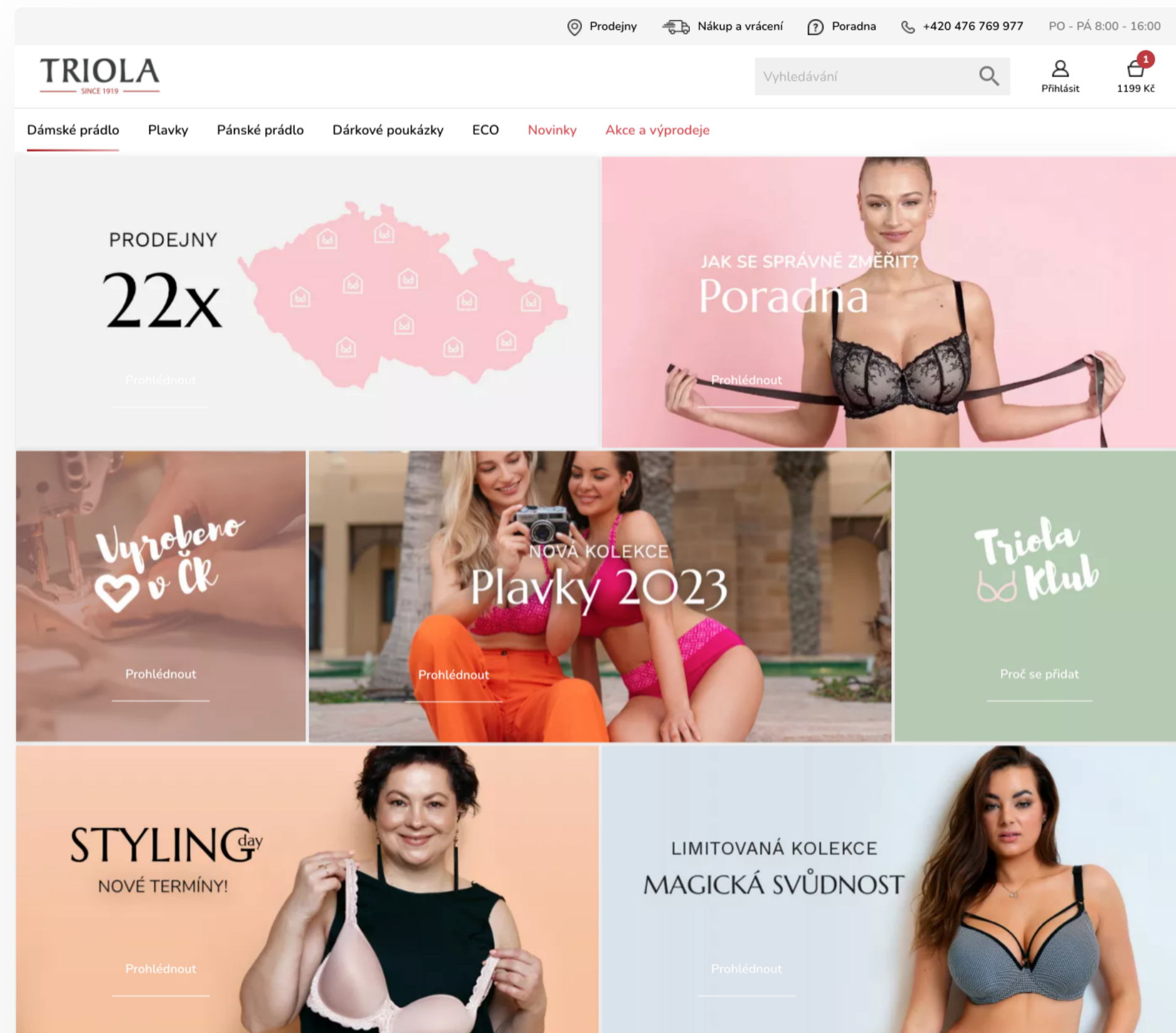


Triola Success Story With Recombee

Boosting Lingerie & Swimwear Sales by 10% with AI Personalization

E-commerce

Product Recommendations



Recombee & Targito Partnership for Triola

Targito's clients can enjoy easy integration with Recombee and add AI personalization to their web or emailing.

