

TRENDIN.COM USES STREAMOID'S IMAGE RECOGNITION TECHNOLOGY TO POWER "SIMILAR PRODUCT" RECOMMENDATIONS

Trendin.com an online retail initiative from Madura Fashion and Lifestyle (An Aditya Birla Company) is a part of India's largest and fastest growing, branded apparel companies in the retail sector. Trendin offers popular brands like Louis Philippe, Van Heusen, Allen Solly, People and Peter England.

Challenges:

Trendin was able to drive enough traffic to the site. The product views on the site were not translating into purchases. The click through rate for similar recommendations was always less than 5% and addition to carts was even lower.

- Being a multi-branded fashion apparel company, customers were finding it difficult to navigate the site looking for product choices.
- The existing recommendation algorithm was based on "collaborative filtering" which used, user's past purchases, shopping cart additions, social history, and what other customers have viewed and purchased. This did not work well for trendin site especially for apparels.

Solution:

In January, 2014, Trendin partnered with Streamoid Technologies, a company focused on visual search for fashion. The objective was to simulate customer offline shopping behavior online. They wanted "to enable a customer looking for a blue striped shirt, to see all the blue striped shirts in that store from across brands and price points".

Streamoid's visual technology piQit was integrated into the Trendin website to drive recommendation based on visual attributes like color, pattern, style. A product page view also presented visually similar products across the store. This emulated the typical behavior of an Indian customer in offline retail shops. This increased Click Thru rate and resulted in higher conversions.

Product recommendation before Visual Search



Product recommendation with Visual Search



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