

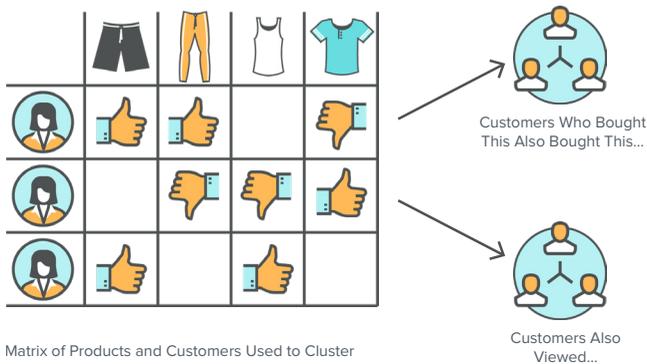
Engage: AI-Powered Shopper Engagement and Conversion

CUSTOMER

One of the largest omni-channel retailers stores in the world.

PROBLEM

The brand wants to provide an exceptional shopping experience with relevant choices and recommendations that cater to the individual online visitor. The challenge, however, is that at least 80% of online shoppers are anonymous, making it incredibly difficult to identify the user in order to personalize the digital experiences. Of particular interest was the gamified shopping experience that used A/B testing to understand customer preferences on the mobile website. Using real-time session, the department store needed help personalizing the user's mobile shopping experience.



Matrix of Products and Customers Used to Cluster Similar Shoppers

Figure 1: First generation recommendation engine

SOLUTION

The brand decided to use CognitiveScale's augmented intelligence and AWS infrastructure to apply machine learning to digital commerce. The first step was to ingest their entire apparel catalog to build machine-driven understanding of the products and their associated features. As customers were playing the

swipe and shop game, they were effectively telling the system what they like and what they don't like, building individual "Profiles-of-One" that optimize the subsequent product recommendations to the user in that same session. Over time, the AI system continuously learned from the volume of incoming site visits.