Triola is a client offering lingerie and swimwear. Having a large catalog of products with garments in multiple styles and fits, Triola discovered their visitors were struggling to find the desired items leading to high bounce rates.

Recombee was applied to help shoppers find the right product in the right style and size as quickly as possible. By improving the user experience, Triola also increased 10% in shopping cart volume and achieved a stunning cost-revenue ratio of 3.7%.

10%

Total Orders from Recommendations

+10%

In Average Order Value

3.7%

Cost-Revenue Ratio

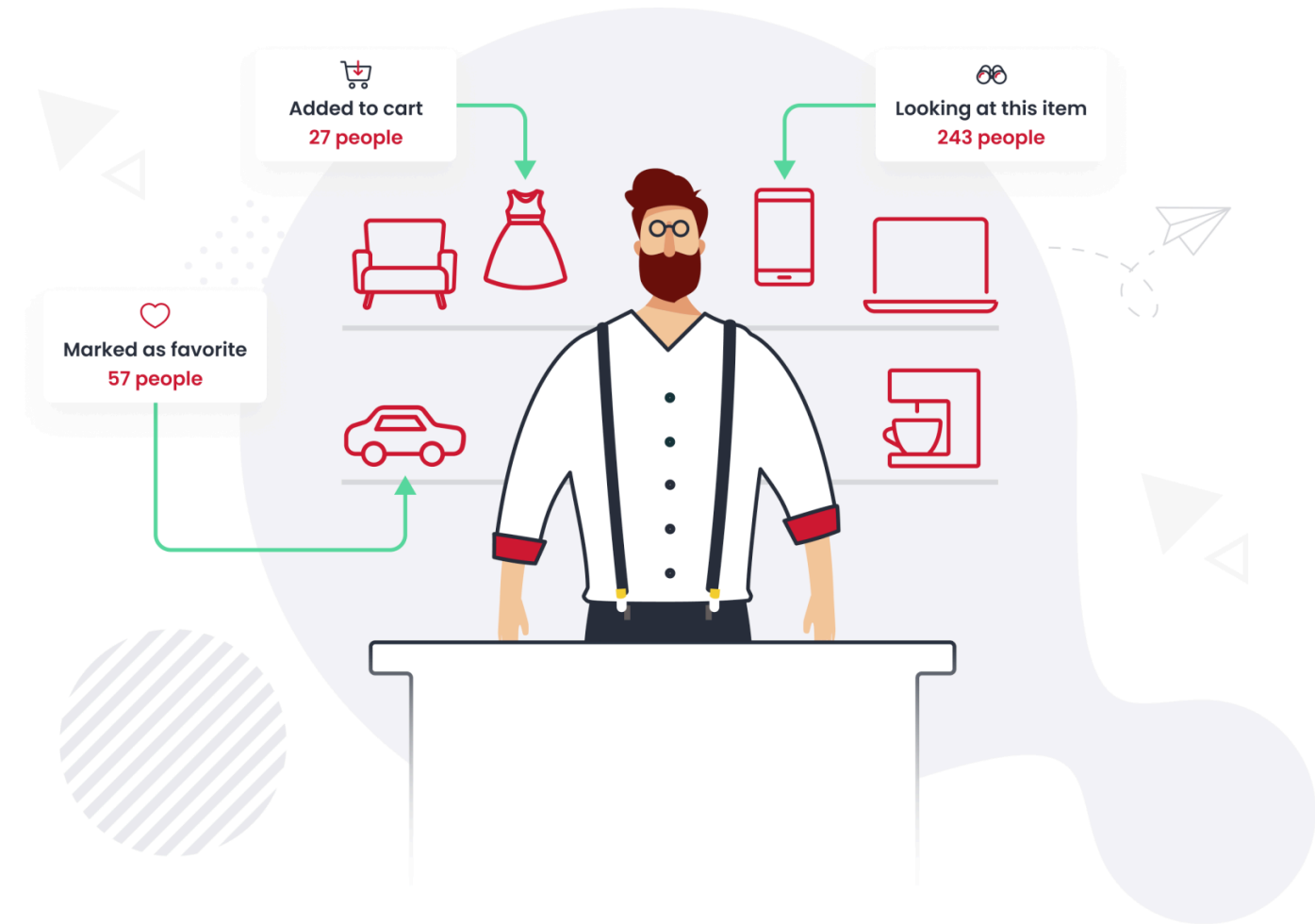
About Targito

Targito is one of the largest email marketing technologies and services providers in the CEE region, setting the direction of email marketing for the last decade.

The company is working to bring simplicity, connectivity, and efficiency to the hectic data-driven world.

In addition to advanced email campaign automation and personalization in creating, distributing, and evaluating e-newsletters, the platform offers integration of all online communication with customers.

Targito clients are composing of E-commerce platforms and together with Recombee provide personalized experience since 2021.



+100 medium & large E-commerce companies



About Triola

Triola is a Czech producer of lingerie and swimwear with more than 100 years of tradition. With its emphasis on the quality of materials and customer needs, the brand translates years of experience into modern production processes and fashionable design.

Triola is one of the few companies in the Czech and Slovak markets to offer several lines of bras and swimwear for women of various shapes, with a wide range of sizes and attention to functionality and comfort.



Situation

Triola offers a vast catalog of lingerie and swimwear featuring various sizes, styles, and fits.

Shoppers often struggled to find the right product.

Triola was experiencing high bounce rates with new and returning customers.

Typical customers had only one or two favorite styles from an entire pool of options.

Triola's goal was to provide the best possible user experience to each shopper.

Requirements

Personalization strategy based on user behavior insights and product attributes.

Leverage user data from both physical stores and online behavior to provide tailored recommendations.

Showcases relevant products to each shopper, including the shopper's favorite style and fit.

Real-time response to new users to ensure all users receive personalized journeys from the start.

Personalized homepage, detail page, shopping cart, search, and emailing.

Solution considering data collected in **physical stores**.

