once
upon
a trunk

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Netcore Cloud's **AI-powered Personalization** contributes **28%** of total revenue for **Once Upon A Trunk within just 90 Days**

# About Once Upon A Trunk

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- Once Upon A Trunk is a **one-stop fashion destination for women**, with almost **250+ designers** and **over 1 lakh products.**

- They pride themselves in offering comprehensive selection of Apparel, Jewellery, Bags, Footwear, Home Décor, Skin care, Hair care, Fragrances, Bath & body, and Wellness products for women.

- They deliver in more than **5000+ pin codes** successfully and **aim to spread their wings worldwide**.

# Challenges

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**Product Discovery Challenge:** Availability of a **wide range of products** in their catalog from more than 300 designers made product discovery a challenge.

**Low customer engagement on website:** **Low engagement on the website** led to **customers dropping off** without purchasing products.

**Lack of Personalization:** Unavailability of an AI-powered product recommendation engine made it difficult to curate personalized experiences for each user.

**Losing the interest of customer:** To avoid having "one size fits all" concept- the challenge **was to curate a personalized and hassle-free** experience without losing the interest of the customer by showing the **right customer the right choices of products.**

# Solution

Netcore's **AI-led Personalization** helped '**Once Upon A Trunk**' by:

**Deployment of our AI engine, Raman & Neural Networks:**

To understand customers in real-time and show them personalized **product recommendations based on** what is most **likely to be bought**

**Designing & deploying personalized widgets:**

AI-led product recommendation widgets deployed across the customer journey

- Home Page
- Product Listing Page
- Product Display Page
- Personalized Product Boutique
- Exit Intent Pop-up

**Deployed exit intent pop-ups to improve user engagement:**

To ensure customers on the **verge of exiting the website** also remain **engaged,** personalized recommendations were sent in the form of exit-intent popups

# Strategy

**Introduced personalized product recommendation widgets on the Home Page**

**Introduced personalized product recommendation widgets on Product Listing Page**

**Analyzed maximum traffic & drop-off points on the website**

**Introduced Exit Intent Pop-ups across the website- recommendations powered by our AI engine, Raman**

**Introduced a personalised Boutique page, a curated page of products customer is likely to view or buy**

**Introduced personalised product recommendation widgets on the Product Display Page**

# Implementation

## Personalized Recommendation Widgets on the Home Page

- Designed and deployed personalized product recommendation widgets
  - **New Arrivals**
  - **Best Sellers**
  - **Currently Trending**
  - **Web Pop-up**

- Ensures only the **most relevant 1:1 products** are recommended to each customer

