



*Clovia*  
Bras | Briefs | Nightwear | Shapewear

**LINGERIE BECOMES EVEN MORE PERSONAL!**

INDIA'S LEADING UNDER-FASHION BRAND CLOVIA INCREASES CONVERSION BY 200% WITH NETCORE

“Netcore’s personalisation methodology is superior to any other solution I have seen so far. Plus, it is super simple to use, requiring less than one day of integration and configuration effort.”



**Pankaj Vermani**  
Founder & CEO

### Summary

Clovia used Netcore to identify the most personalised and relevant products for each customer, and then show these in the “You may also like” widget on the Product Detail Page as well as in a separate personal boutique page called ‘Picked **Just for You**’.

### The Challenge

Clovia, like almost all the online fashion stores faces the ever increasing challenge of converting visitors to customers. One way of increasing conversion is to judge what that particular customer wants and guide him/her to the right set of products.

But serving right products to right customers at the right time is a huge challenge as merchandisers can only control their recommendations overall and not on per customer basis. On top of it, ability to predict customer behaviour in advance is also not an easy problem to solve.

Clovia is the fastest growing lingerie brand in India. It allows consumers to buy women’s undergarments, bra, panties, bikini, nightwear, shapewear at best prices.

Netcore  
Personalisation  
Results







Conversion  
**+ 200%**

Clickthrough Rate  
**+ 65%**

RoI  
**16X**

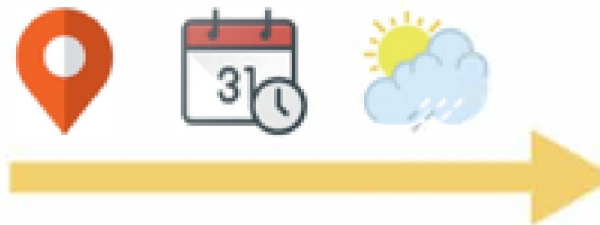
# THE SOLUTION

Netcore believes that every customer is different and should be treated likewise. For 1:1 personalisation it uses clickstream data of all the visitors along with the current context to predict next action of the particular visitor.

-  Clicks
-  Add to Cart
-  Buy
-  Favourite
-  Filter
-  Search

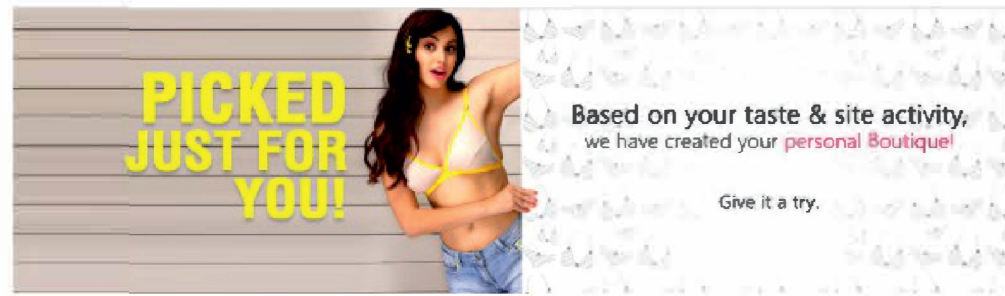


## Current Context

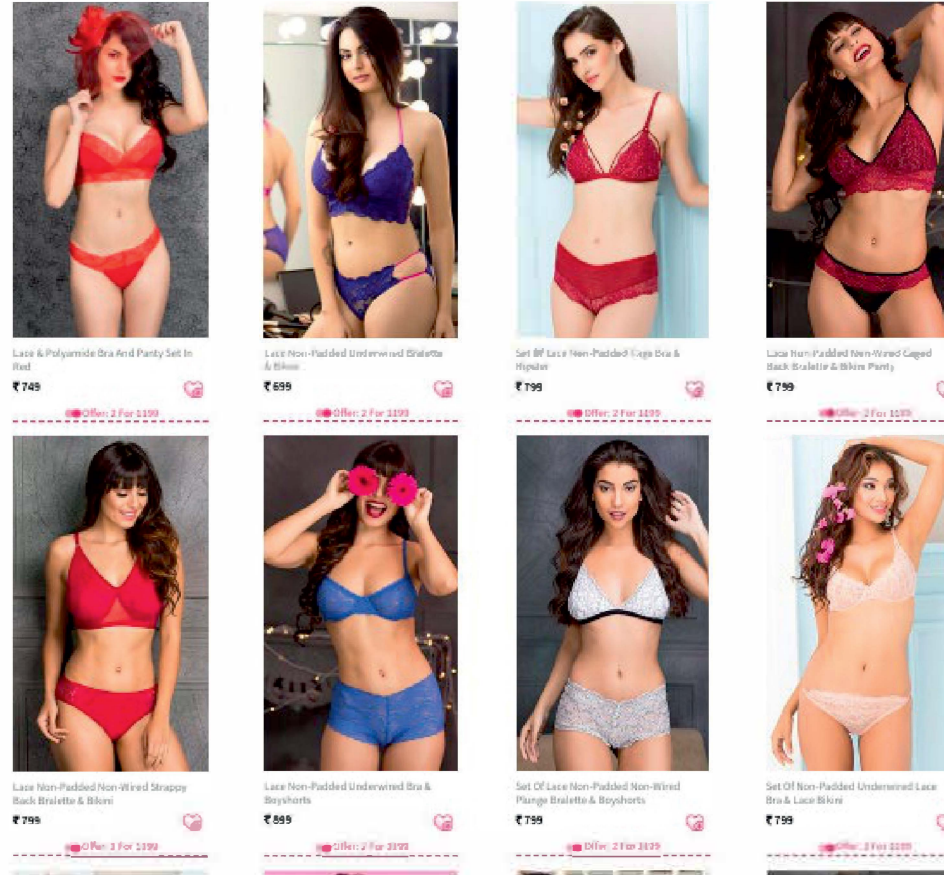


*Finding hidden patterns  
Constantly leaving  
Genetically evolving*

-  32%
-  29%
-  23%
-  21%
-  17%



Recommendations for you



# Implementation

## (Personal Boutique Page)

To showcase a set of products which that visitor is most likely to purchase, a separate page titled 'Picked just for you' was created. 7U>EFA was diverted to this page via banners on home page and links on product detail pages. People who visited this particular boutique converted 200% more than others exhibiting true power of personalisation.

Personal Boutique  
Page

No of products recommended  
**45**

Clickthrough Rate  
**65%**

Conversion(Clickers vs BaU)  
**3X**

## WHY CHOOSE NETCORE FOR PERSONALIZATION



### Patented AI-based model

Algorithms that improve your web & app conversions by predicting & sharing right products for each customer in real-time



### Performance Reporting

Measure conversion uplifts with advanced A/B testing within 5 weeks of integration



### Quick integration Quicker results

Taking less than fifteen minutes, the platform is built to integrate & scale-up quickly to help you jump right into business



### Personalization beyond home-page

Make shopping easy for your customers by greeting them with personalized boutiques and communications using past data

## OUR PROMISE

**10 - 13%**  
Increase in  
Conversions

**6 - 9%**  
Increase in  
Add-to-Carts

**30 - 60%**  
Increase in  
CTRs

**15**  
Minutes to  
integrate

**5**  
Days for going  
online

**5**  
Weeks to see  
results

## OUR AMBASSADORS



**netcore**<sup>®</sup>

Experience the Infinite

# Sky-Rocket your Conversions with AI-led Personalization

Product Recommendations That Deliver

## Get in Touch:

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