CASE STUDY

Streamoid

Pothy's translates their offline retail experience into smart recommendations

For more than five decades **Pothy's** has flourished as a leading saree retailer in Tamil Nadu. In 2015 they launched Pothys.com to cater to their international customers. Understanding the effectiveness of sales assistants in the buying process, Pothy's sought to recreate their services online.

Type + Colour + Design + Price = Saree sales

Shoppers set these filters on the main page but the recommendations made on the product pages do not reflect these factors. You typically see recommendations based on what other people bought. These make a lot of sense for product categories like Books, Electronics, Gadgets etc. but do not work for apparel.

Pothy's wanted a recommendation engine that could answer questions that their customers typically asked.

What else do you have in this shade?

Show me something like this at a lower price?

Show me this design in Kanchi Pattu

Streamoid

SIMILAR

In March 2016 Streamoid's Similar product recommendations engine was integrated with **pothys.com**. Similar products recommendations based on Colour, Pattern, Type and Price are made in real time. It comes closest to mimicking the offline salesman's behavior online.

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Since we have to serve online customers virtually we wanted the best virtual assistants for them. The quality of Streamoid's similar product recommendations are very good. 3% CTR's jumped to 12-13% overnight and it has gone up to as high as 19% during festival season.

Varun Pothy
CEO, Pothy's

Streamoid

Integrating Streamoid's Similar products engine:

Pothy's had meta based recommendations but were not happy with the results of 3-5% CTR's. They looked at a number of solutions before they decided to select Streamoid's Similar product recommendations. Their decision was based on the quality of recommendations, overall ease of integration and the fact that it was a technology company solely focused on fashion.
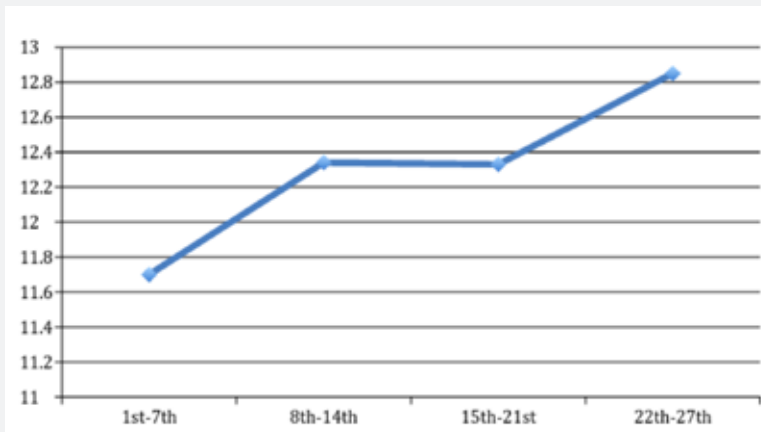
Click through rates for Pothy's in a typical month

Getting the recommendations live was a simple two step process:

1. Give a feed of inventory to Streamoid

2. Integrate a 3-4 line code onto the website.

How it Works

Streamoid adds a layer of Fashion AI to the website. We use the product image to extract features like colour, pattern and shape. This data set is matched to the retailers inventory to get similar products. Meta data like price, types, brand names etc are then used to fine-tune the recommendations further. All this is done automatically under 0.3 seconds giving the shopper a seamless experience.

Relevant recommendations provide improved customer experience and accelerated decision making. Streamoid has consistently delivered 10% plus CTR's for all clients using its Similar products recommendations.

OTHER PRODUCTS FROM STREAMOID:

OUTFIT GENERATION
Automated Outfit recommendations for "Buy the look" or "Pair it with"

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