

Engage: AI-Powered Hyper-Personalized Mobile Shopping

CUSTOMER

Under Armour, a large manufacturer and marketer of sporting goods and apparel, and the leader in Digital Health & Fitness

PROBLEM

Under Armour wanted to create an immersive experience in their mobile shopping app by combining written story content with product content into a feed that would be tailored to the individual app user. The company wanted a better way to leverage all the data they had collected on users to create their desired app experience. Under Armour also sought a way to ensure the long tail of their story content was surfaced, and they believed that 1:1 targeting would help increase story exposure over time. Using real-time session data from the story feed, browse and purchase data, and declared user preferences the retailer needed help personalizing the user's mobile shopping experience.

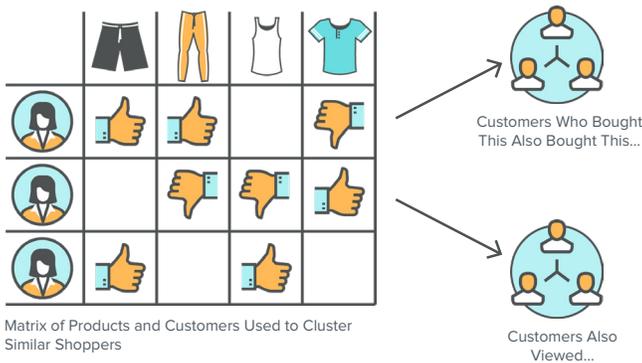


Figure 1: First generation recommendation engine

SOLUTION

Under Armour leveraged CognitiveScale's augmented intelligence platform to deliver a personalized mobile shopping experience for the user. The SaaS-based solution, hosted

on AWS, applied machine learning (ML) and natural language processing (NLP) to the product and story catalogs to surface learnings about the associated features. As anonymous shoppers interacted with Under Armour's AI powered shopping app, they were effectively telling the system what they like and what they don't like, building individual "Profiles-of-One" that optimize the subsequent story recommendations to the user. When the user visits again, the AI system will continuously learn from those interactions and starts surfacing even more engaging content.