- **Higher chances of clicks or purchase**
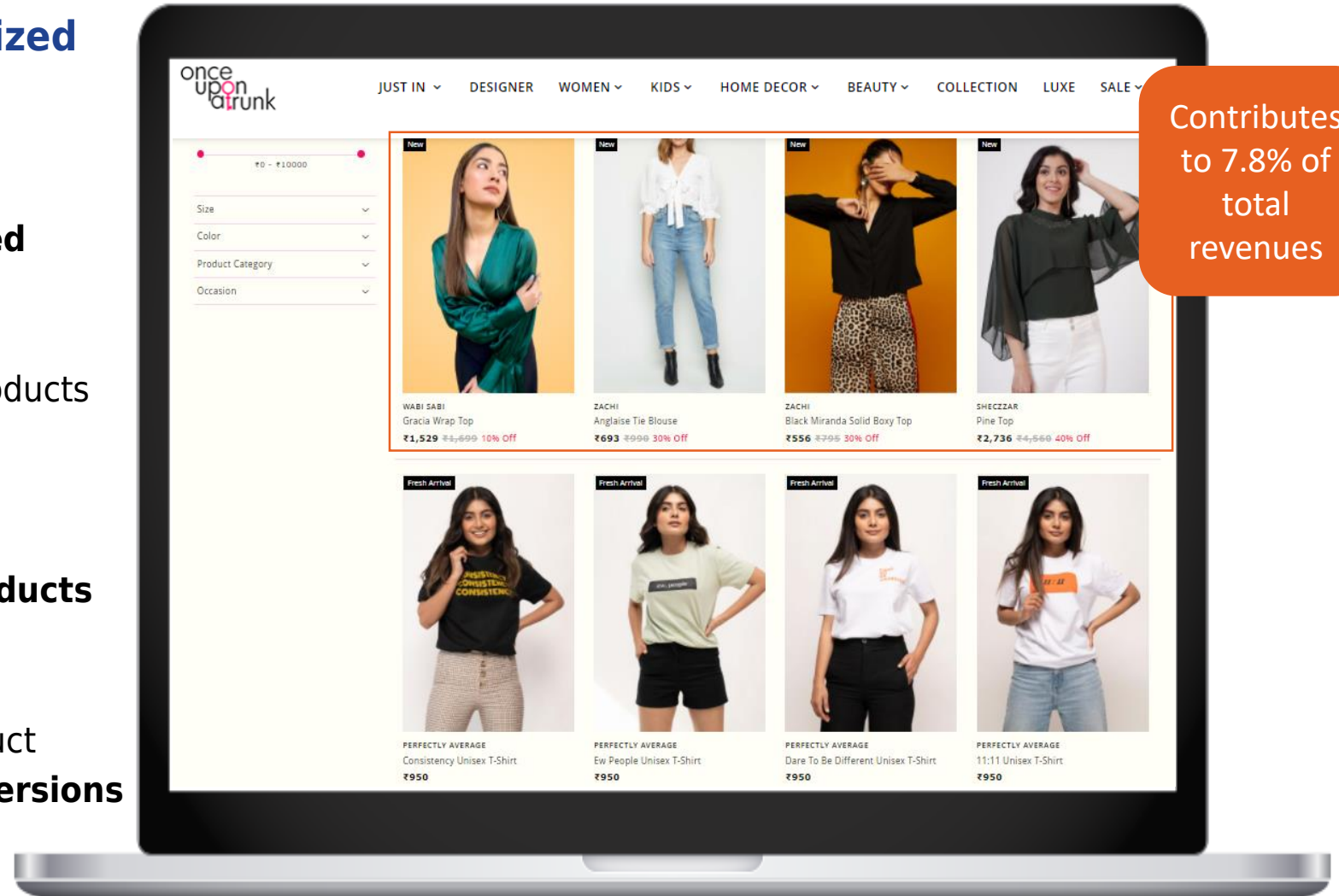


