**CASE STUDY**

# Abof's bet on Fashion Artificial intelligence pays dividends

**Abof ("All About Fashion")** is the online venture of the Aditya Birla Group, the third largest business conglomerate in India with $41 billion in revenue. They are established players in the fashion retail segment with over 2000 brick & mortar stores. In July 2016 they acquired Forever 21 in India further consolidating their position in the Indian fashion retail market.

## The challenges

**Abof** understood that to succeed in improving customer's experiences, it needs to focus on smart technology and digital innovation across all aspects of online business. One of the key areas was the use of content curation technology. The companies stylists collected user generated content (UGC) and trends from social media and hand curated looks. This gave them good results but was not scalable and each week only a handful of products were being shown in the curated form.

Streamoid

## Product and Outfit recommendations

Abof tested various kinds of recommendations based on product attributes and colour using meta tags, to the collaborative filtering widget like amazon's "people who liked this also liked". After doing A/B tests they zeroed in on Streamoid's Image based recommendations as click through rates increased from 3.4% to 9%.

Happy with the success of the first product, in September 2016 abof introduced the Outfitter, a AI-powered recommendation engine that creates complete looks for each and every product in the inventory, in real-time.

The recommendation engine was trained on abof's styles, based on outfits modeled in their catalog as well as their internal style guide. The self learning system also learns about global trends as well as the customer, so the recommendations become increasingly personalized.

# OUTFITTER

**OUTFIT 1**

Occasion Based

Smart Casuals

**OUTFIT 2**

Wealther Based

Summer Lawn Party

**OUTFIT 3**

Occasion Based

Office Wear

Streamoid

> Focused only on fashion Streamoid understands the nuances of our industry as well as the pain points. The quality of recommendations is very good, it got a 93% approval rating from our stylists. We are looking forward to the other exciting AI products in their road map.

Prashant Gupta
PRESIDENT & CEO, Abof.com

**The results for the 6 months from September 2016 to February 2017**
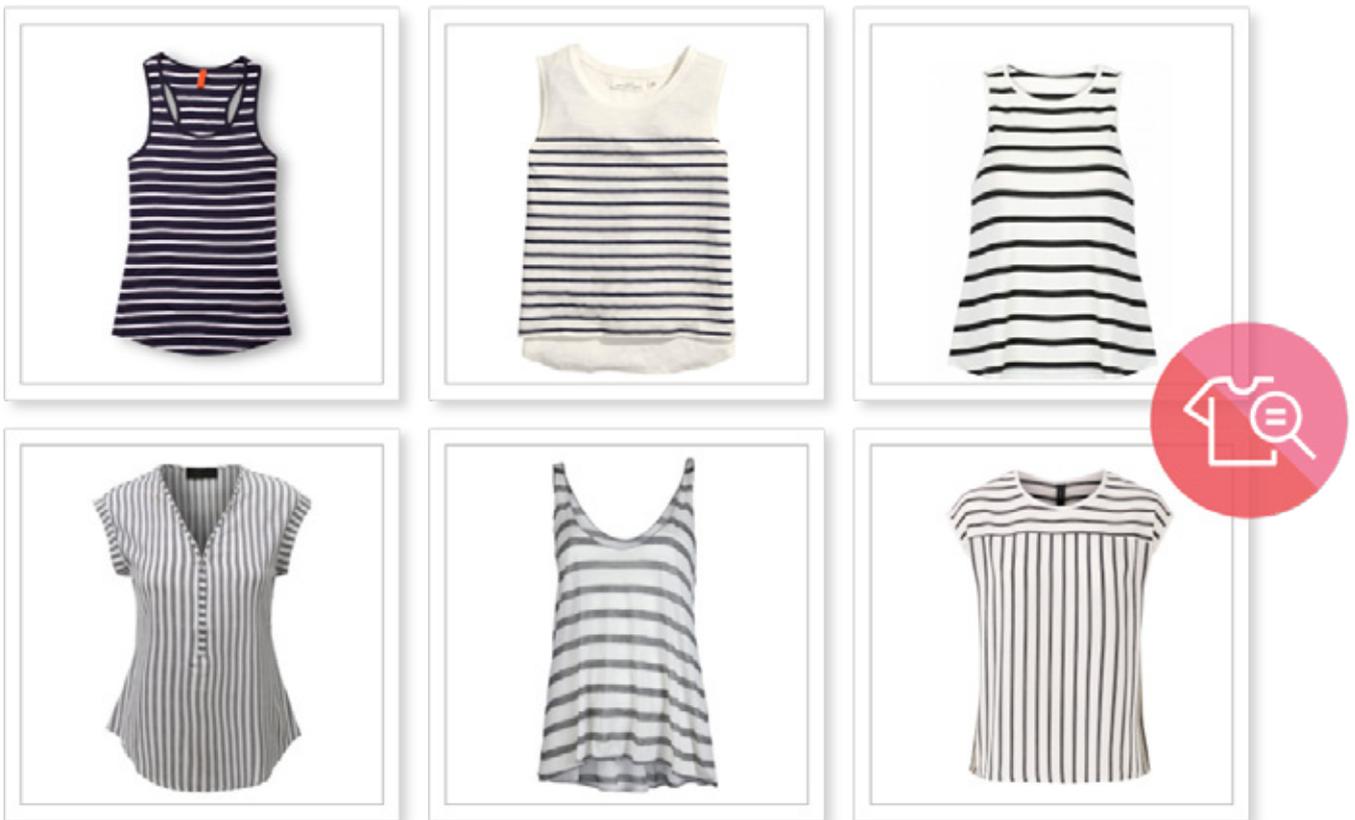We found that people who clicked on the Outfitter are 2 times more likely to stay engaged with the website/app

| 6x | 31% | 38% |
|---|---|---|
| HIGHER CONVERSION | INCREASE IN BASKET SIZE | MORE REVENUE GENERATED |

Streamoid

## Outfitter is one of a Kind

Outfitter is the result of patented indigenous technology. It combines a proprietary fashion rules set with data science technologies like computer vision and machine learning. The key to Outfitter's performance lies in its ability to extract features from images and run them through a rules engine to provide appropriate recommendations in under 0.5 seconds. This self learning system is highly scalable and can be integrated very easily.

The performance of Streamoid's Product Recommendation system over the other providers has been indisputable. Abof.com users are 20% more likely to stay on the website after visiting, spending 21% more time and are 60% more likely to purchase.

OTHER PRODUCTS FROM STREAMOID:

### IMAGE SEARCH

Upload a photo or image URL and find similar images in the retail store.

### SHOP THE TREND

Make social media images streamed in the website shop-able.

### CHATBOT

A personal stylist and shopping assistant rolled into one.

### NATURAL LANGUAGE SEARCH

Let customers search for products in the language they use to ask a sales assistant.

Streamoid