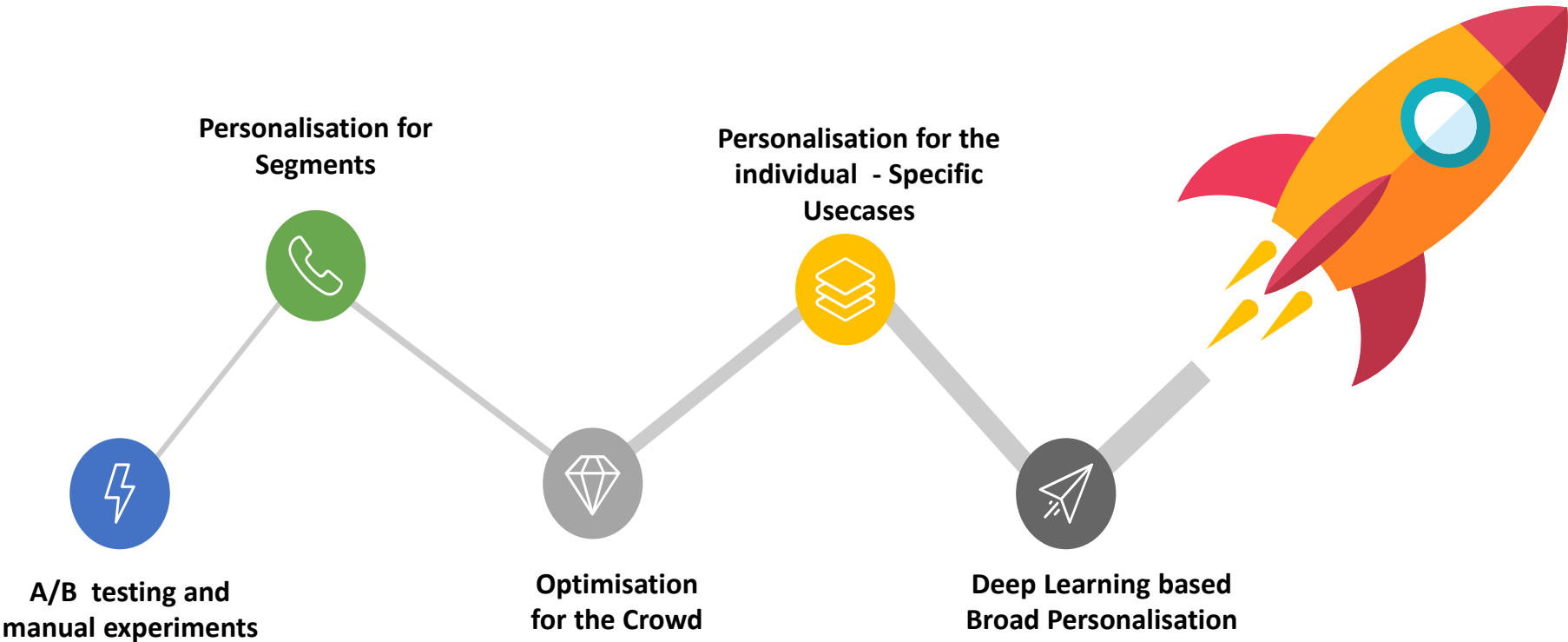


# Personalisation@Croma

Our journey towards Segment of 1

**BRIGHTER EVERY DAY!**

# Understanding individual customers at scale



# A/B testing and manual experiments

Typically led by functionality requirements, descriptive analytics



## Feature

“Stock running out” messaging on product pages.

Insight : Significant % close purchase in one session

Result : Increase in conversion by 100%



## Feature

Product recommendation s popups on OOS pages

Insight : Bounce rate for OOS pages high

Result : Reduced bounce rate for OOS pages

# Personalisation for segments

Typically led by functionality requirements, descriptive analytics



We track online customer behavior to gauge engagement levels



We identify customers who are engaged but are only researching online



When these customers try to exit the website we ask them if they are planning to visit our stores in a week's time and offer them a Giftcard for use only in store within a week

Insight : 47% store customers visited cromā.com before purchase

Result : 10-18% conversion on leads within a week. 2X-3X order size

# Optimisation for the crowd

Led by machine learning applied on complete base



Operational problem : Banner real estate is limited, lucrative and fast changing. How to optimise?

Result : Model constantly reorders banners based on CTR/Revenue. No manual intervention needed (Multi-armed bandit technique)

# Personalisation for the individual

Specific Machine learning models on individual behavior



1

Brand affinity model

2

Category affinity model

3

Price affinity model

4

Channel affinity model

# Deep learning based broad personalisation

ML/DL models which can work on multiple facets of customer behavior together

