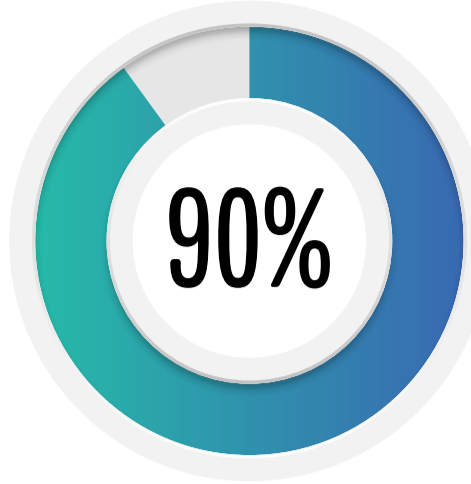


# VISUAL RECOMMENDATIONS

TRANSFORMING THE SHOPPER EXPERIENCE

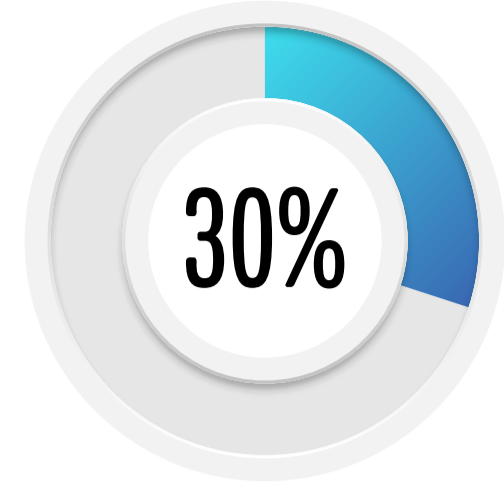


Of information transmitted to the human brain is visual.

- MIT

By 2011, early adopter brands that redesign their websites to support **visual search** will increase digital commerce by