Contributes to 1.5% of total revenues
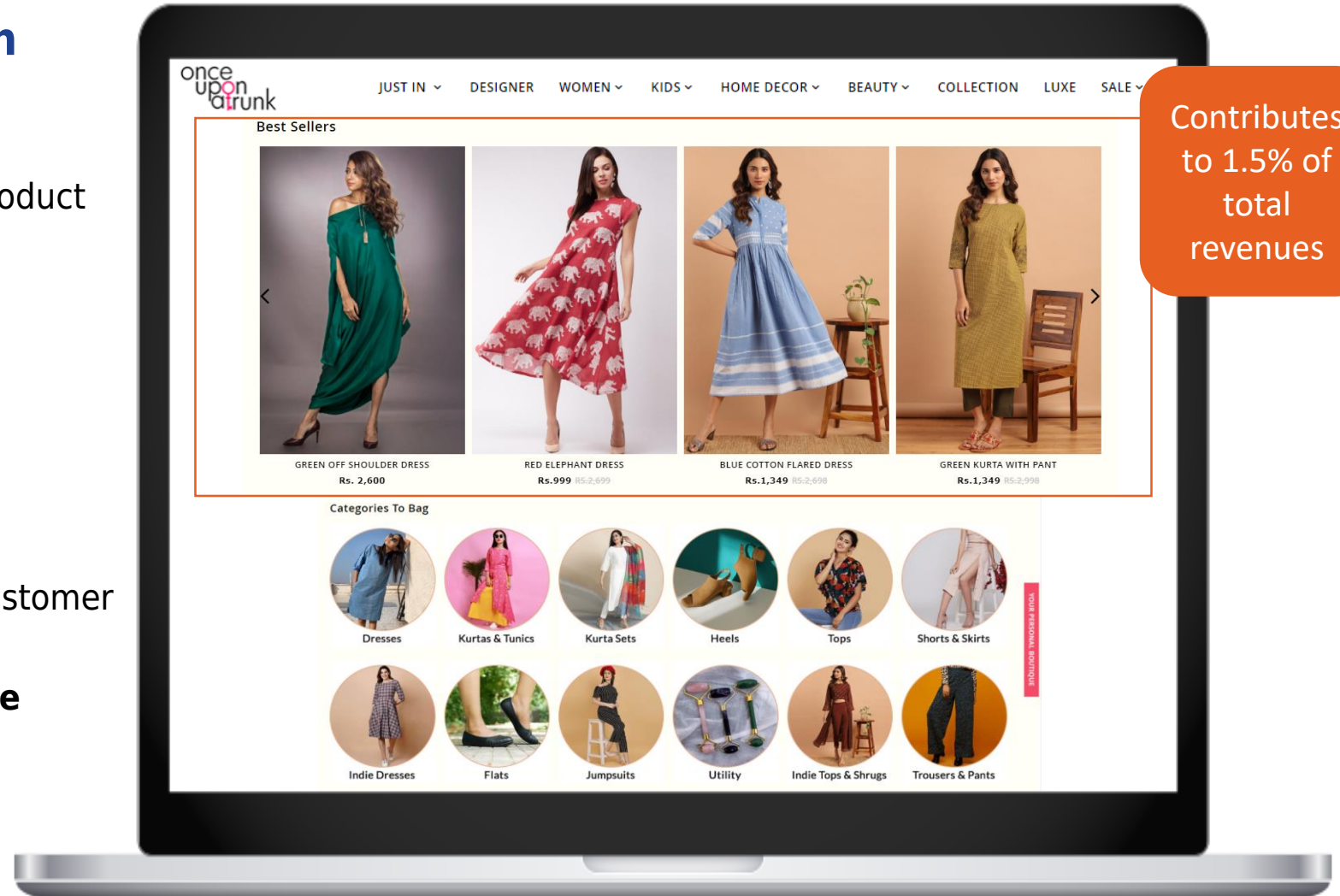
# Implementation

**'Recommended for You' Personalized Recommendation Widgets on the Product Listing Page**

- **Designed and deployed personalized product recommendation widgets**

- Our AI engine, Raman, recommends products based on **past & real-time unique customer-level behaviour**

- Customers see the **most relevant products of that category** right at the top

- More contextual and personalized product recommendations lead to **higher conversions**



Contributes to 7.8% of total revenues

# Implementation

## Personalized Recommendation Widgets on the Product Display Page

- Designed and deployed personalized product recommendation widgets
  - **Recommended for You**
  - **You May Also Like**
  - **Recently Viewed**
  - **Web Pop-up**

- Our AI engine, Raman, recommends products based on **past & real-time unique customer-level behaviour**

- Optimized for purchases to ensure that **customers doesn't leave without buying**