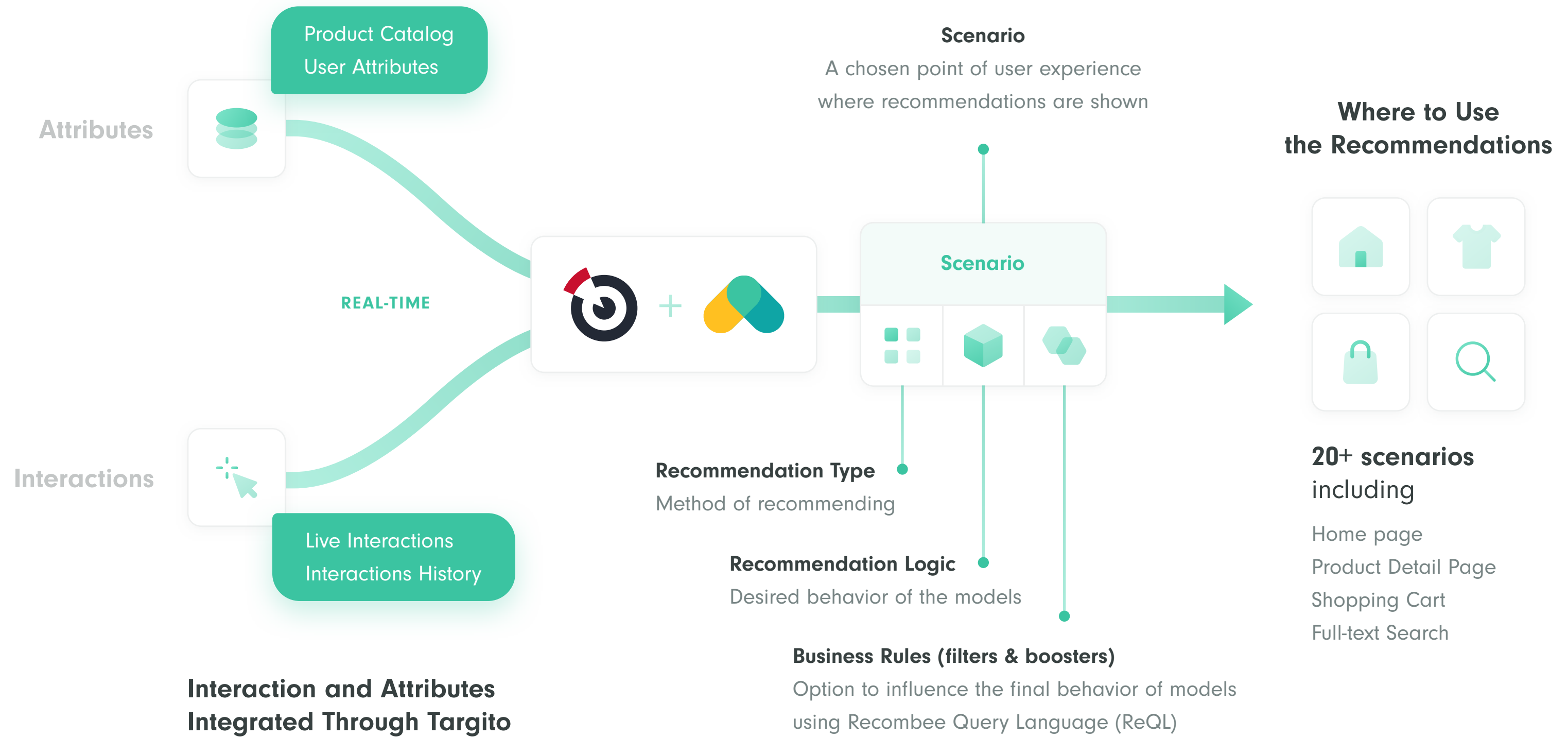
High emphasis on recommending the right fit for each shopper.

Search results optimized based on the user's behavior and product attributes.

Targito + Recombee Solution for Triola

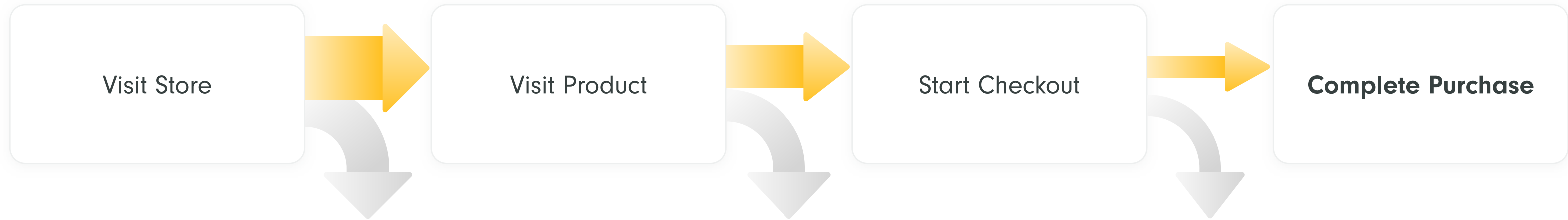
Targito's clients enjoy a simplified method of integration.

The user's interactions and attributes are seamlessly sent from Targito to Recombee providing a quick and easy integration.