- Gartner



## » ENTER VISUAL RECOMMENDATIONS POWERING MODERN SHOPPING IN 4 KEY AREAS



visual search



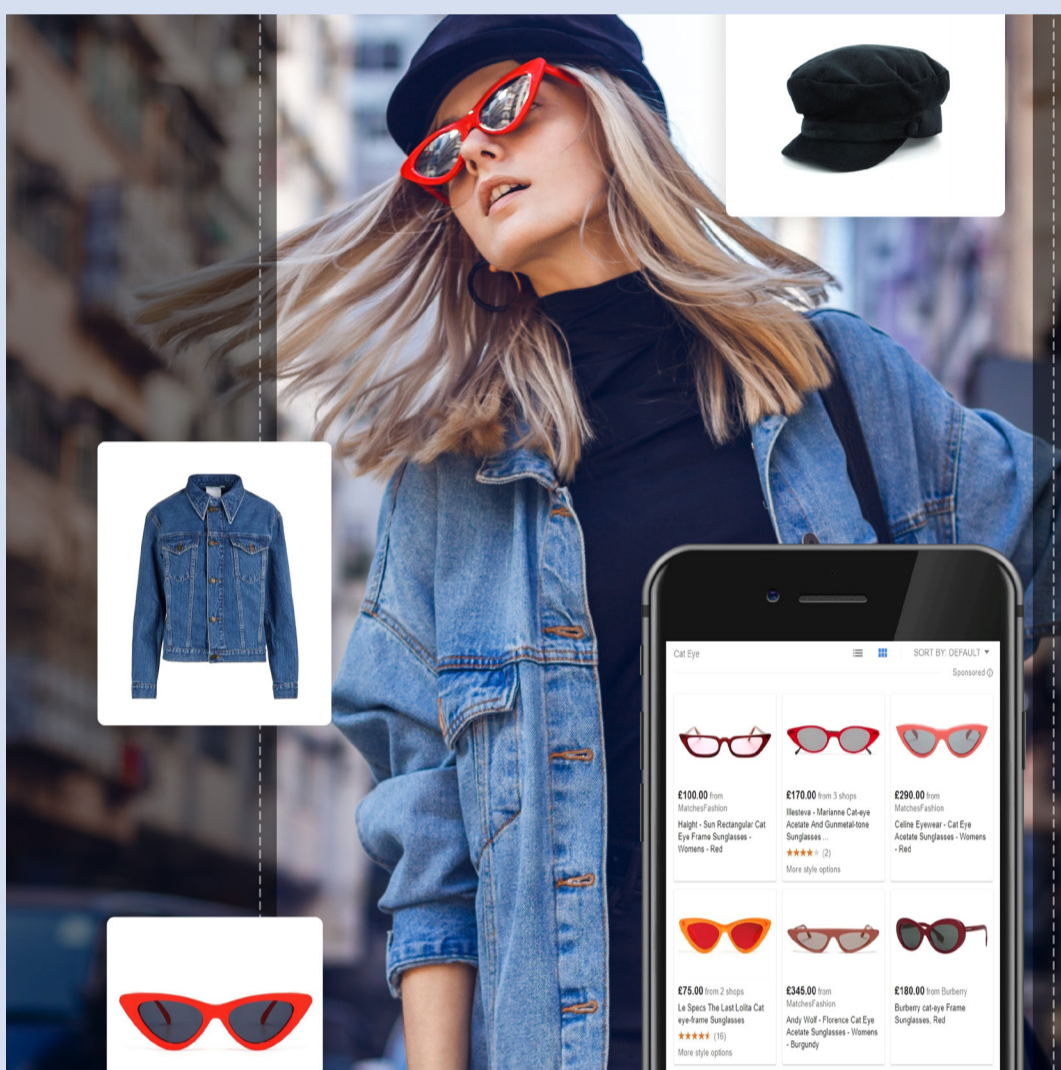
visually similar



visual tagging



shop the look



### VISUAL SEARCH

**62%** of millennials want visual search over any other new technology. Visenze

#### WHAT IS IT?

Visual search lets shoppers snap a photo from a mobile device or social media and use this photo in the online search process to locate exact or similar products from a retailer's online inventory.

#### RESULTS

- ✓ Significantly improves search relevancy
- ✓ Quickly guides shopper to items of interest

**30%** INCREASE IN CLICK THROUGH RATE

### VISUALLY SIMILAR

*When shopping online for clothing or furniture, more than 85% of respondents place more importance on visual information than text.*