- Opens up cross-sell and upsell opportunities



**Contributes to 17.4% of total revenues**
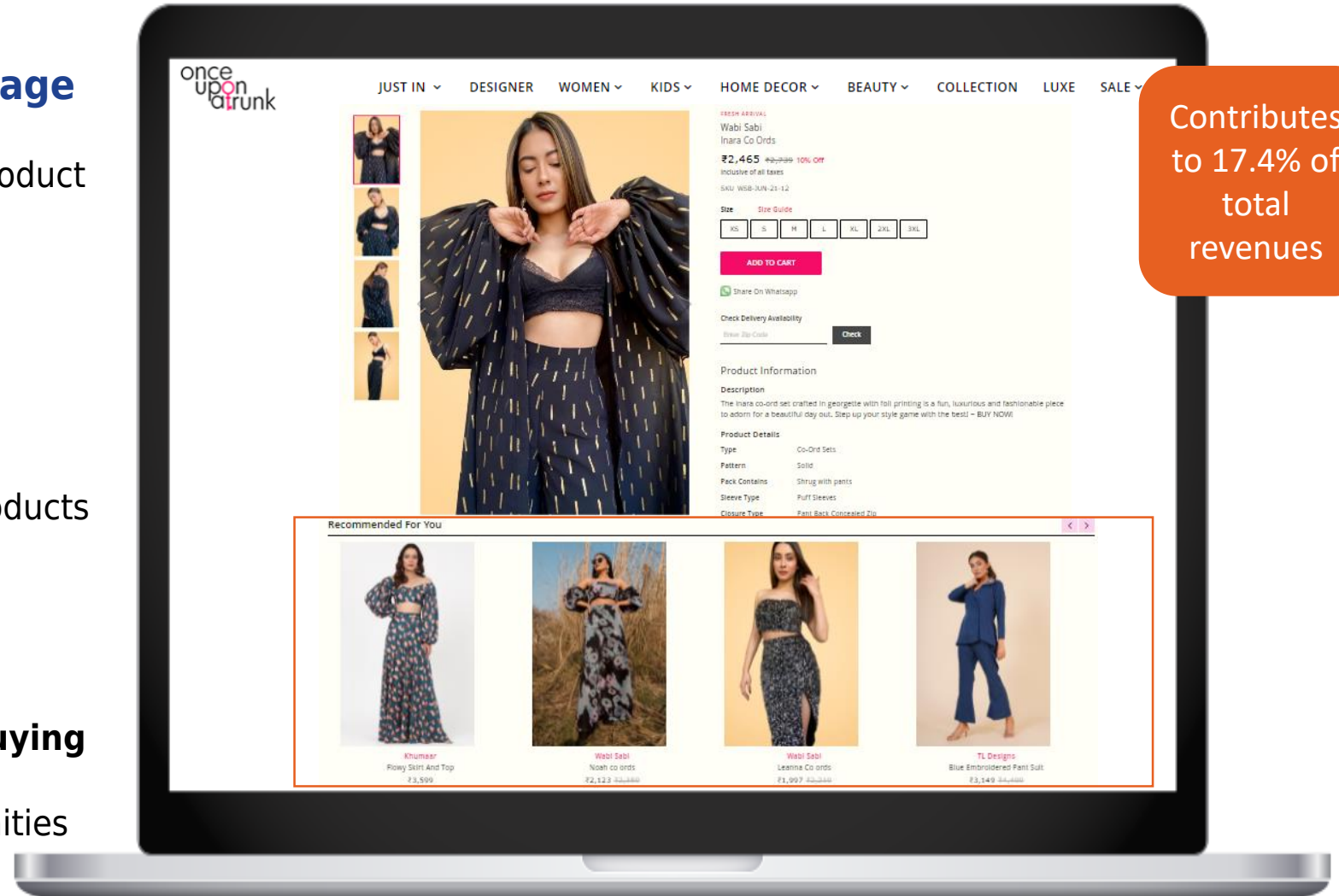
# Implementation

## Created a Personalized Product Boutique Page

- Created a personalized landing page for each customer

- Full of products that they are **most likely to "click on" or "purchase"**

- Customers also click on "**Hearts**" & "**Crosses**" **to share feedback** about each displayed product

- Page shows **products based on previous browsing history and real-time feedback**