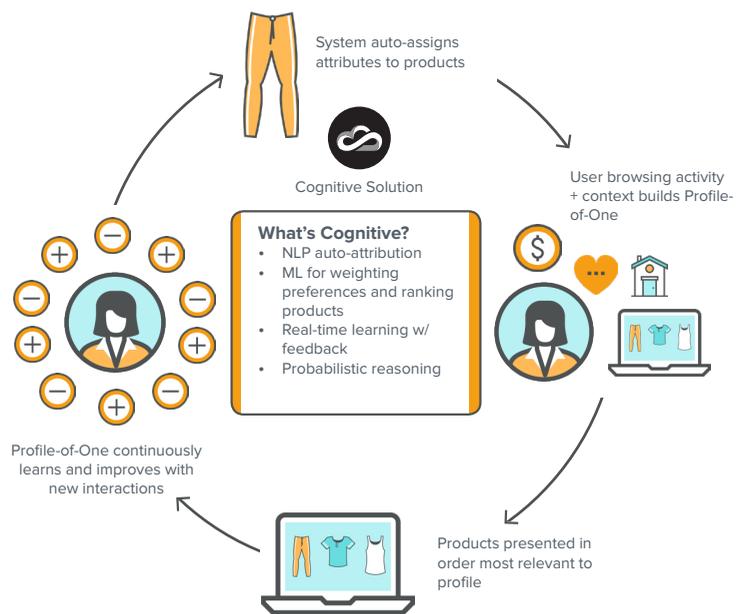


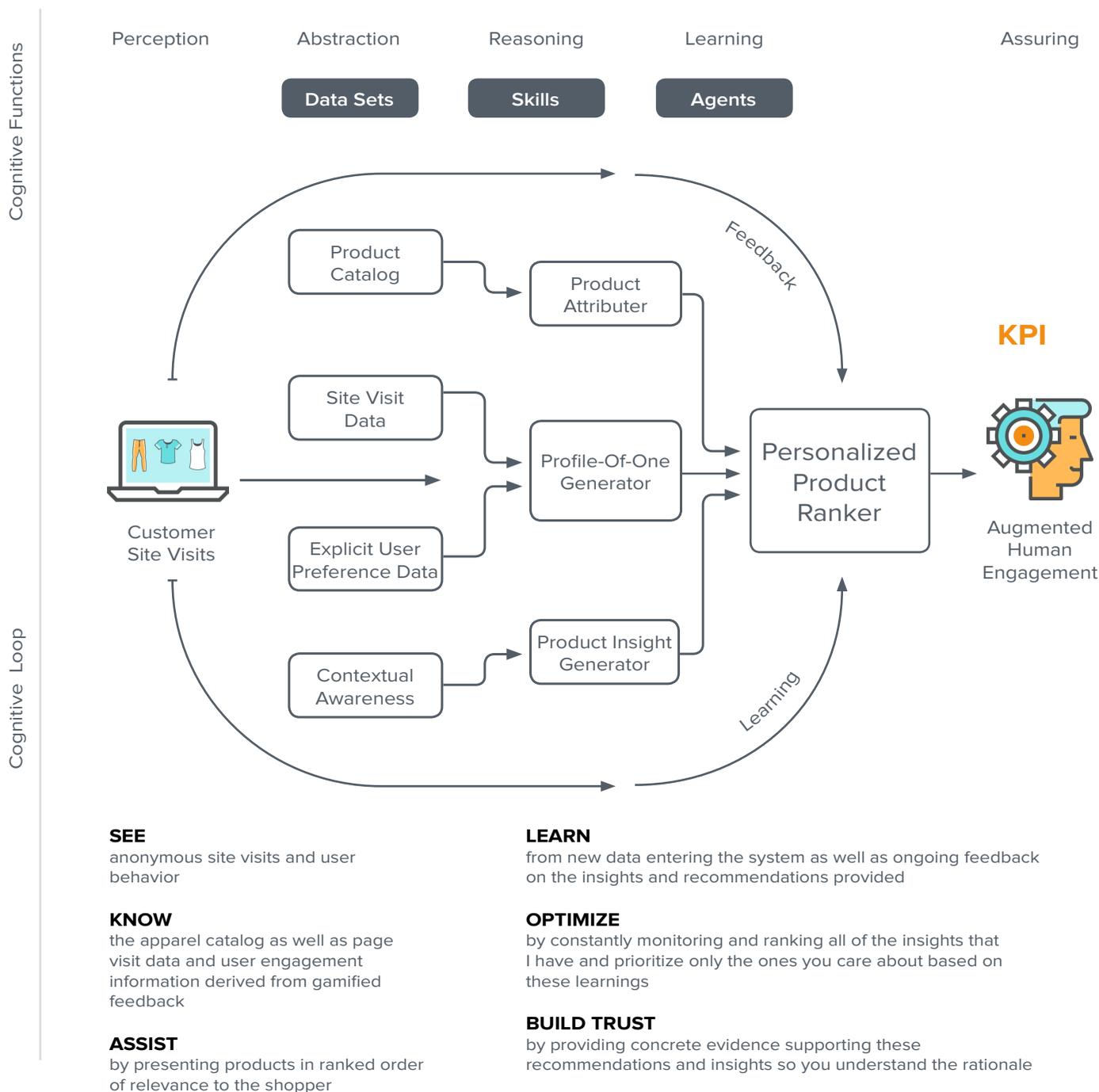
Figure 2: Every offer ranked based on compatibility to individual shopper profiles

IMPACT

With augmented intelligence and machine learning, the brand achieves real-time, same-session personalization, even for anonymous site visitors.

- 23% increase in sales per session
- 44% increase in customer and visitor engagement

Hyper-Personalized Shopping Agent Anatomy



About CognitiveScale

CognitiveScale's Augmented Intelligence software helps businesses apply Artificial Intelligence and Blockchain technology to solve complex business problems at scale for financial services, healthcare, and digital commerce markets. The company's award-winning software is being used by global leaders such as USAA, Morgan Stanley, NBC, JPMorgan Chase, ExxonMobil, 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, M12, and USAA.

Contact an AI specialist at cognitivescale.com/contact