The Intent Lab

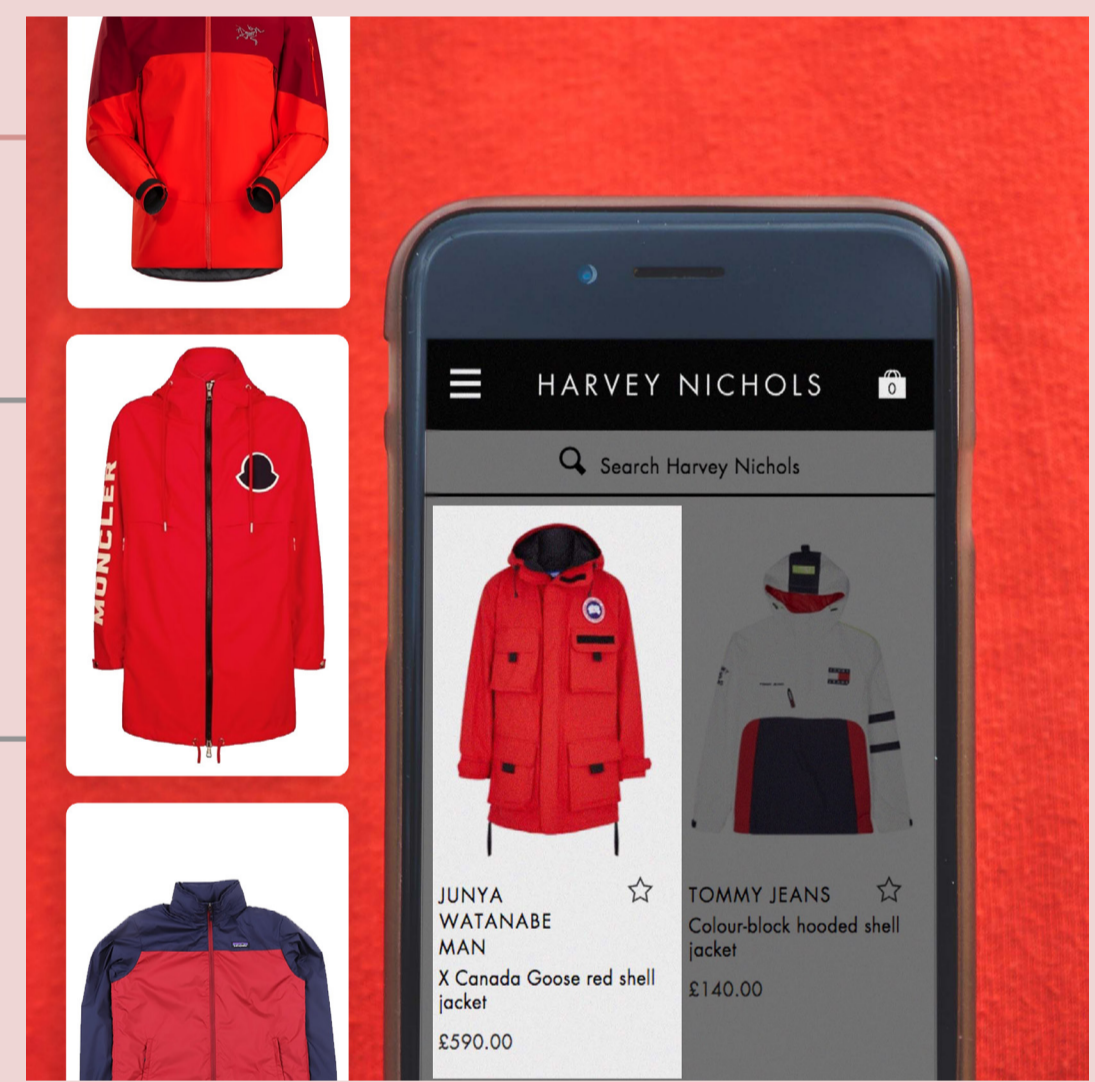
#### WHAT IS IT?

With 'Visually Similar' technology, shoppers can locate visually similar items on product listing pages, giving them a much greater choice of product alternatives in the shopping process.

- ✓ Enhances customer choice and product relevancy
- ✓ Provides alternatives to Out-of-Stock items
- ✓ Aids cross-selling and upselling

#### RESULTS

**100%** INCREASE IN ENGAGEMENT



### SHOP THE LOOK

*The future of search will be about pictures rather than keywords.*

Pinterest CEO, Ben Silbermann

#### WHAT IS IT?

Shop the Look does exactly what it says on the tin, giving shoppers the ability to view and purchase an entire look from a single online image.

#### RESULTS

- ✓ Enables cross-selling of a model's entire outfit
- ✓ Makes media or editorial content highly shoppable