Contributes to 0.6% of total revenues
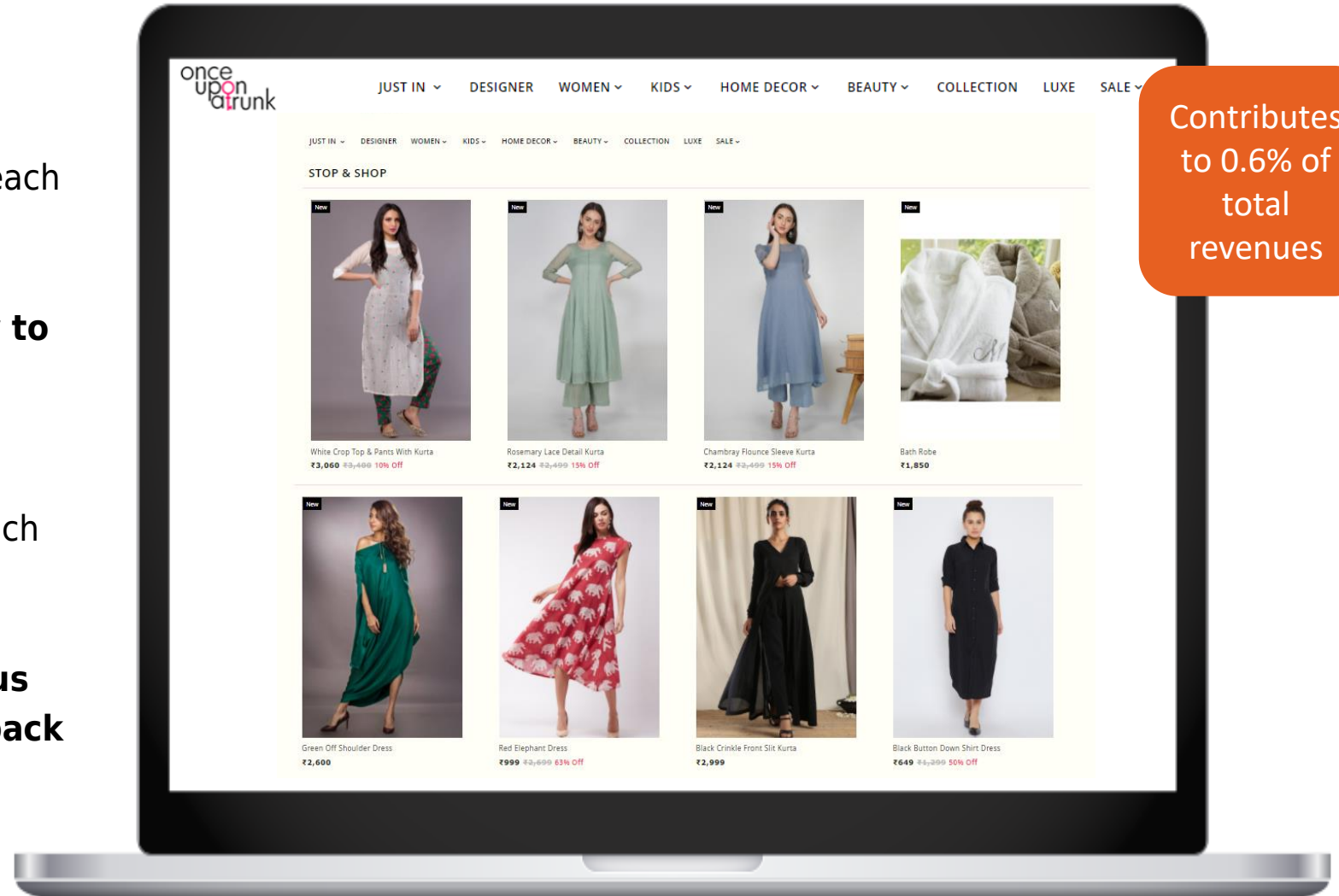
# Implementation

## Personalized Exit-Intent Web Pop-up across all the pages on the website

- **Captures the attention of the customer** before he/she drops off purchase journey

- **Our AI engine, Raman, curates the most relevant product recommendations** to nudge customers into clicking on or purchasing a product