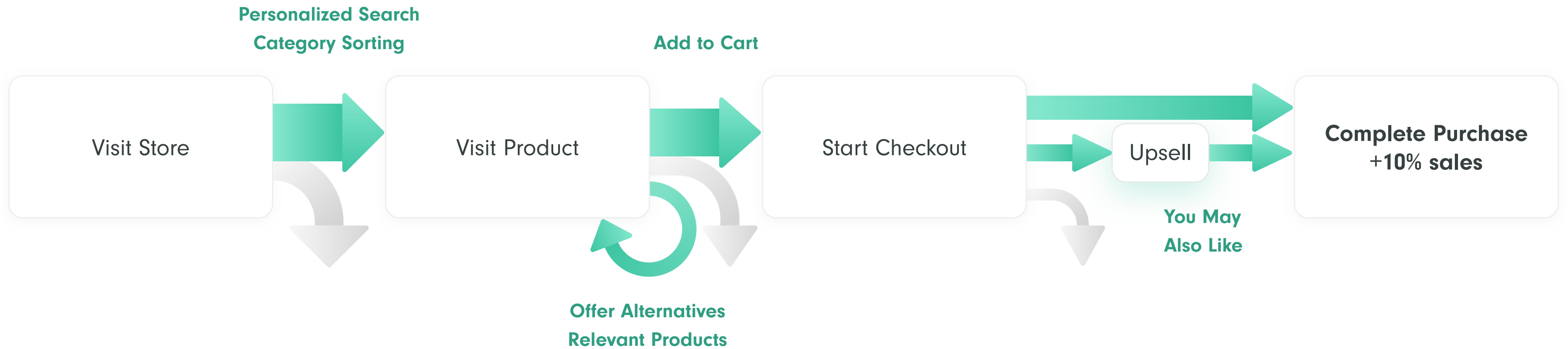


AI-Powered Product Recommendations & Improve Customer Conversion Funnel

Typical Customer Journey



Enhanced Customer Journey With Recombee



Personalized Search

“Personalized Search”

