boxx.ai

A.I. FOR E-COMMERCE

INCREASE CLICK-TO-OPEN-RATIO WITH THE POWER OF PERSONALIZED PRODUCTS IN EMAIL NEWSLETTERS
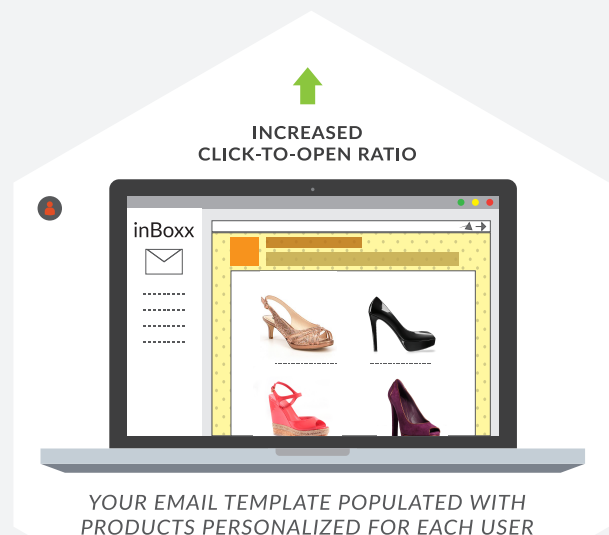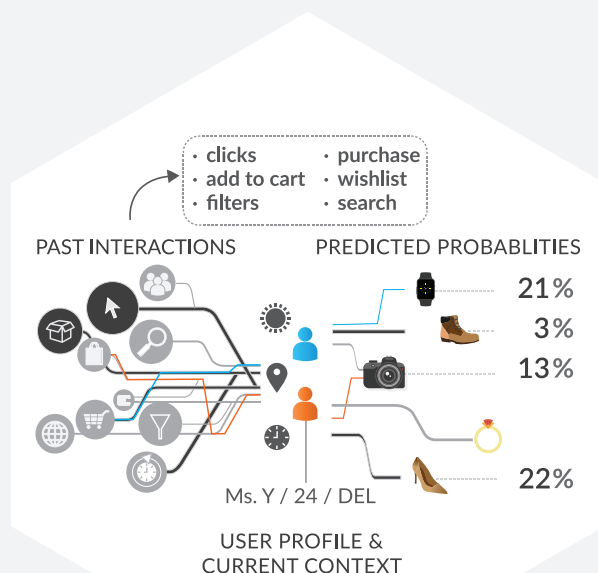
CLIENT

nearbuy

ABOUT OUR CLIENT

Nearbuy (earlier Groupon India), a pioneer in hyper-local ecommerce marketplace, helps 4+ Million customers across 33 cities connect, discover, buy and save on more than 50K products using local merchants.
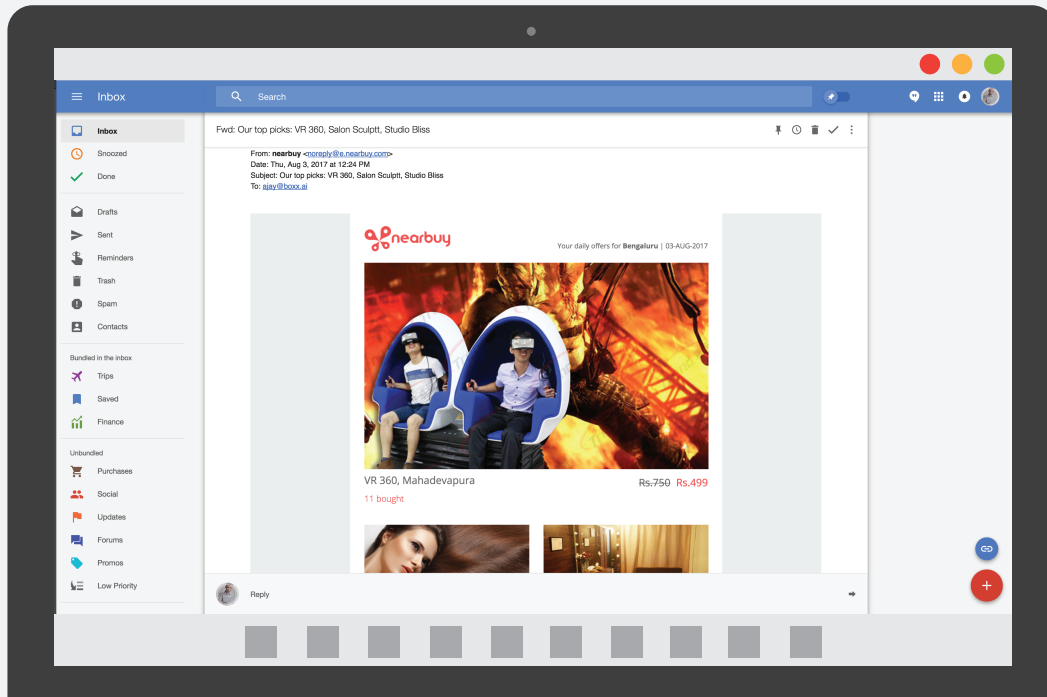
THE IMPLEMENTATION OF BOXX.AI

Nearbuy sends email communication to its customers containing products. When a customer clicks on a product, he/she is re-directed to the corresponding offer page on the website.

They used Boxx.ai to identify the most personalized and relevant products for each customer, and then sent these products with an individualized email.

• clicks   • purchase
• add to cart   • wishlist
• filters   • search

PAST INTERACTIONS   PREDICTED PROBABLITIES

21%
3%
13%

22%

Ms. Y / 24 / DEL

USER PROFILE &
CURRENT CONTEXT

INCREASED
CLICK-TO-OPEN RATIO

inBoxx

YOUR EMAIL TEMPLATE POPULATED WITH PRODUCTS PERSONALIZED FOR EACH USER

ILLUSTRATION

Emails sent in Nearbuy's standard email template

Products in each email are personalized to each recipient

THE RESULTS

40% increase in **CTOR**

38% increase in **revenue** per email

TESTIMONIAL

We have been fortunate to be one of the first beneficiaries of the Boxx output. The team started working with us when we really needed a solution and they delivered meaningful results. It's been a pleasure interacting with them - their inputs have truly helped the business in a quantified fashion."

ANKUR WARIKOO
Founder & CEO - Nearbuy

TO LEARN MORE ABOUT HOW
BOXX.AI CAN MEET YOUR
PERSONALISATION NEEDS

boxx.ai
A.I. FOR E-COMMERCE

VISIT US ONLINE
www.boxx.ai

Or contact

Ajay Kashyap
ajay@boxx.ai
+91 888 4535 222