- Exit-intent pop-up deployed **across all the pages of the website**



Contributes to 0.6% of total revenues

# Output
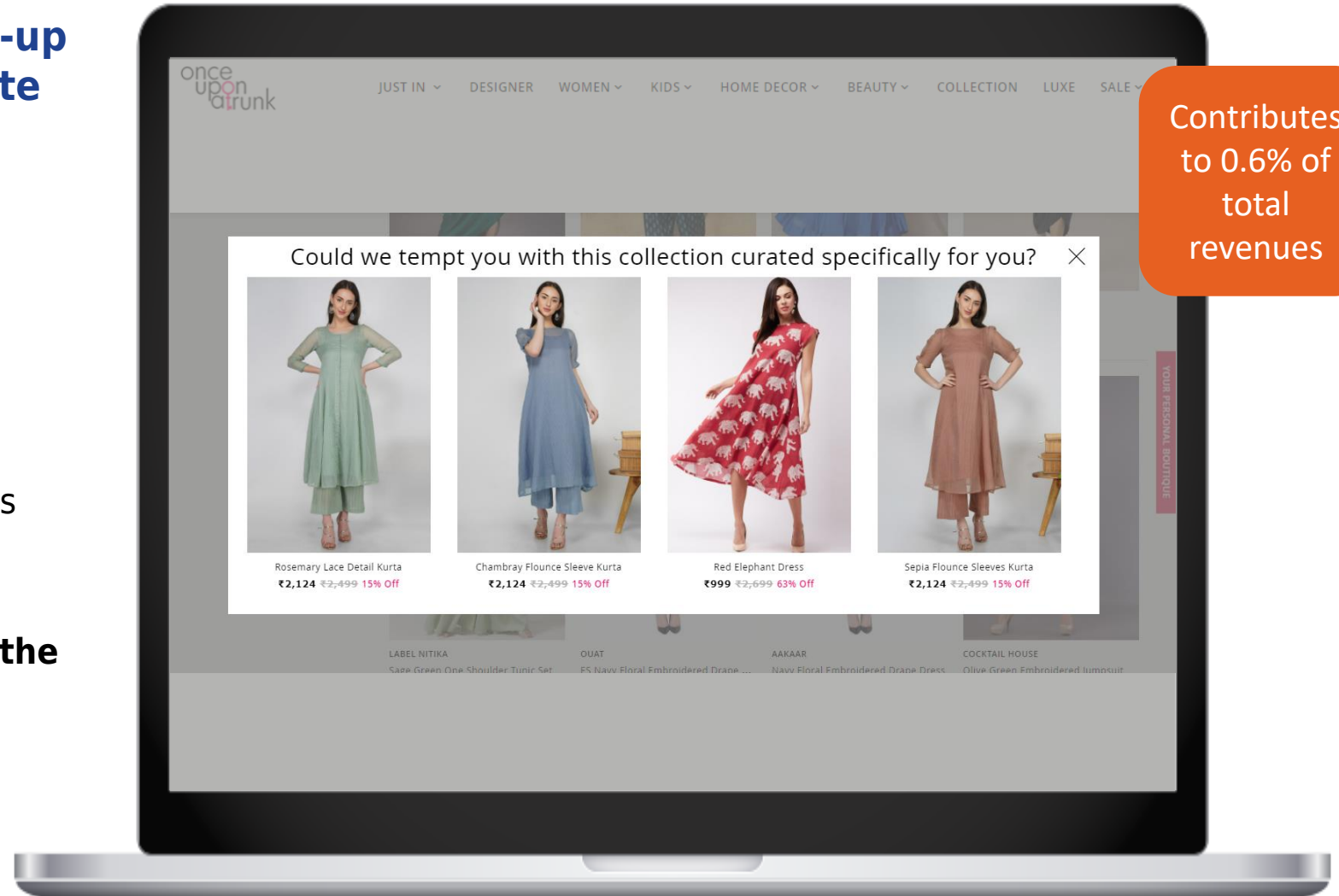
**Netcore's Personalization Platform helped Once Upon A Trunk:**

Amplify the conversion rate overall

Showcase new and potential styles better

Increase the quality session duration on the website

Increase the Average Order Value (AOV)

# Results

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**28%**
Contribution to the total revenue

