boxx.ai
A.I. FOR E-COMMERCE

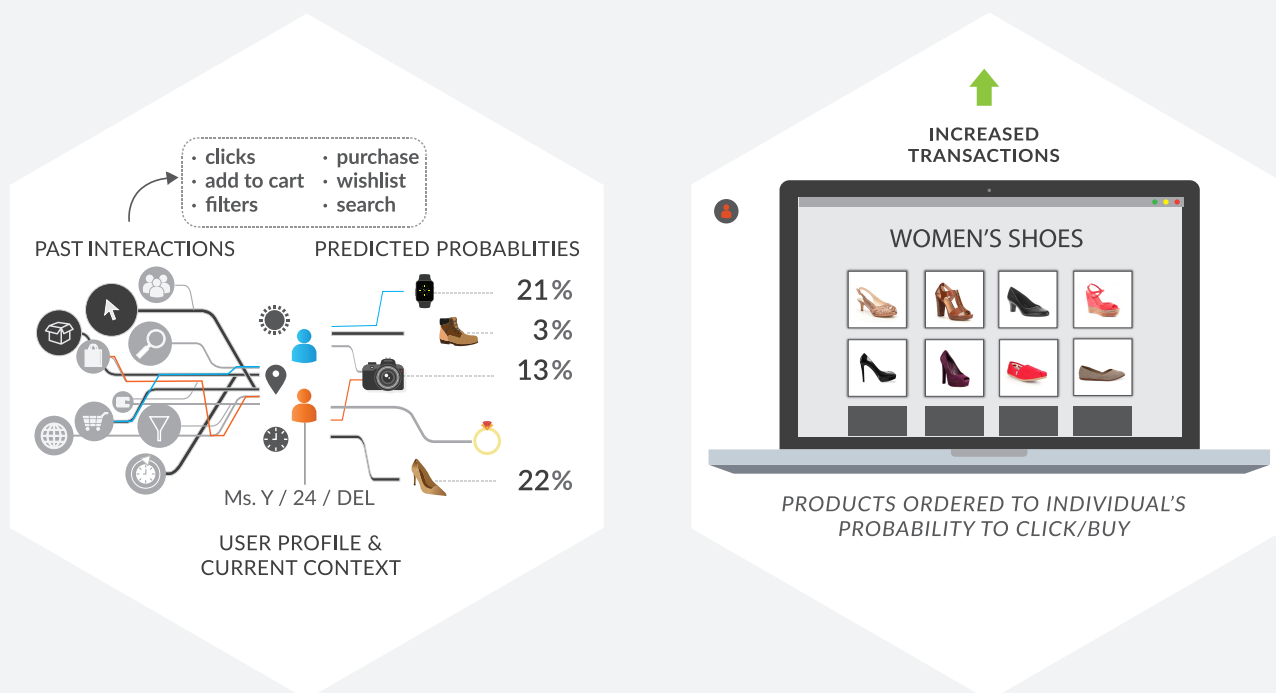## INCREASE TRANSACTIONS WITH PERSONALIZED "PRODUCT LIST ORDERING" ON THE PLP PAGE

CLIENT

abof
all about fashion

ABOUT OUR CLIENT

ABOF is Aditya Birla Group's vehicle for foraying into fashion e-commerce space.
It allows men and women to shop for trendy clothes, footwear and accessories online.

