visionPigeon

Do you struggle with **low conversion rates** and **small order values?**

The **fashion** category needs to offer **different shopping experience** than categories like electronics or books...

Do you want to **know more?**

visionPigeon increase **revenue** in **fashion e-shops** by improving product **recommendation** to users.

ZOOT.

"Finally, in the Most Similar Products section, we display relevant content that makes sense."

Martin Souček
Head of Growth

Live example

EST 1898

T·M·LEWIN
LONDON

"The implementation took 30 minutes and we managed it during a video call."

Dan Chytil
CEO in T. M. Lewin (Czech Rep.)

Modré Sako Wilkinson
8 990 Kč   4 490 Kč   Ušetřete 4 500 Kč
Včetně DPH. Doprava se vypočítá v košíku.

✎ Velikostní tabulka
Vyberte si velikost

VELIKOST

| 36 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 46 | 48 | 50 |
| 52 |

DÉLKA RUKÁVU

Krátký | Standardní | Prodloužený

ZAČÍT ZNOVU

PŘIDAT DO KOŠÍKU

Shop the Look

MODRÉ SAKO
WILKINSON
8 990 Kč

MODRÉ KALHOTY
WILKINSON
4 990 Kč

BOTY BARKER EPPING -
ČERNÁ
8 990 Kč

STŘÍBRNÁ KRAVATA
1 390 Kč

How are we different?

Product parameters and tags from feed

+

Customer shopping behaviour

×

Visual part of products

EXISTING SOLUTIONS ON THE MARKET

VISION**PIGEON** GOES BEYOND
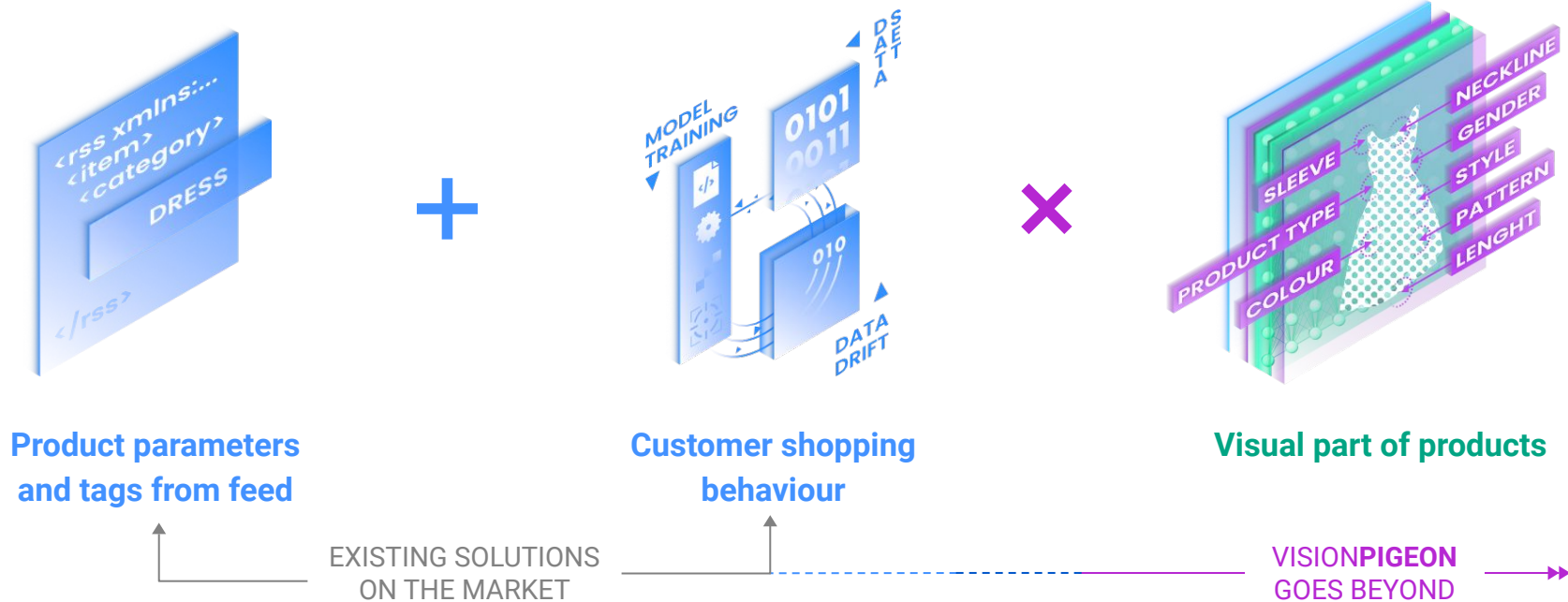
1 *Product similarities*

