



EMVOKE.COM

Fashion House Success Story

Indonesian Fashion Brand - Targeting

Micro Segmentation

| Increase Upsell by 53%.

| Increase ROAS by 36%.

Re-invent Fashion



The Intro

A large fashion brand in Indonesia wanted to optimize its Marketing spend by creating Targeted campaigns based on its User data.

The brand has more than 1400+ seasonal styles as SKU's including Fashion accessories across 12+ Fashion Categories spread across 9 cities. This could lead to millions of Mix and Match combinations as recommendation styles.

The current lead targeting campaigns were generic and did not represent the micro-segments well. The ROAS(Return of Ad Spend) was 2.4 times higher than desired. This was trimming their margins considerably and growth. It also was creating a leaky Sales Funnel as messages were not personalized across channels.



The Challenge: **Segmentation**

User data is fragmented across multiple platforms like - Inventory, CRM, Support, Billing, Surveys, Social Listening, App Data, App session stream data.

The data is in multiple formats and in silos.

The styles and SKUs are managed separately with basic SKU Demand forecasting used.

IMPROVE

INCREASE SALES
INCREASE ROAS

REDUCE

REDUCE COST OF ACQUISITION

Solution: **Segmentation**

- Pipeline: Create a Unified Pipeline to extract & transform data for ML real-time and non-real-time.
- Built Trend Model using CNN based Encoder Models to recognize Influencer trends from images for finding SKU Gaps.
- Built Style Cluster, the features were based on i.e. Product combinations from 1400+ SKU's and 12 Main categories based on Dress Type, Dress Fit, Fabric, Color, Occasion, Price, historical sales, Seasonal Trends, Influencer Trend Model, SKU Up sells, Bargains. A Soft clustering approach was used as styles have overlaps - Fuzzy C-means and Graph based clustering.
- Built Customer Segmentation Clusters: Graph based clustering and K-means both cluster models were used. Features of Interest for segmentation were - Location, Age, Relationship status, Sex, Frequency of Buy, Recency, Avg Basket Size, Total spend, Prev_Style_Purchases, Color preferences, fabric preference, Complaints data, Returns data, App Usage, bargain hunter, discount %, Loyalty Points, Brand Affinity plus Style Clusters they could belong to.
- More than 120+ Micro-Clusters were identified.
- Predict & Match - Style Clusters with Customer Segmentation clusters. The Style Clusters were also used to recommend customers to complete their style.
- In App: In app Ads & Recommendations were fine-tuned using Click-stream clustering for Real-time In App Intents using In Search query type & Filters, wish list, items saved, items in Cart, activity screen and Time spent.

IMPACT

Increase Up-sells by 53%
Micro-clusters increased ROAS by 36%

Time to Rollout - 14 weeks

Tech Stack

BUILT FOR SCALE

ETL Pipeline with Kafka
 Spark ML for Click stream
 Fuzzy c-means,,
 Graph based Clustering
 K-means
 CNN based Computer Vision Model.
 MongoDB
 Angular Front-end





Feature **Delight**

Segmenting, Targeting and Recommending with Ai for personalization and lowering ROAS.

01

Style Creator Model

Style Creator was essential bit for recommendation and up-sells. It also acted as one of the inputs for segmentation.

02

Segmentation Cluster

120 Micro clusters were key for increase upsells and create customer delight.



Clinic Practise Innovation

Ground Impact

The customer fashion brand in Indonesia was able to use recommended clusters for targeting in under 16 weeks.

53% SKU Up-sells

More Up-sells were the result of Micro-segmenting and Style Creator Model working in tandem.

16 weeks

From Data collection to Model creation, test and deployment.

36% Increased ROAS

More happy patients and enhanced repeat rate.

Trend Spotting

Trends spotting using Social Listening and Social Images of Influencers helped a lot for Product SKU production planning.



Awesome CSAT Score

Score Range : A+ to D

Provided with 24*7 ongoing support and transparent development process due to the complexity of the problem.

