

PIQIT PRODUCTS INCREASE CONVERSION LEVELS BY 400% AT CBAAZAR

CBazaar.com has evolved into an ethno fashion label offering over 16,000 different styles. It caters to the Indian diaspora in over 188 countries.

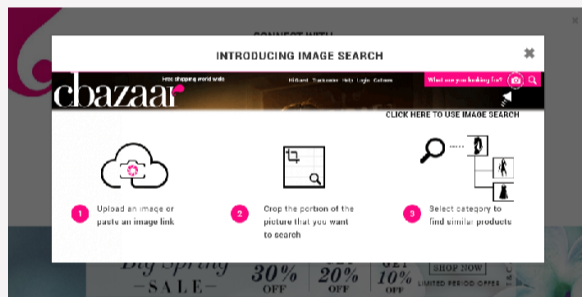
THE CHALLENGE

1. Being a market place, CBazaar was finding it difficult to get good results with word based searches because there was no consistency in labeling across brands and vendors.
2. If customer liked an outfit worn by a celebrity in a movie, website or magazine and wanted something similar, there was no way to describe it using traditional search.

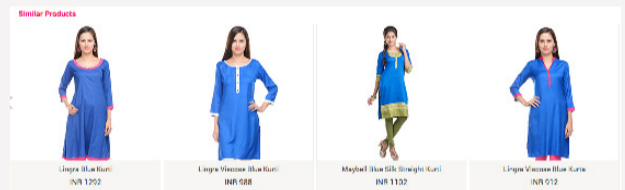
SOLUTION > IN JANUARY 2016, CBAAZAR INTRODUCED 2 VISUAL SEARCH TOOLS TO ENABLE PRODUCT SEARCH AND DISCOVERY.



PIQIT CLICK & FIND ALLOWS SHOPPERS TO UPLOAD OR PROVIDE A LINK TO ANY IMAGE, CROP IT, AND FIND SIMILAR ITEMS FROM THE RETAILER'S INVENTORY.

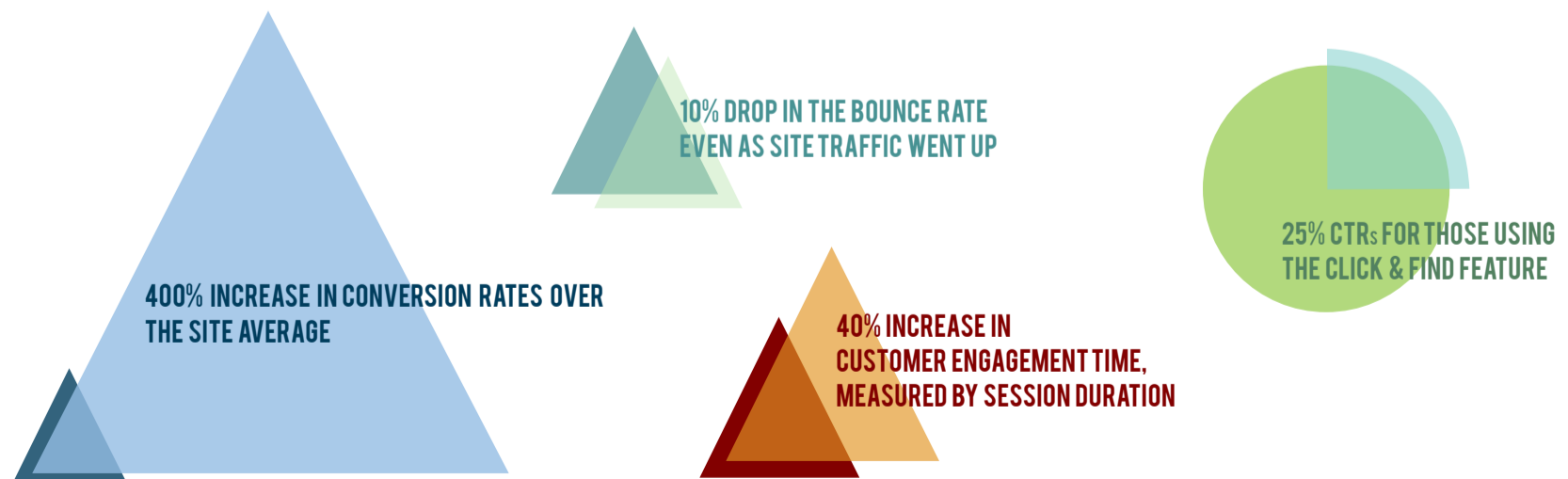


PIQIT SIMILAR TAKES THE SHOPPERS INTENT AT THAT MOMENT AND RECOMMENDS SIMILAR PRODUCTS TO THEM.



RESULTS > VISUAL RECOMMENDATION GAVE BETTER RESULTS. SIMILAR PRODUCTS IN THE INVENTORY WERE FOUND TO BE MORE RELEVANT LEADING TO INCREASED.

Visual search created a new sales channel and gave unique insights into what customers were actually looking for. This information now helps CBazaar make smart/optimized merchandising decisions.



piQit Similar and piQit Click & Find are products from the piQit fashion stable. They are powered by, patented image recognition and visual search algorithms from Streamoid.

