AND SIGN UP FOR A FREE TRIAL

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FIND OUT MORE ABOUT PRODUCT RECOMMENDATION SYSTEM

recostream.com/blog

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