**5X**
Marketing ROI generated

**23%**
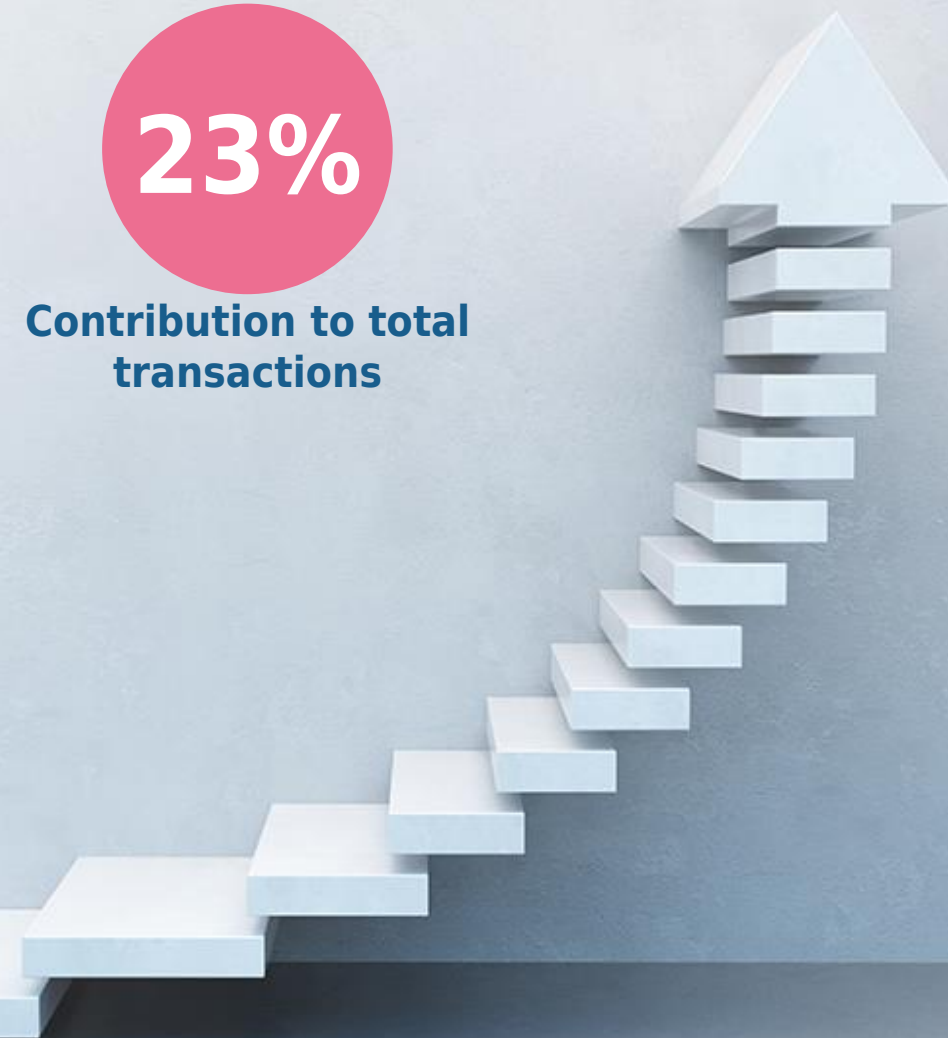Contribution to total transactions

**38%** ↓
Decrease in bounce rate via web pop-ups

**195%** ↑
increase in click-through rate on PLP

**158%** ↑
increase in click-through rate on PDP

# Testimonial

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For **Once Upon A Trunk**, we wanted to ensure our customers have a personalized experience considering the massive catalogue on our online store. To achieve this, we implemented personalized widgets on the **Home page, PDP, and PLP** that studied user preferences and shared **product recommendations customized for each user**. As a result, we observed a contribution of **28%** in overall revenue within **90 days**

**Adhira Kashiva**
Business Head
Once Upon A Trunk

# Thank you!

**netcore**

📞 +91 22 6662 8100

✉️ salesteam@netcorecloud.com

🌐 netcorecloud.com

## Netcore Cloud Pvt. Ltd.

8th Floor, Peninsula Towers,
Peninsula Corporate Park,
Lower Parel (W), Mumbai - 400013

## Our Global presence

USA  |  UAE  |  Germany

Indonesia  |  Malaysia  |  Singapore

Vietnam    | Philippines | Thailand | Nigeria