CUSTOMER Featured Point

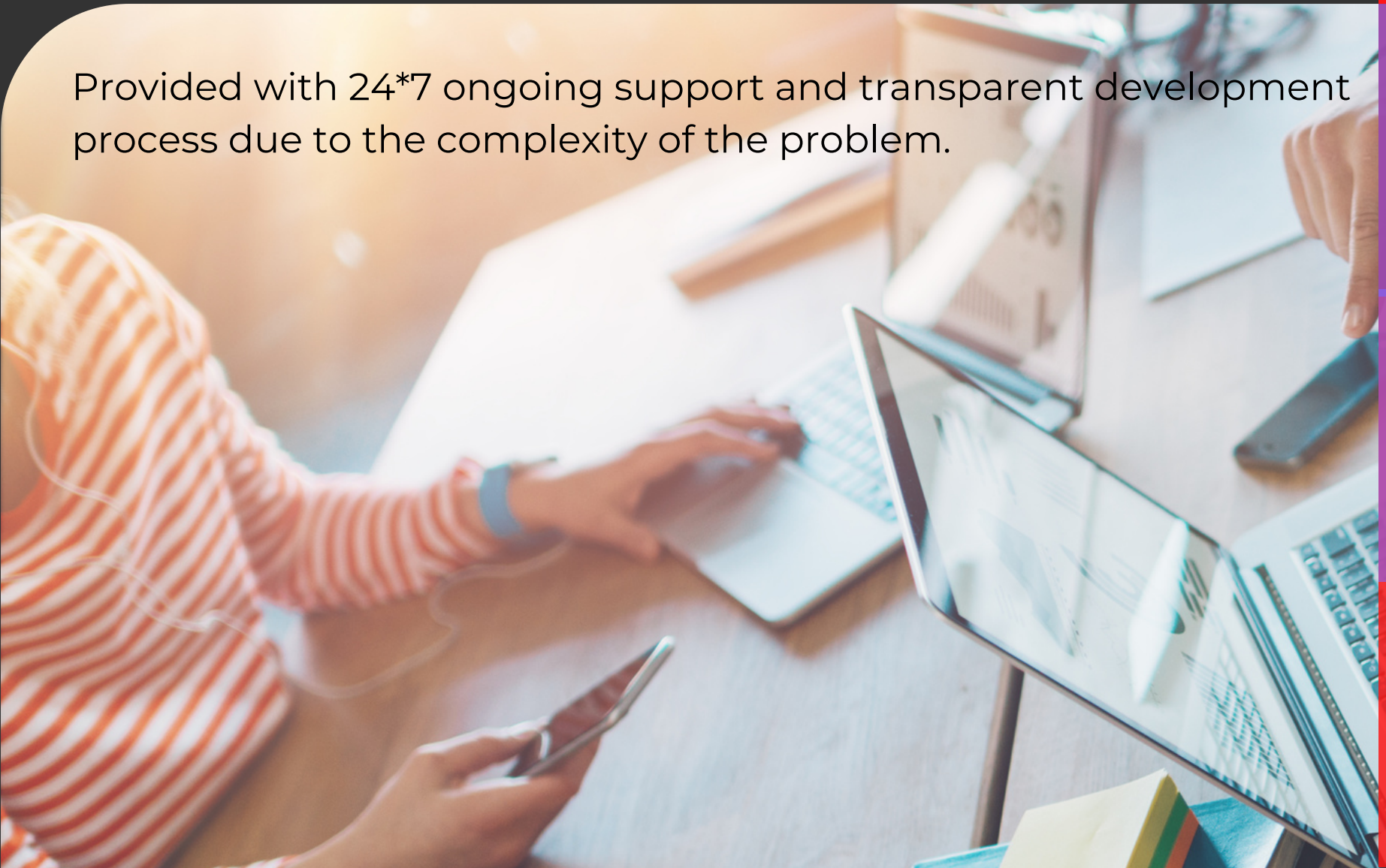
Cost reduction, Increase in Sales and Customer satisfaction were key focal points for the Indonesian Fashion House.

A+
Customer Service and Customization.

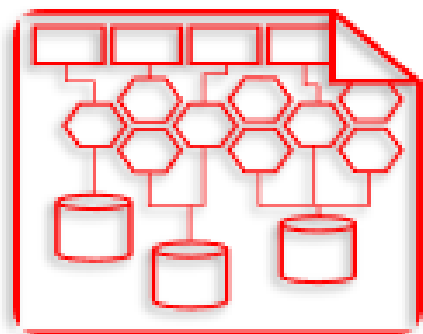
A
Segmentation Ai.

B+
Style Creator

A
Overall Impact



SERVICES STACK



ENTERPRISE SAAS DEVELOPMENT

Enterprise SaaS Dev
Web & Mobile Apps
Agile & DevOPS
Microservices
Edge, Cloud & On-Prem
Secure Dev (SDLC)



AI-ML, COMPUTER VISION

Customized Models
Edge or Cloud
Scaled Solution
Real Time Compute
Small Data ML



NLP & VOICE AS A SERVICE

Customized Bots
Text, Voice Bots
Knowledge Streams
FAQ & Query Engines
Ontology & Graphs
OCR & Summarization

More Customer Stories !

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