



LINGERIE BECOMES EVEN MORE PERSONAL.

INDIA'S LEADING UNDER-FASHION BRAND CLOVIA INCREASES CONVERSION BY 200%
WITH BOXX.AI

“Boxx's personalization methodology is Superior to any other solution I have seen so far. Plus, it is super simple to use, requiring less than one day of integration and configuration effort.”



Pankaj Vermani
Founder & CEO

Summary

Clovia used Boxx.ai to identify the most personalized and relevant products for each customer, and then show these in the “You may also like” widget on the Product Detail Page as well as in a separate personal boutique page called 'Picked **Just for You**'.

The Challenge

Clovia, like almost all the online fashion stores faces the ever increasing challenge of converting visitors to customers. One way of increasing conversion is to judge what that particular customer wants and guide him/her to the right set of products. .

But serving right products to right customers at the right time is a huge challenge as merchandisers can only control their recommendations overall and not on per customer basis. On top of it, ability to predict customer behaviour in advance is also not an easy problem to solve.

Clovia is the fastest growing lingerie brand in India. It allows consumers to buy women's undergarments, bra, panties, bikini, nightwear, shapewear at best prices.

Boxx.ai
Personalisation
Results

Conversion
+200%

Clickthrough Rate
65%

RoI
16X

THE SOLUTION

Boxx.ai believes that every customer is different and should be treated likewise. For 1:1 personalisation it uses clickstream data of all the visitors along with the current context to predict next action of the particular visitor.



Clicks



Add to Cart



Buy



Favourite



Filter



Search



Current Context



Finding hidden patterns
Constantly leaving
Genetically evolving



32%



29%



23%



21%

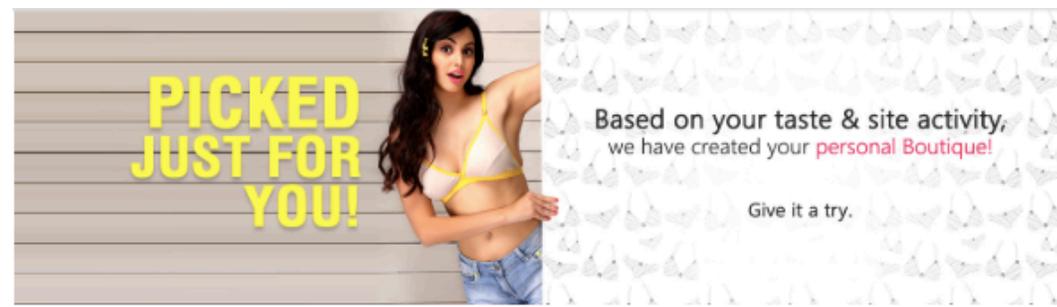


17%

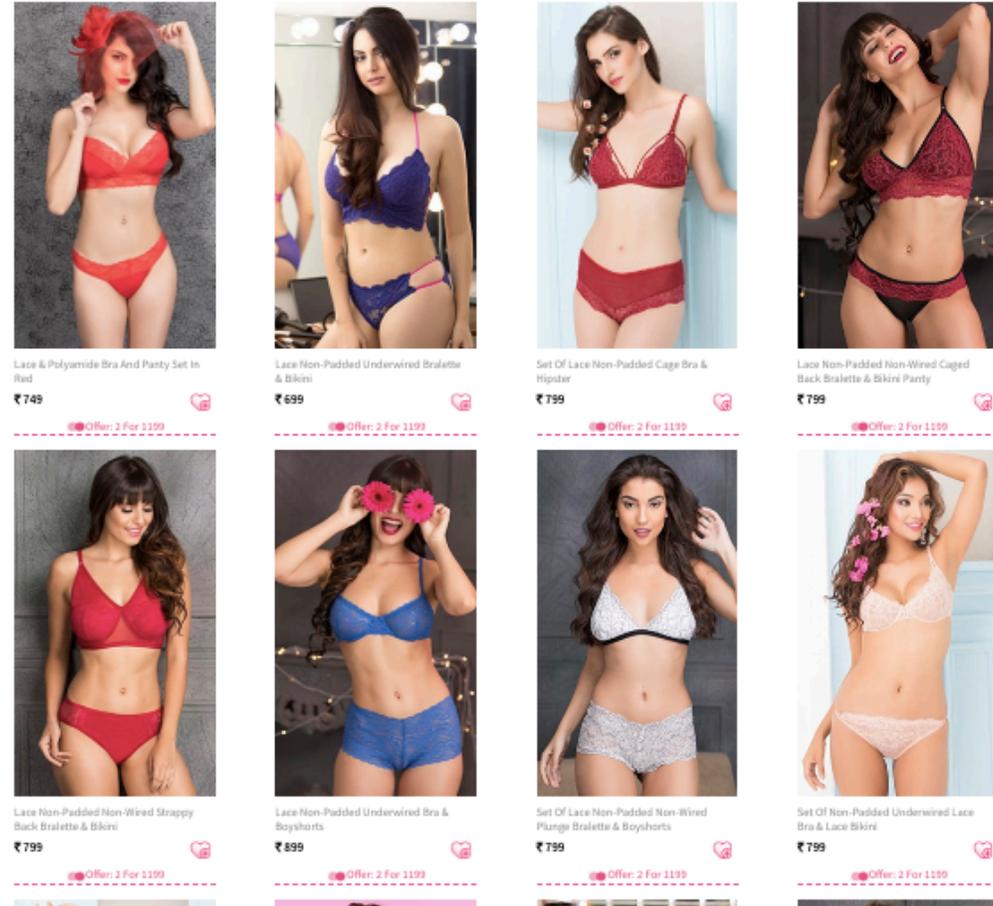
Implementation

(Personal Boutique Page)

To showcase a set of products which that visitor is most likely to purchase, a separate page titled 'Picked just for you' was created. Traffic was diverted to this page via banners on home page and links on product detail pages. People who visited this particular boutique converted 200% more than others exhibiting true power of personalisation.



Recommendations for you



Personal Boutique
Page

No of products recommended
45

Clickthrough Rate
65%

Conversion(Clickers vs BaU)
3X

Implementation

(Product Display Page)

A widget titled 'you may also like' was created for product detail page and was placed just below the main product image. Here additional parameters like the current product on which visitor is there was also taken into account apart from giving more weightage to his recent behaviour people who clicked on this widget converted 150% more than BaU buying exactly the same products which were recommended to them.



Cotton non padded lacy full cup bra

₹ 999



Full cotton lacy bra

₹ 999



Cotton non-padded bra

₹ 999



Cotton rich t-shirt bra

₹ 999

Product Detail
Page widget

No of products recommended

4

Clickthrough Rate

11.5%

Conversion(Clickers vs BaU)

2.5X



Clovia

Bras | Briefs | Nightwear | Shapewear