**20%** INCREASE IN AVERAGE ORDER VALUE



### STYLE RECOMMENDATIONS

*The human brain can identify images seen for as little as 13 milliseconds.* MIT

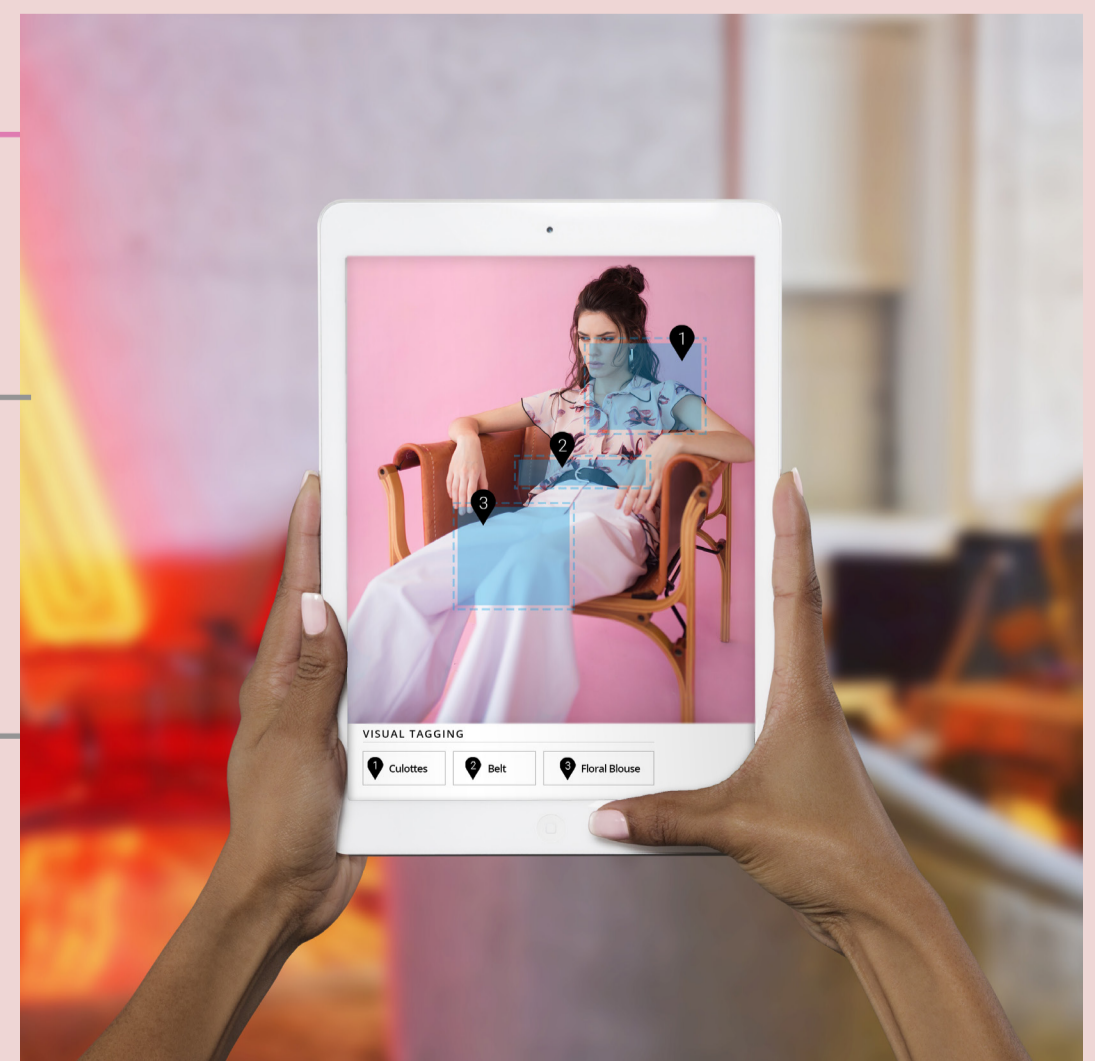
#### WHAT IS IT?

Visual tagging makes a retailer's entire product catalog visually searchable by analysing and tagging the visual characteristics of each item in the catalogue so that it can be shown to a shopper in their visual search process.

- ✓ Gives shoppers the ability to search a range of visual attributes, from style to colour
- ✓ Enhances the accuracy of visual search results
- ✓ Delivers richer product information in the search process

#### RESULTS

**35%** INCREASE IN CONVERSION



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