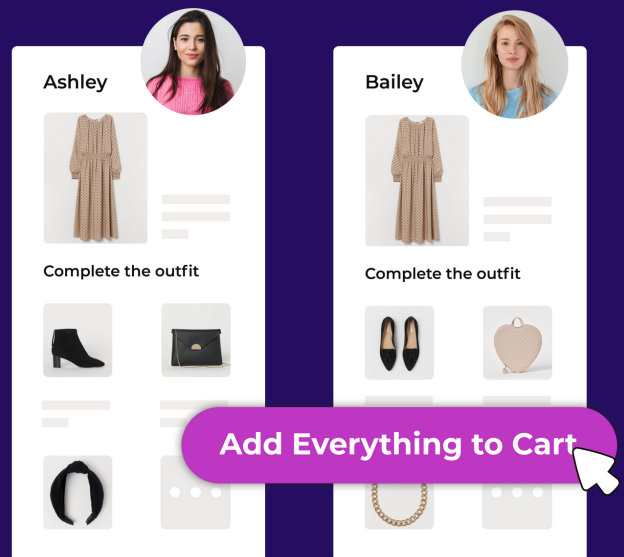


Personalizer

Convert occasional visitors into loyal shoppers

Personalizer predicts each user's unique tastes and interactively adapts product recommendations, navigation, and content. So your customers can find products faster, experience less friction and buy more.



+97 %

Stylist' approval rate for generated outfits

+22 %

Average order value

+20/40%

Customer lifetime value

Power up your fashion e-commerce performance

Higher Average Order Value (AOV)

Personalizer puts the right products in front of the right buyer at the right time, increasing add-to-cart rate and average order value.

Improved engagement metrics

By constantly adapting to user behavior, tastes, and intent, Personalizer increases time-on-site, improves time-to-cart and conversion rates.

Cookie-less shopping personalization

Personalizer enhances site navigation and creates a unique online shopping experience by dynamically personalizing pages based on each customer's profile.

Frictionless catalog browsing

By streamlining UI and browsing paths to the best products and outfits for each user, Personalizer removes friction and facilitates the discovery of long-tail items.

Lower customer frustration

Catalog Builder manages the entire input and output flow of catalog data and assets, by integrating DAM assets, PIM data, enrichment functions, editorial controls, and data distribution to e-commerce platforms.

Higher customer loyalty

Personalization and accurate recommendations favor brand affinity, making customers feel like they are being catered to personally. This means more repeated purchases, brand loyalty and higher retention.

Features

Product Recommendations

Personalizer brings the products that best match the users' tastes right in front of their eyes, suggesting visually similar products to widen their choices, and pushing the most trending products.

Discovery Optimization

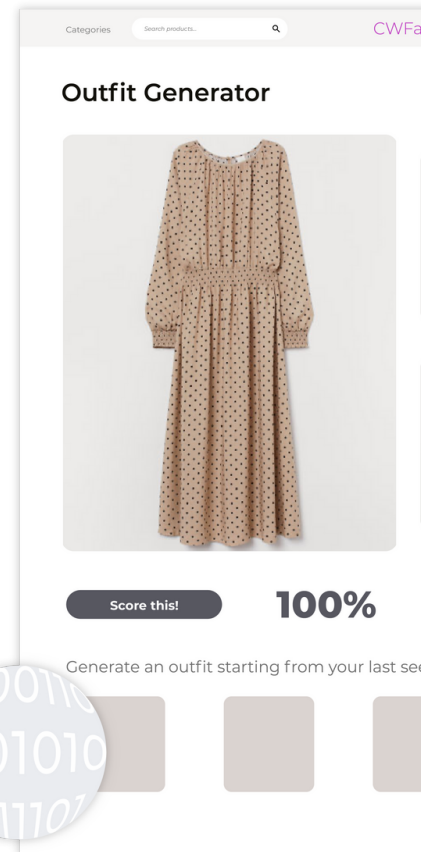
Personalizer optimizes catalog exploration, especially of products that would normally require multiple clicks to be noticed.

Personalized Outfits

Personalizer's AI melds your brand's identity and rules with the shopper's personal tastes and shopping patterns to assist the buyers in selecting the best products to complete their personal outfits.

Rules Engine

Personalizer incorporates stylistical and non-stylistical rules that are unique to the brand and only suggests outfits and complementary products that respect them.



Other products & solutions

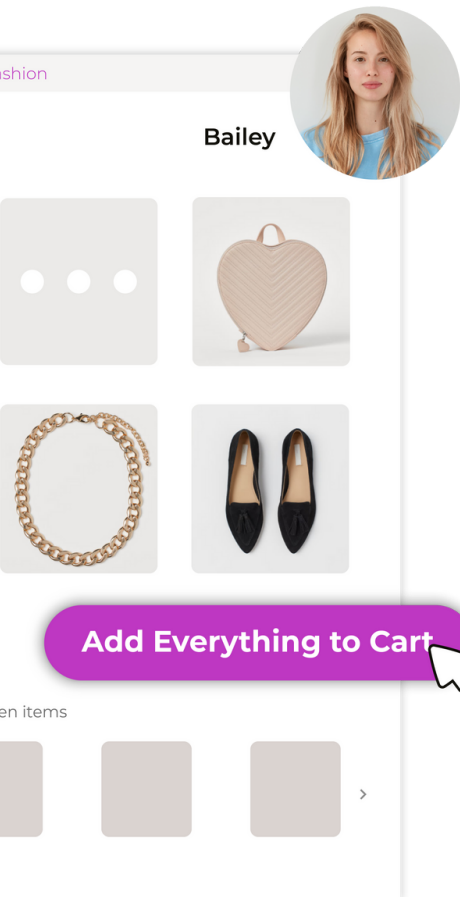
📦 Catalog Builder

Streamline product catalog management

📊 Data Solutions

Boost your growth machine

F.A.Q.



Would you show the same content to every customer?

Personalizer offers a multitude of different use cases, tweaked for different goals. Some of them create recommendations that are the same for all customers (i.e. trending products), while others are truly personalized for your specific customers, based on their previous interactions, purchases, tastes, and carts (i.e. personalized outfits).

What type of information does Personalizer require to create a personalized experience?

Personalizer only requires access to your products information, i.e. products anagraphics. This is sufficient to create most of the recommendations. Obviously, the more information you provide to Personalizer, the more and the better use cases you can create. You can provide access to images for generating visually appealing outfits or finding similar products, or also provide customers' history to account also for their taste and past purchases in order to suggest new products that can complete a look.

Our stylists are very precise when creating outfits and matchings, and have very strict guidelines. How does Personalizer comply with that?

Personalizer blends AI carefully tweaked to fit the visual appearance of your products with your stylistic and business rules, that you can define by yourself through the Web App. Personalizer will respect such rules before anything else, and suggest pairings and outfits that can enhance the products' discovery and the conversions of your eCommerce, while abiding by the stylists' instructions. In our studies, Personalizer achieved 97% approval from stylists!

About Contentwise Fashion

Contentwise Fashion is Contentwise's industry-specific, vertical product and consulting offering for fashion e-commerce.

Our goal is to help fashion e-commerce **grow revenues** with a suite of AI-driven solutions that **streamline the work** of e-commerce and marketing teams thanks to **automated data enrichment, shopping personalization, and marketing optimization**.

Contentwise is the **AI-powered customer experience company** that provides leading video operators, digital publishers, and online retailers with the software and expertise they need to create **rich, personal, and smart CX** at every digital touchpoint.

Do you want to learn more?

Get in touch