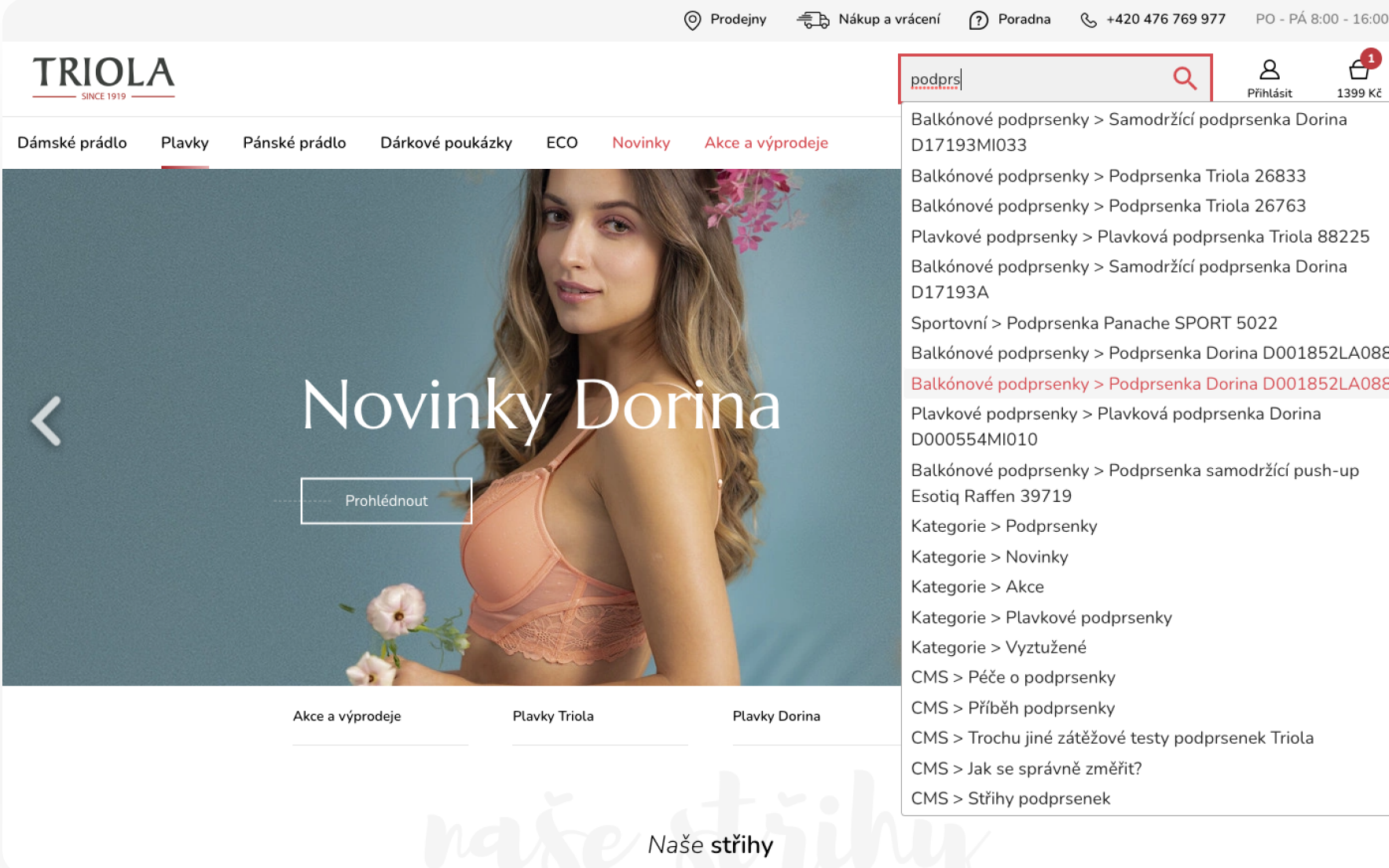
Product recommendations

The “personalized search” scenario employs a combination of a search engine and a recommender system.

Leveraging Recombee's personalized logic, Triola places the right product selection in front of the right user based on the user's interaction and metadata.

 **Search Items**
 Recommendation Type

 **search:personalized**
 Recommendation Logic



The screenshot shows the Triola website interface. At the top, there is a navigation bar with the Triola logo and various utility links like 'Prodejny', 'Nákup a vrácení', 'Poradna', and contact information. Below the navigation, a search bar contains the text 'podpr...' and a search icon. To the right of the search bar, there are icons for user login ('Přihlásit') and a shopping cart with a '1399 Kč' total. The main content area features a large banner for 'Novinky Dorina' with a woman in a peach-colored bralette. Below the banner, there are three tabs: 'Akce a výprodeje', 'Plavky Triola', and 'Plavky Dorina'. On the right side, a dropdown menu is open, displaying a list of product recommendations with their full category paths and product names, such as 'Balkónové podprsenky > Samodržící podprsenka Dorina D17193MI033'.

