

## CASE STUDY:

# Showpo Uses ViSenze Discovery Suite to Drive Additional Revenue

With the entire world at their fingertips, the young, tech-savvy generation is looking for what they want, when they want it. As ecommerce technology continues to speed up processes left and right, it's essential for online brands to offer the latest and easiest user experience to satisfy online customers.

Today's shoppers are looking for a way to sift through the infinite style possibilities and find what works for them without endless searching.

Showpo, a booming Australian-based fashion ecommerce brand, needed a way to help their online community do just that. With more than four million worldwide social media followers and over 20,000 unique products on offer, Showpo was looking for new ways to help customers easily find what they were looking for.

That's where ViSenze comes in. Showpo uses ViSenze Discovery Suite to instantly show a collection of similar and complementary items, and to let shoppers find what they want quicker with pictures. Which leads to additional revenue. Let's take a closer look.

## The Challenge of Poor Product Discoverability

With the more than 20,000 ever-changing styles on offer, Showpo needed a way to display its inventory to best meet customer needs. The team needed an effective way to promote their merchandise visually to ensure customers find what they need with no hassle—thus giving them an enjoyable customer experience, and more reason to return to the site for their fashion needs.

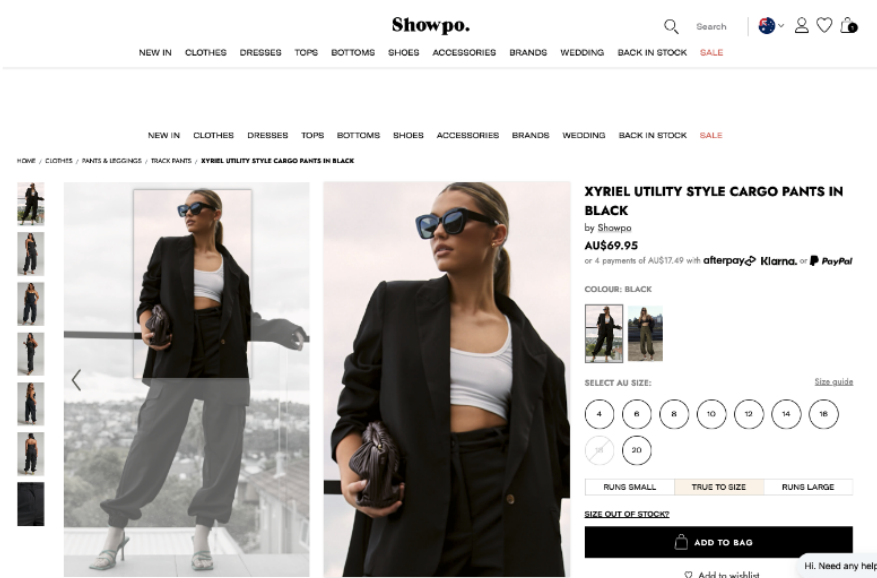
No company wants to waste their customer's time or attention with unnecessary items that don't lead to increased sales or customer satisfaction. As an online fashion retailer, Showpo aimed to reduce customer churn, increase conversion rates, and take advantage of image recognition technology.

