

boxx.ai

A.I. FOR E-COMMERCE

**INCREASE CONVERSIONS WITH PERSONALIZED
PRODUCT FEED ON YOUR APP**

CLIENT



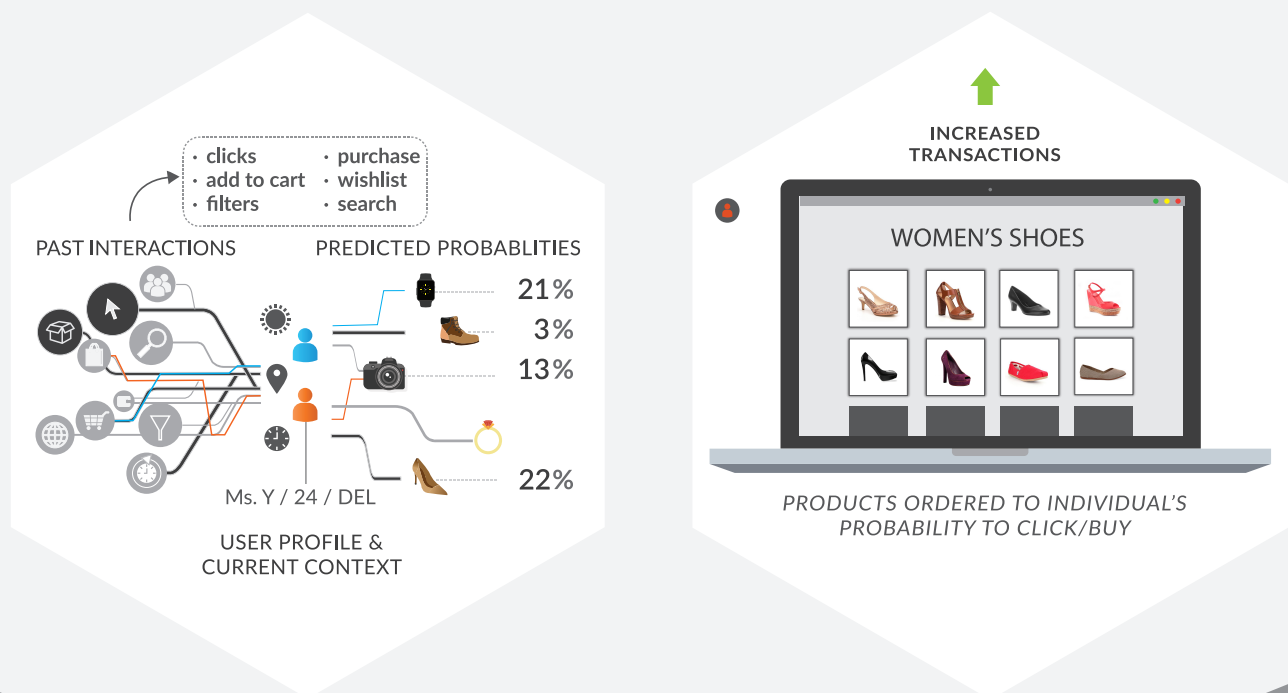
ABOUT OUR CLIENT

College Dekho is a new age college search portal that gives students chance to explore educational courses and colleges across India. The mobile application allows the user to search, apply, prepare and even save names of colleges for later use.

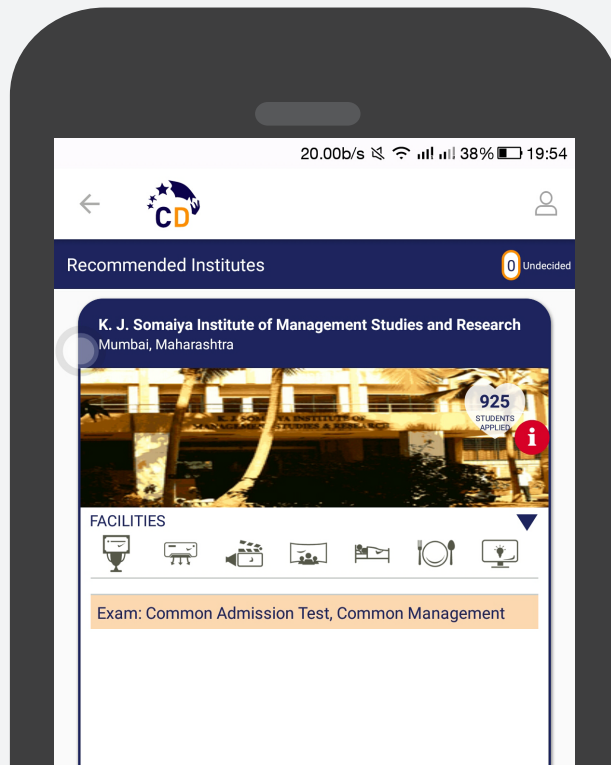
THE IMPLEMENTATION OF BOXX.AI

CollegeDekho recommends a list of colleges to its customers (students), one at a time (in the form of a feed) on its app. The customer has an option to like (swipe right), dislike (swipe left) or decide later (swipe up) for each college.

They used Boxx.ai to identify the most personalized and relevant colleges for each customer, and then send these as a feed individualized to each of its customers to maximize “swipe rights”.

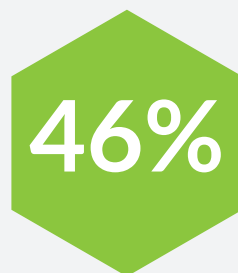


ILLUSTRATION



Products personalized to each individual in the feed

THE RESULTS



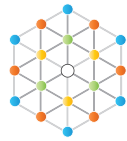
increase in **right swipes**

TESTIMONIAL

We needed a recommendation system on our app which could help us increase the relevance of colleges and courses. We piloted Boxx's personalization product and saw an immediate jump of 46% in the results, which is pretty remarkable!"

PRATEEK KUMAR
CPO - CollegeDekho.com

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