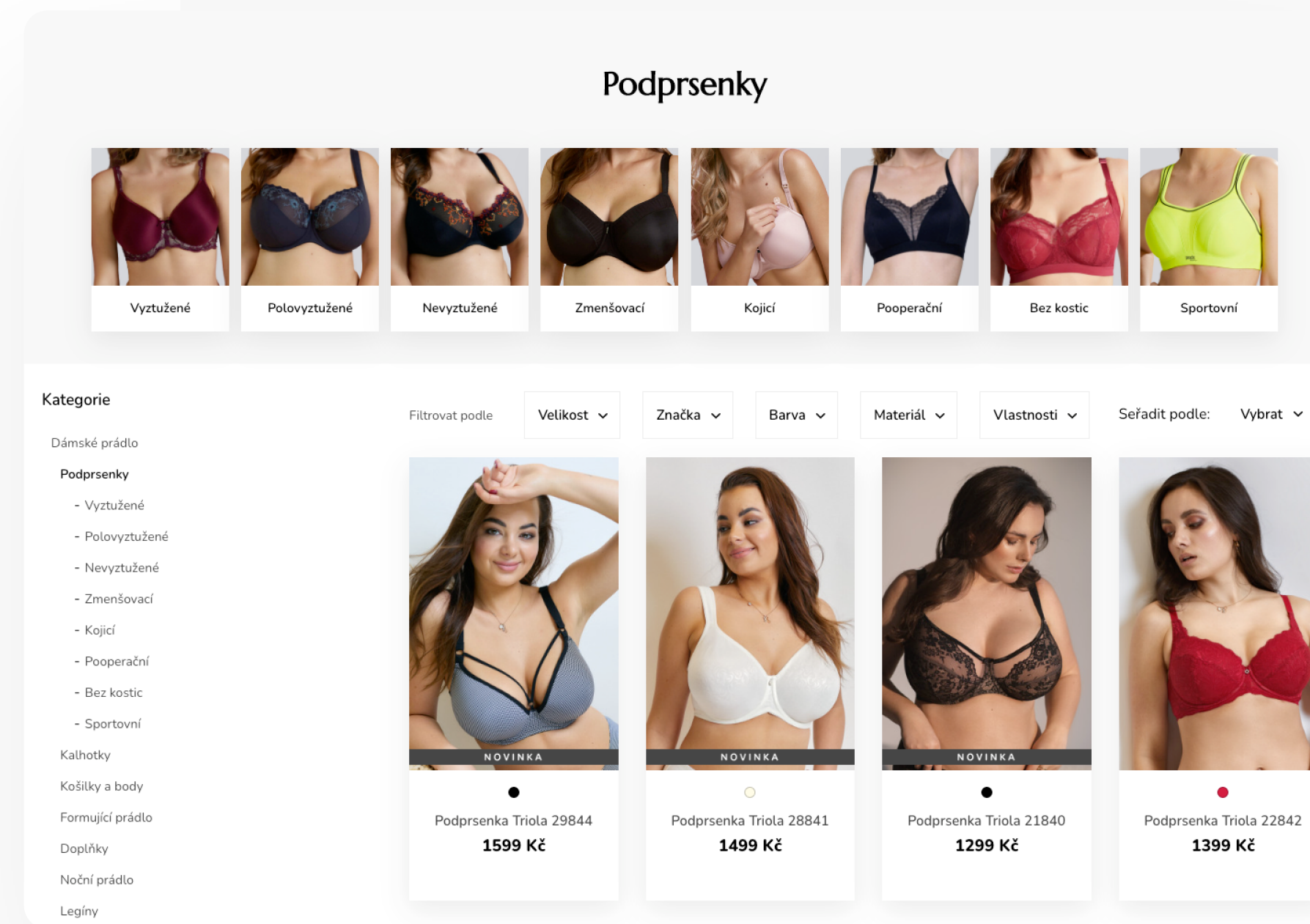
Category Sorting

“Category Sorting”

Product recommendations

Automatic set-up of items on the bras and swimming suit main pages to provide a seamless shopping experience.

Similar products to previously purchased items are displayed on the top of the page, making it easier for shoppers to find items that match their style and fit preferences.




Items to User
 Recommendation Type


recombee:personal
 Recommendation Logic


Upsell, Geolocation, Category Filtering
 Business Rules

Product Detail

“Relevant Products”

Product recommendations

The scenario is found on the product detail page and uses a unique ensemble of image and text processing models to recommend products that are similar or may be bought together with the currently viewed one.