To **offer more** of what users are looking for when it comes to product detail - **truly similar and relevant alternatives.**

Let your customers **browse** products **in their style.**

The model **selects items** based on:

- ▼ **visual product similarity** within a category
- ▼ **business priority** - margins or prices
- ▼ **stock availability** and others

1 *Product similarities*

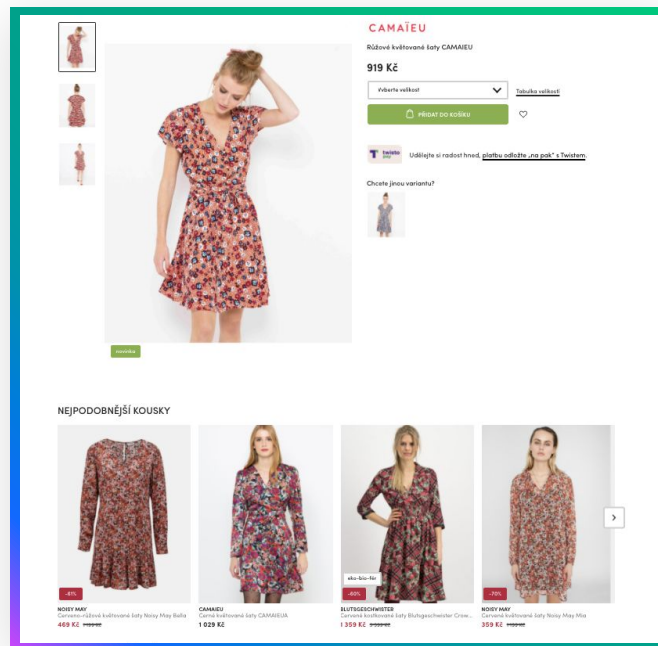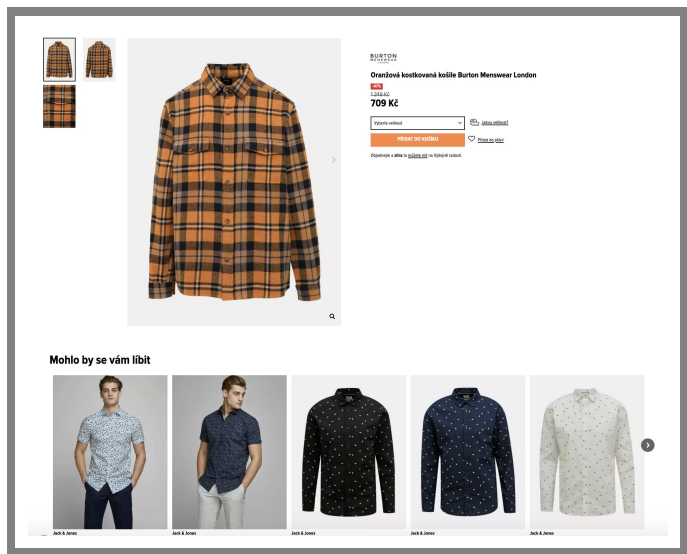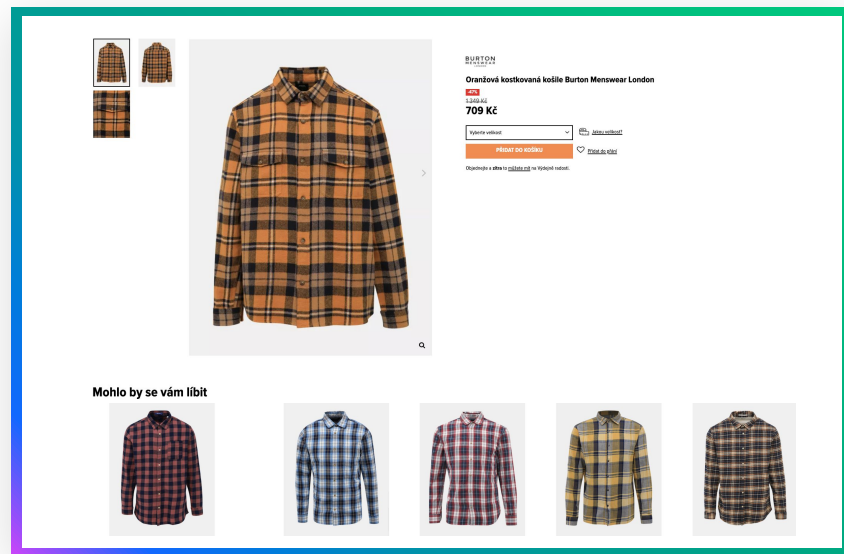## without visionPigeon

