E-commerce       Product Recommendations

Boosting Lingerie & Swimwear Sales by 10% with AI Personalization

Triola Success Story With Recombee
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%.

EXECUTIVE SUMMARY

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 composed of E-commerce platforms and together with Recombee provide personalized experience since 2021.
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.

Attributes
- Product Catalog
- User Attributes

Interactions
- Live Interactions
- Interactions History

Interaction and Attributes Integrated Through Targito

Scenario
A chosen point of user experience where recommendations are shown

Scenario
- Recommendation Type
  - Method of recommending

Recommendation Logic
- Desired behavior of the models

Business Rules (filters & boosters)
- Option to influence the final behavior of models using Recombee Query Language (ReQL)

Where to Use the Recommendations

20+ scenarios including
- Home page
- Product Detail Page
- Shopping Cart
- Full-text Search
AI-Powered Product Recommendations & Improve Customer Conversion Funnel

Typical Customer Journey

Visit Store → Visit Product → Start Checkout → Complete Purchase

Enhanced Customer Journey With Recombee

Visit Store → Visit Product → Add to Cart → Start Checkout → Upsell → Complete Purchase +10% sales

Personalized Search
Category Sorting
Add to Cart
Offer Alternatives
Relevant Products
You May Also Like

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.
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.
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.
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.
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