Doporučené produkty



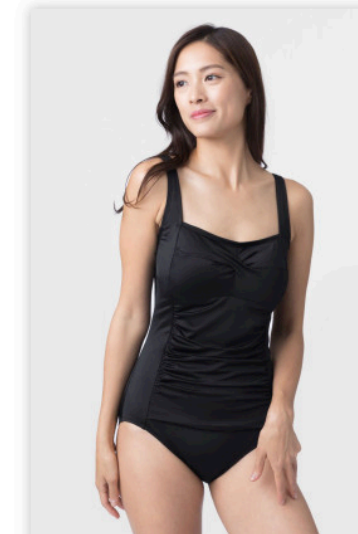
Kalhotky Triola 32841
599 Kč



Kalhotky Triola 31844
599 Kč



Velký sáček na praní prádla...
199 Kč



Jednodílné plavky Dorina...
1199 Kč

Items to Item
Recommendation Type

ecommerce:cross-sell
Recommendation Logic

Upsell
Business Rules

Shopping Cart

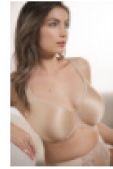
“You May Also Like”

Product recommendations

The “You May Also Like” scenario is commonly used for Cross-selling and utilizes an automatically AI optimized ensemble of both content-based and collaborative filtering models.





The complementary products prompt shoppers to make more purchases, e.g. by recommending matching underwear to the given bra.

Nákupní košík

	Podprsenka TRIOLA 28746 Barva: BLV86/tělová Obvod: 80 Košíčky: H	1 <input type="button" value="↑"/> <input type="button" value="↓"/>	1199 Kč <input type="button" value="×"/>
Celkem (s dopravou)			1199 Kč

[← Pokračovat v nákupu](#)

Mohlo by se Vám líbit




	Kalhotky Triola 32841 Barva: BV30/perlová Velikost: Vyberte...	599 Kč
	Kalhotky Triola 31844 Barva: BV90/černo-bílá Velikost: Vyberte...	599 Kč
	Velký sáček na praní prádla 00002 Barva: B03/bílá	199 Kč
	Jednodílné plavky Dorina DCSU0001MI010 Barva: DOROBK0001/čern Velikost: Vyberte...	1199 Kč

 **Items to Item**
Recommendation Type

 **ecommerce:cross-sell**
Recommendation Logic

 **Upsell**
Business Rules

Results

-  **10%** of total orders **from recommendations**
-  **+10%** in average order value
-  The Cost-revenue ratio of **3.7%**

Rise in shoppers' satisfaction; decreased bounce rate, longer shopping sessions, and larger volume of frequently returning customers.

Guarantee future purchased products will be a good fit to help Triola create a foundation of loyal and returning customers.



“At Targito, our priority is to maximize campaign performance, especially conversion, for our clients with as little effort as possible. Thanks to the already resolved integration of the Recombee solution, we were able to offer visitors a wider and, at the same time, better-targeted range of products on our Triola website. This approach did not require any major modifications on Triola's part, which would have implied a large investment, both time and money.

We connected everything through our Targito data platform, which Triola has been using for a long time. Previously, Targito was only used for sophisticated sending of email campaigns and automation with overlap into social networks. Thanks to Recombee and Targito's partnership, the connection is very simple, and we can use data from multiple sources. The result is the addition of another highly profitable channel to the ecosystem of personalized campaigns.”

Pavel Šolc, Business Development Manager at Targito



“At Triola, we faced the challenge of optimizing the user experience on our website, given our extensive catalog of products of numerous shapes and sizes. Knowing our customers typically don't use filters to find what they are looking for, our goal was to guide them by showcasing on the homepage the items they previously bought and suggesting similar products.

That's why we decided to work with Recombee, and the results have been outstanding. The company has witnessed a 10% increase in total orders from recommendations, a 10% increase in average order value, and an overall cost-revenue ratio of 3.7%.”

Lenka Sobotková, E-commerce Manager at Triola



"Why waste time and money on the development of your own recommender system, if you can use the most advanced engine tailored by data scientists."

Excellent **scalability, big data infrastructure**

Universal SaaS solution verified on **multiple verticals**

Real time machine learning

Simple and intuitive API + SDKs for easy integration

Research and improvements on sophisticated algorithms and AI

Graphical user interface for monitoring KPIs



For more info contact
business@recombee.com