The e-shop would select random pieces within the same category. Which doesn't always work well…

with visionPigeon solution

At first glance, we recommend much more suitable products that match the style of the customer.

without visionPigeon

Art.-Nr. : A44KP-231
Farbe: Hellbraun / Hellbraun

TIMBERLAND HERITAGE 6 WMN GELB LILA

-28%   220 €

158 €

WÄHLE DIE GRÖSSE AUS ▾

✓ AUF LAGER

IN DEN WARENKORB LEGEN 🛍

OFFIZIELLER ANBIETER - NUR ORIGINALPRODUKTE
EXPRESSZUSTELLUNG
30 TAGE RÜCKKEHR
shooos@shooos.be
WHATSAPP / TELEFON +421 910 479 500

VERWANDTE PRODUKTE

adidas Gazelle
50 €
100 €

Dr. Martens 1460 W Kirschrot
160 €
€ 188

Vans Ultrarange Exo SE
72 €
€ 110

with visionPigeon solution

SKU: A44KP-231
Farbe: Hellbraun / Light Brown

TIMBERLAND HERITAGE 6 WMN YELLOW PURPLE

-28%   220 €

158 €

BITTE GRÖSSE WÄHLEN ▾

✓ AUF LAGER

IN DEN WARENKORB 🛍

LIEFERFRIST CA. 2-4 TAGE
VERSAND AM SELBEN TAG
RÜCKGABE 30 TAGEN
shooos@shooos.de
WHATSAPP / PHONE +421 910 479 500

Alternative Produkte

Timberland Heritage 6 Inch Boot
158 €
220 €

Timberland Premium 6-Inch Waterproof Boot Rust Nubuck
132 €
220 €

Palladium Pallabrouse Hikr LP W
70 €
140 €

Timberland Paninara Collarless 6 Inch Waterproof
126 €
210 €

Timberland Icon 6-Inch Premium B Women
132 €
220 €

Live example

ZOOT.

+93 %

CTR on suggested product inspiration

Live example

ZOOT.

+1.2

Pageviews per visit

Our technology offers many **other applications** which improve the shopping **experience** and thus increase your **revenue**.

2 *Detection from picture - fashion*

Inspire users to **purchase more** items.

Based on the cover photo, we **add complementary products.**

The algorithm automatically **recognizes the pants, the shoes and the t-shirt** and **offers them** to the customer to complete the outfit.

Do **cross-sell in a smart way** - offer items which go together!

The North Face Coordinates ShortSleeve Tee Tnf Black
~~699 Kč~~
630 Kč

Calvin Klein Jeans High Rise Super Skinny Ankle
~~2 899 Kč~~
2 320 Kč

Filling Pieces Mountain Boot Rock Black
~~7 349 Kč~~
5 880 Kč
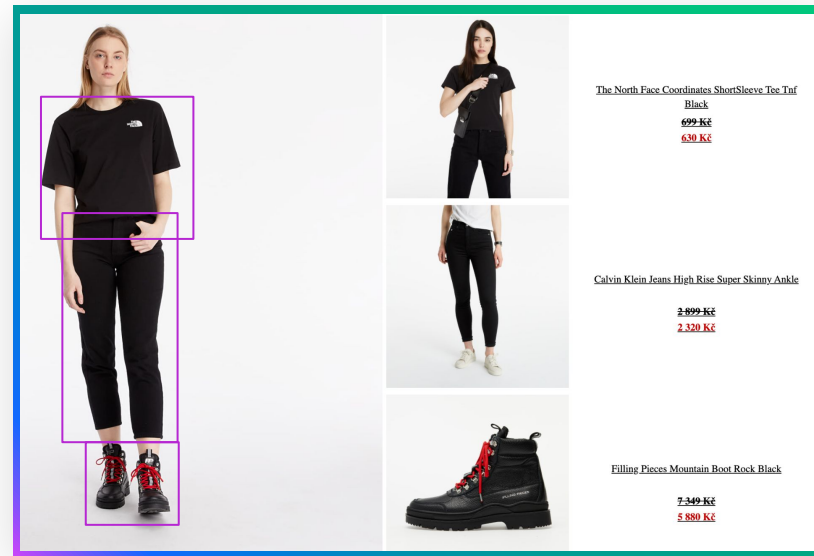
2 *Detection from picture – furniture*
coming soon

The solution is also **possible**
in the **furniture** segment.

Inspire users to **purchase additional items.**

Based on inspiration photos the algorithm
automatically detects products which go along with
primary product.

Cross-sell based on inspiration.

3 *Personalized product recommendation*
coming soon

There is no point in **displaying random products.**

Show that you **know your customers.**

Show them products **according to their taste** based on their **purchase data** (for example, visited pages, favorites or purchased products).