THE IMPLEMENTATION OF BOXX.AI

ABOF used Boxx.ai to identify the most personalized and relevant products for each customer, and then show these along with the corresponding filters in the Product Listing Page of each category/sub-category
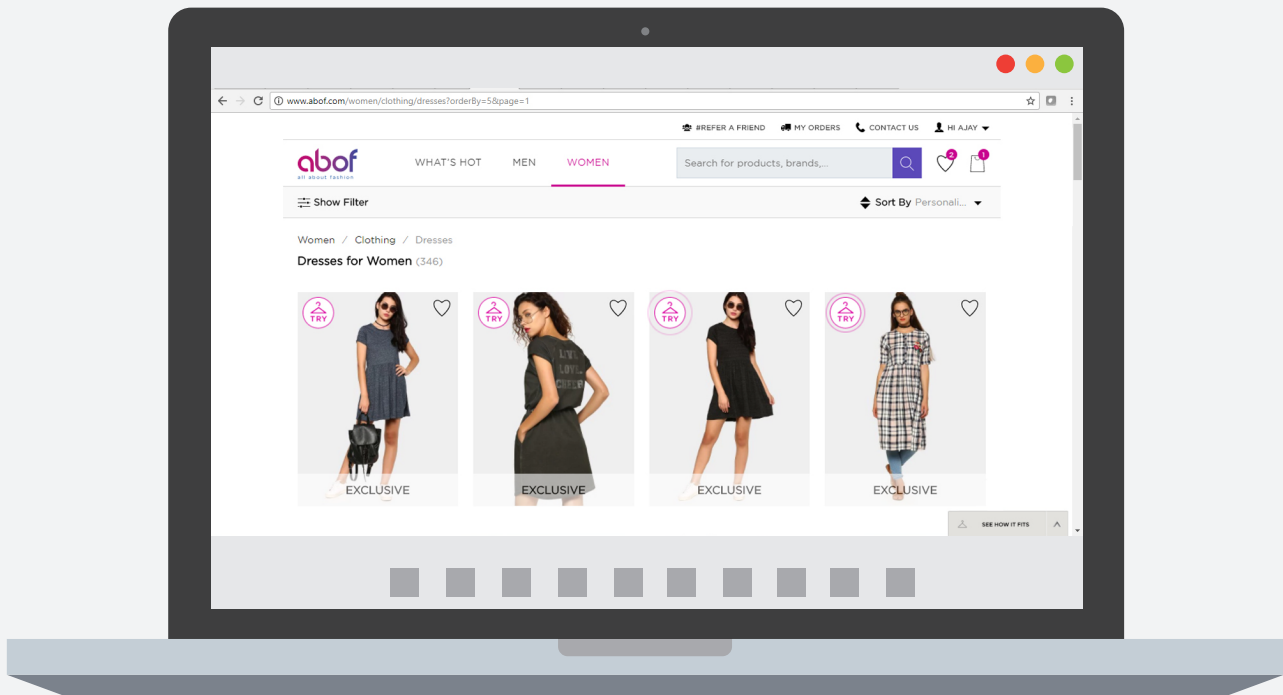

· clicks   · purchase
· add to cart · wishlist
· filters   · search

PAST INTERACTIONS   PREDICTED PROBABLITIES

21%
3%
13%

Ms. Y / 24 / DEL   22%

USER PROFILE &
CURRENT CONTEXT

INCREASED
TRANSACTIONS

WOMEN'S SHOES

PRODUCTS ORDERED TO INDIVIDUAL'S
PROBABILITY TO CLICK/BUY

"

We are happy to be one of Boxx.ai's lead clients. The team is fantastic to work with and has even helped improve on our original reqts, thanks to their deep experience in e-commerce. We integrated their product for personalized re-ordering the products in the category listing pages, and for personalized "recommended for you" widget on the product display page. Their APIs were clean and efficient, leading to a smooth integration. Our portal is amongst the fastest e-commerce portals globally, and to maintain the position, the Boxx.ai team ensured that their API's returned the response within 200ms"

MAHESH TIYYAGURA (CTO)

ILLUSTRATION

Products personalized to each individual

...for all categories

...catering to all customer filters

THE RESULTS

New Customers
customers who have made < 15 interactions on the website (all time)

Returning Customers
customers who have made > 15 interactions on the website

13%

27%

33%

Overall Topline Increase

"
We take pride in being a customer-centric retailer. To further advance on this, we wanted to use customers' previous behavior to personalize the product listing order for each user on the category pages. After discussions and POC's with multiple vendors, we finalized on Boxx.ai - and it turned out to be a great decision! We used test and control methodology to measure the impact of Boxx.ai APIs. On the product listing page, we saw a ~30% increase in conversions from the active customers. Further, with the "recommended for you widget", we saw a 48% increase in conversions."

RAHUL SINGH (Program Manager)

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

boxx.ai
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