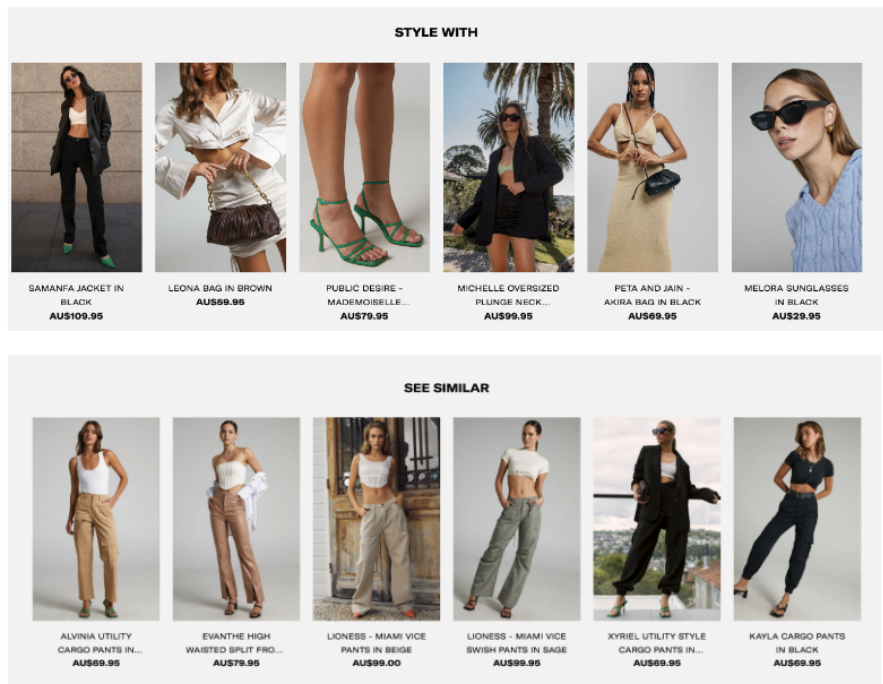
## ViSenze Discovery Suite Helps Customers Find What They Need

ViSenze offers the latest and greatest ways to get your shoppers relevant products as quickly as possible to help get the best online shopping experience.

Showpo chose ViSenze Discovery Suite for its straightforward, innovative, and advanced recommendation and visual search capabilities that help customers get what they want—driving additional revenue for the ecommerce store.

ViSenze Smart Search was able to deliver a truly engaging online shopping experience. This let's Showpo's customers find what they want faster using a photo, saved image or screenshot. Customers especially loved using inspiration from social media to find items in Showpo's collection.





## Curate a Personalized Shopping Experience

Showpo deployed a Style With carousel powered by ViSenze's Shop the Look Recommendations which made any model image instantly shoppable by processing all of the products displayed automatically. When the product detail page (PDP) image is a model outfit, users can easily find the other items in the picture and include them also in the basket, increasing average order value (AOV) and revenue.

Additionally ViSenze's Visually Similar Recommendations powers Showpo's See Similar carousel on their site and mobile app. This helped Showpo curate a collection of similar items based on the visual attributes of the item currently being viewed. This made sure the right items were being shown to the right visitors and increased conversion rates.

By using ViSenze's Smart Recommendations solution for product discoverability, Showpo was able to show customers better product suggestions. This included similar alternative items or complementary offers showcased in product detail page image.

Showpo also recognized new opportunities through Discovery Suite Analytics. ViSenze Ai platform also offers analytics to provide Showpo actionable insights, such as opportunities to promote, discount or increase volume of specific items, attributes or categories, helping the teams to work faster to respond to customers needs and desires.

## Results That Make a Difference

ViSenze helped Showpo streamline their product search, increase AOV, and build revenue worldwide with their innovative Discovery Suite product.

The ViSenze Discovery Suite helps Showpo continue to expand its successful enterprise by providing a simple, straightforward, and tech-savvy shopping process with visual search and recommendations.

It enabled Showpo to showcase its online catalogs more effectively, improve retention rates, simplify product discovery, generate more clicks, and drive revenue across the website and app. On average ViSenze smart recommendations provide retailers a 10% increase in conversion rate

# Showpo.

## ABOUT Showpo

Showpo is an Australia-based womenswear ecommerce retailer with more than four million worldwide social media followers and over 20,000 unique products on offer. Showpo ships to more than 120 countries and has a strong appeal amongst millennials and Gen-Zers. Showpo's mission is to empower their customers to feel confident, authentic, and true to themselves with a vast selection of local and international labels that offer real representation.



## ABOUT VISENZE

ViSenze is the world's smartest product discovery platform. Retailers like ASOS, H&M, Rakuten, Zalora, Meesho, DFS, and EyeBuyDirect trust ViSenze to power their product discovery. ViSenze processes over a billion queries a month from retailers, supporting them in-store and on ecommerce sites. ViSenze's automated AI platform empowers retail merchants to increase revenue by delivering exceptional experiences that make it easier for shoppers to discover products.