

Streamoid's InSearch AI recommendations increase Van Heusen Intimates' Add-to-Cart by 50%

VAN HEUSEN® INTIMATES

Van Heusen Intimates is a new line by the \$1.2 billion retail conglomerate, Aditya Birla Fashion & Retail Limited. Within a year of its launch, it became a significant player in the mid-premium lingerie segment. Innovation and quality are integral to the brand's growth strategy.



CHALLENGE

Most lingerie shoppers do not know how to search for what they are looking for. They rely on the catalog images discovered during site navigation or recommendations to zone in on what they are looking for. VH Intimates wanted to use technology to personalize the buying experience and provide a rewarding navigation UX.

OPPORTUNITY

Streamoid's InSearch employs a deep understanding of fashion trends, the client catalog and expert stylist opinions to surface relevant results. These results are further refined with business goals in mind to get the best possible results for each brand.

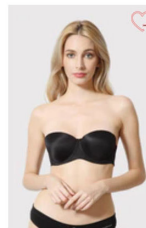


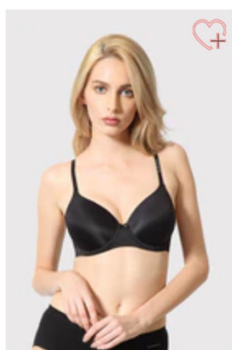
SIMILAR

Shoppers can widen or narrow down their search based on specific attributes. A quick visual way to find what they are looking for.

SIMILAR PRODUCTS

What similarities are you interested in?

☒ Color ☐ Cup shape ☐ Print type ☐ Detail

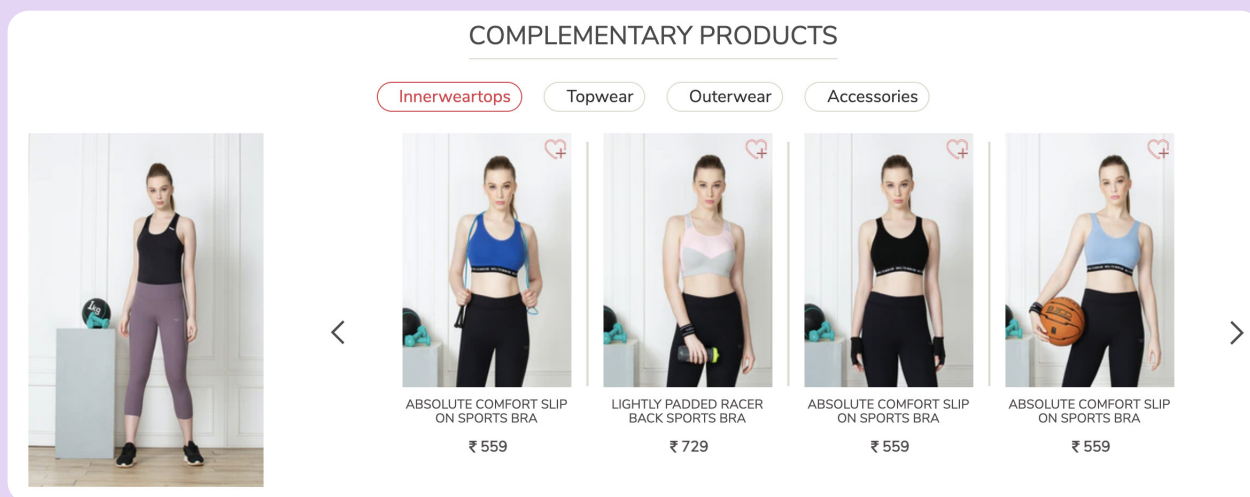


SOFT CUP SUPPORT BRA	WIRED FASHION BRA	6-WAY STRAPLESS BRA
₹ 999	₹ 1,399	₹ 1,049

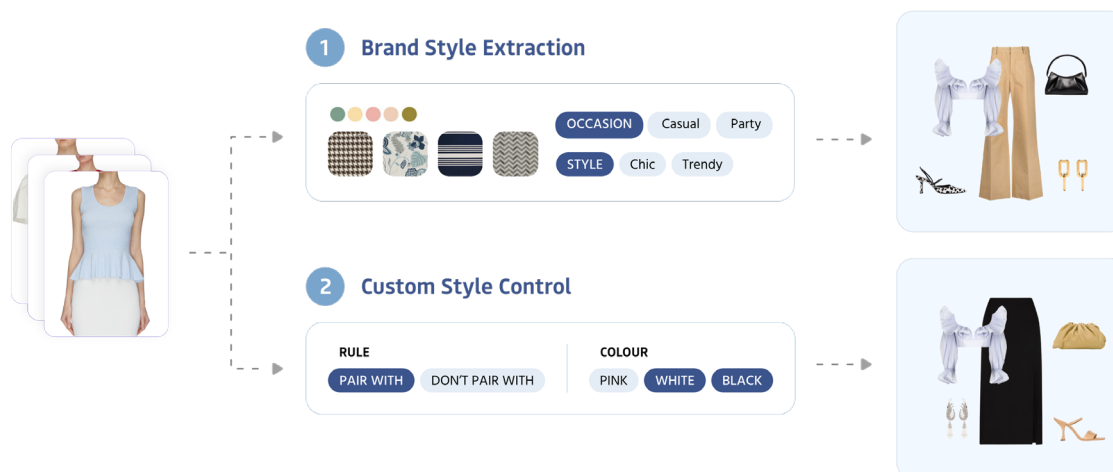
Similar's product widget added more PDP views than Search for this category

MATCHER

Smart complementary product recommendations based on style to enable shoppers to browse related categories without leaving the PDP page.



HOW IT WORKS



RESULTS

Considering fantastic results, the brand decided to plug in relevant InSearch features throughout the customer journey.

44.4%

↑ PDP PAGE VIEWS

50%

ADD TO CART

3.5x

REVENUE PER USER

Praveen Shrikande
CDIO
ABFRL

“At ABFRL we are well aware that rich and accurate product information creates great customer experience online. In the fast-changing world of fashion retail, showing shoppers accurate results based on their search has helped us grow our business significantly.”