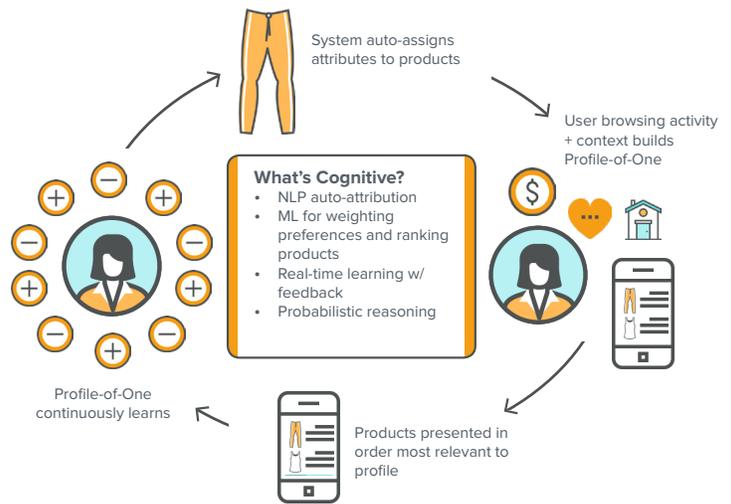


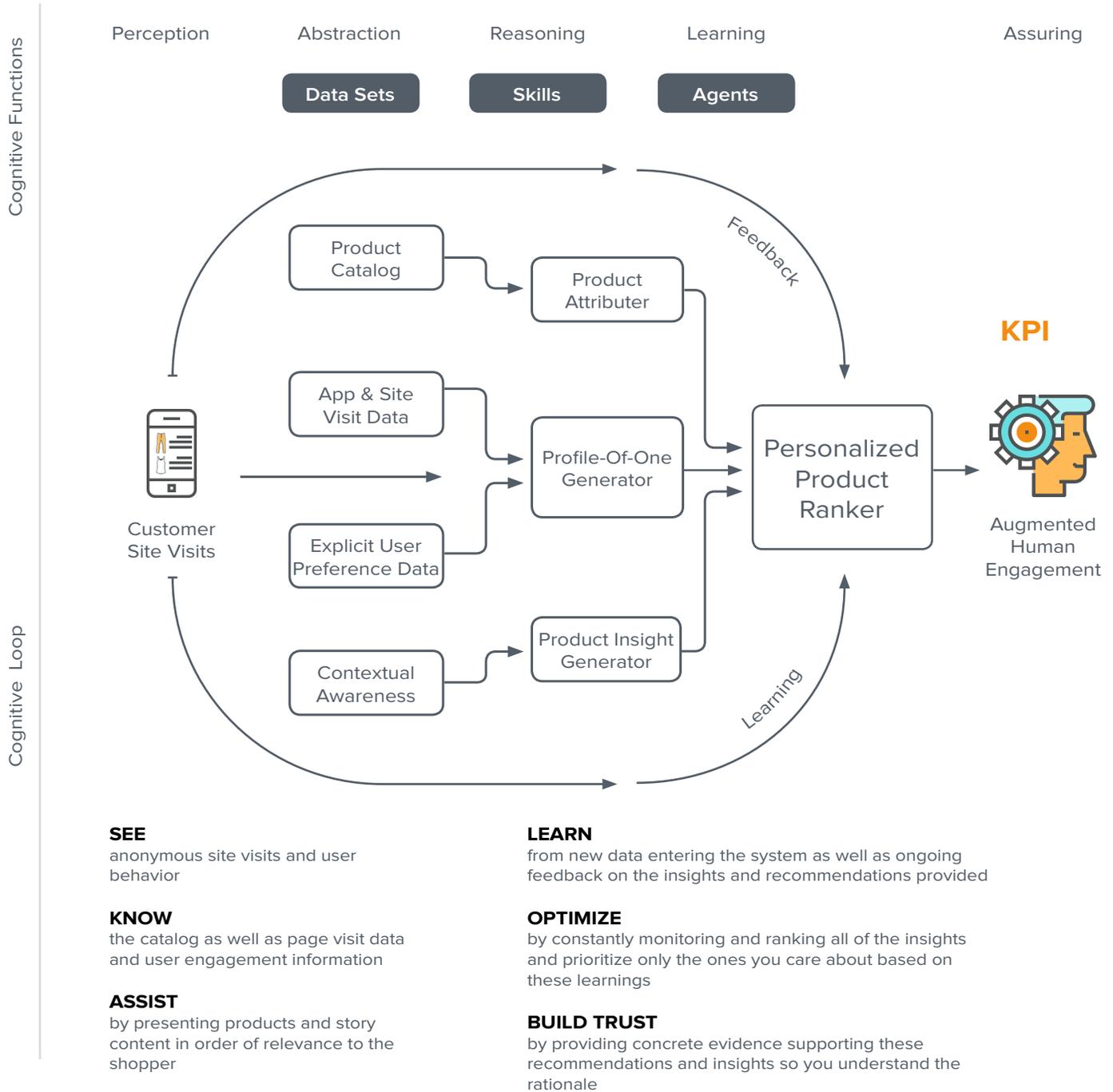
Figure 2: Every offer ranked based on compatibility to individual shopper profiles

IMPACT

With augmented intelligence and machine learning, Under Armour achieved real-time intelligence on their users, even for anonymous app visitors.

- 24% increase in story exposure (spread of impressions)
- 70% decrease in time needed to publish content
- Increased overall revenue per visit

Hyper-Personalized Shopping Agent Anatomy



About CognitiveScale

CognitiveScale Cortex 5 software helps businesses apply Artificial Intelligence and Blockchain technology to solve complex business problems at scale for financial services, healthcare, and digital commerce markets.

Our award-winning software is being used by global leaders such as USAA, Morgan Stanley, NBC, JPMC, ExxonMobil, Dell Technologies, and MD Anderson to increase user engagement, improve decision-making, and deploy self-learning and self-assuring business processes.

Headquartered in Austin, Texas, CognitiveScale has offices in New York, London, and Hyderabad, India, and is funded by Norwest Venture Partners, Intel Capital, IBM Watson, Microsoft Ventures, and USAA.

For more information on the company, please visit us at cognitivescale.com and follow @cognitivescale on Twitter, Facebook and LinkedIn.

Contact an AI specialist at cognitivescale.com/contact