Selected just for you
According to your style

Seidensticker MODERN KENT X SLIM - Formal Shirt	Selected Homme SLHSLIMNEW MARK - Formal Shirt	Seidensticker SLIM SPREAD KENT PATCH - Shirt	Tommy Hilfiger Tailored SLIM FIT - Formal Shirt

Mohlo by Vás zajímat:

|			
Nástěnné Hodiny Gears	Hodiny Nástěnné Jesper, Ca. 30x4cm	Hodiny Nástěnné Jesper, Ca. 30x4cm	Hodiny Nástěnné Jonas
	K dispozici více barev	K dispozici více barev	
	799,- Kč*	799,- Kč*	
1 199,- Kč	399,- Kč	399,- Kč	299,- Kč

4 *Product sorting*
coming soon

The **right product sorting** is as important as the right pricing.

Let visual AI **sort products** in categories or on the homepage in the right way.

Do you want to **maximize revenue** or **profit**? You select the strategy and our algorithm does the trick.
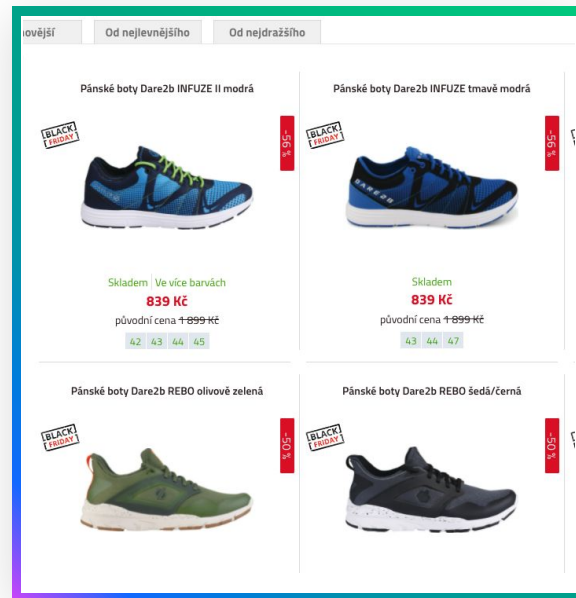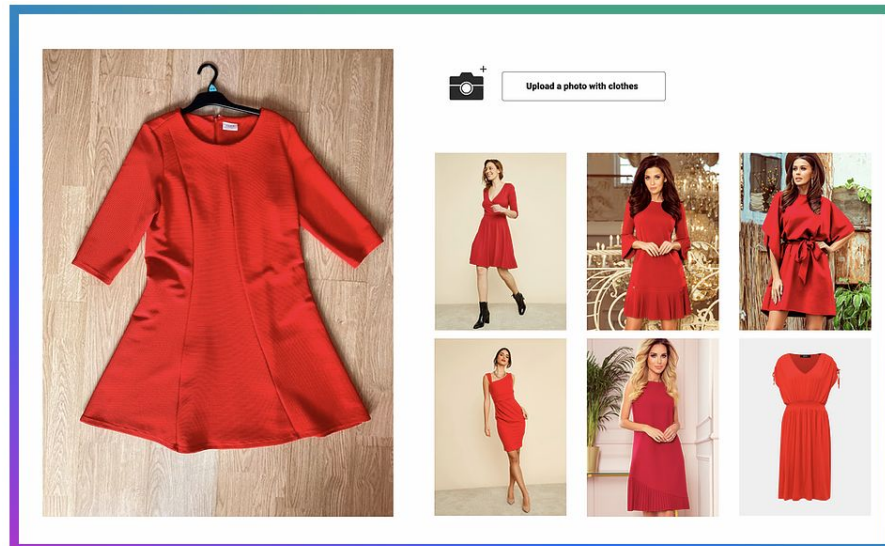
5 *Image search*
coming soon

It's difficult to look up fashion by keywords.

Upload a photo of the product and the algorithm will **search through the e-shop.**

As seen with the big ones (M&S, Alibaba, Pinterest, Google, …).

It boosts conversions from search, even more if **combined with text search.**

Background removal
coming soon

Removing **unprofessional background**.

Products with inhomogeneous background cause design **inconsistency in your catalogue**.

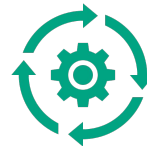We are able to deliver a **transparent** or **colored** background.

Key benefits

No country or language barriers
The solution can be easily deployed on all language versions of your e-shop.

Pay as You Go
The price is based on the volume of your traffic.

Implementation is super simple
It's a matter of 2 lines of code.

visionPigeon

We create everything based on our customer´s needs and we will be happy to learn more about yours.

Jan Kotek
CEO & Co-founder

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