

Engage AI: 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 personalization 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.

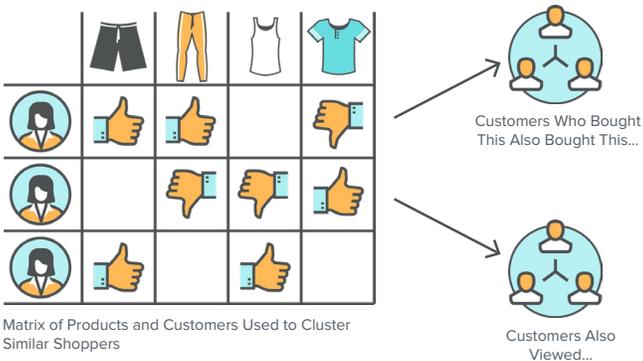


Figure 1: First generation recommendation engine

SOLUTION

Under Armour leveraged CognitiveScale's Cortex platform and Engage AI solution to deliver a personalized mobile shopping experience for the user, including anonymous shoppers. The cloud native solution 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.

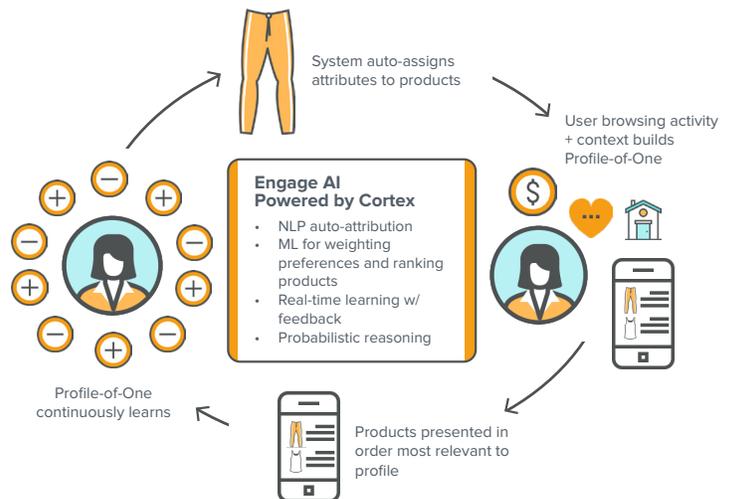


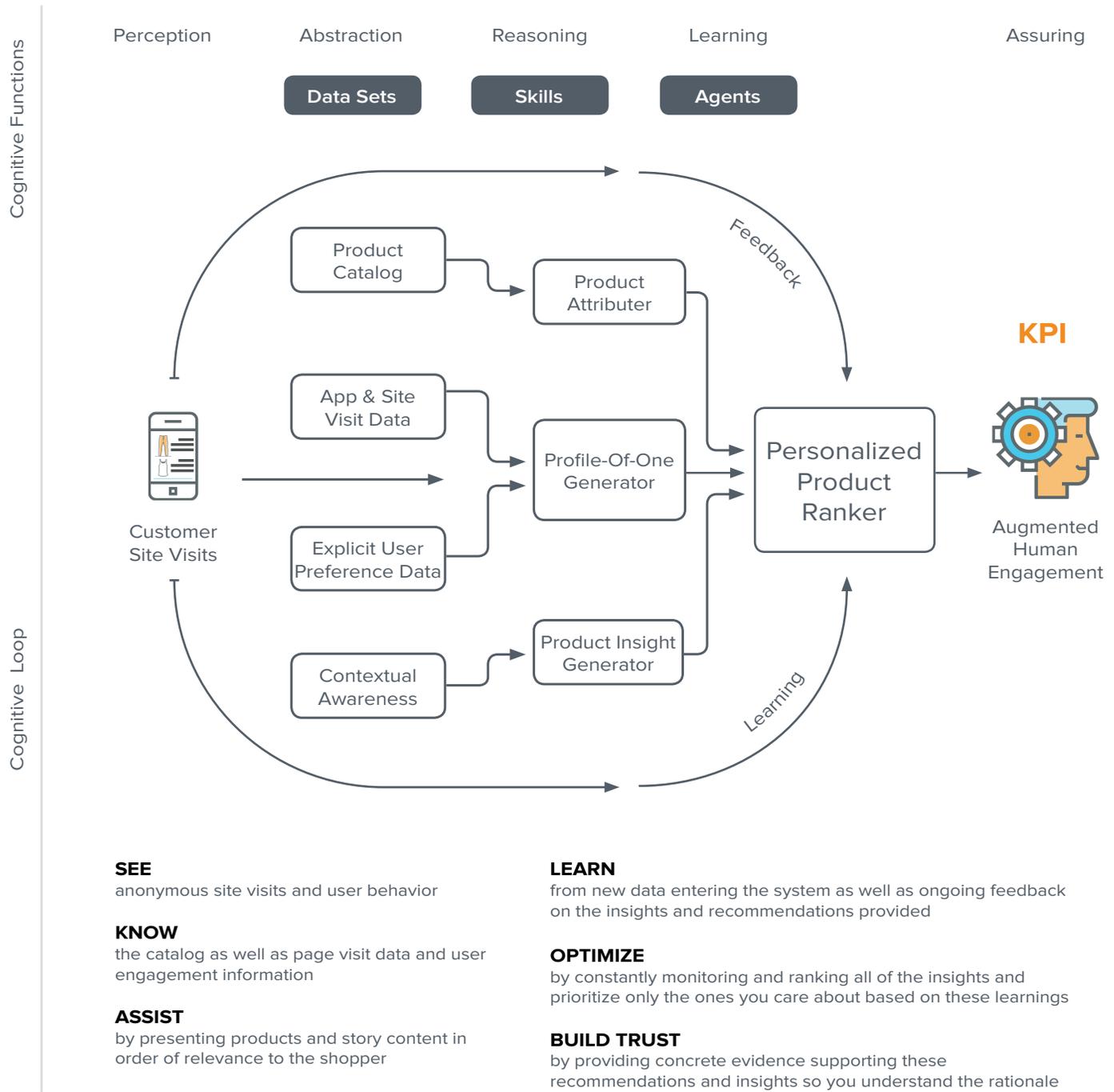
Figure 2: Every offer ranked based on compatibility to individual shopper profiles

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 in overall revenue per visit

Hyper-Personalized Mobile Shopping Agent Anatomy



About CognitiveScale

CognitiveScale is an enterprise AI software company with solutions that helps customers win with intelligent, transparent and trusted AI/ML powered digital systems. Our Cortex software and industry AI accelerators enable businesses to rapidly build, operate, and evolve intelligent, transparent, and trusted AI systems on any cloud.

The company's award-winning software is being used by global leaders in banking, insurance, healthcare and digital commerce to increase user engagement, improve employee expertise and productivity, and protect brand and digital infrastructure from AI Business risks. 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