BETTER TARGETING OF CUSTOMERS WITH RIGHT PRODUCT

27% CTO Improvement form existing solution	Increased ITO (Impressions to Order) by **9%**	**65 bn** Recommendations generated	2 billion Products Recommendation per Product **37**

The Client

India's leading online marketplace giant.

Industry

Online Marketplace

Overview

The client is one of India's leading managed marketplace giant, with over 6,00,000 + merchants and 100 million monthly visitors on its website, was struggling to target the right product to its customers.

Business Challenge

Client's existing recommendation solution failed to meet expectations including its inability to dynamically set configuration parameters for price range, discount categories, product ratings and list of products.

Our Approach:

Implemented a highly personalized approach to match our client preferences with the help of our technology accelerator (PRE-C), an ML based recommendation solution:

→ Created product scoring based on product views, next week click predictions, cart additions, orders, average product & seller rating.

→ Developed in-house chaining algorithm to generate relevant recommendations for lesser seen products.

Outcomes

✓ A parameterised solution which can be used to configure the recommendations based on season & promotion campaigns.
✓ Improved ITO resulted in higher order rates & revenue.
✓ A solution that learns over time.