

Online sales revenue +5-10%
Conversion rate +15-25%
Customer Engagement +50-100%

The next **generation** recommendation tool
Real-time **behavioural** models
Unique shopping experience & **instant** results



Main advantages of Zoe.ai

- **Personalised** product **recommendations** for everyone
- Recommendations based on **real-time behavior** during the current user session
- Better results through **customised** model configurations
- **Self-learning AI-powered** recommendations
- **Plug & Play** fast connection without internal development
- **Clearly demonstrable results** through detailed reporting

Our success stories

+pilulka

lepší život

- Pilulka is the largest Czech online pharmacy with **sales of 3.6 billion CZK**
- Currently operating in 4 EU countries (CZ, SK, AT, HU)
- The pill used self-recommending products on different recommendation surfaces, based on simple rules
- The aim was to **personalize the goods offered as much as possible** and to target them to the specific individual **preferences of** each user
- Great emphasis was placed on **rapid deployment**

+pilulka

lepší život

We used our own widgets on the following areas:

- Pre-cart - modal dialogue when adding a product to the cart
- Cart - product recommendations directly in the cart
- **Bundles - custom bundles, a whole new feature in the e-shop**

Thanks to the integration of custom **bundles**, internal development on the Pill side was eliminated.

+pilulka

lepší život

And the results?

- ◆ + 4% of revenue per user
- ◆ + 120 % of the value in the basket
- ◆ + 40% clicks from the area
- ◆ + 1 M CZK in sales/month only from Bundles

The result above has a statistical certainty of **99%**.

+pilulka

lepší život

"Zoe.ai has helped us offer more relevant products to customers in the recommendation areas. This makes the use of these areas much more efficient. We are now looking at other places where we can incorporate AI."



Jozef Filo
E-commerce Product Manager

Heureka

- **The largest** marketplace and product comparison engine in Central Europe
- More than 5 million users per day, over 29 million products
- The most visited reco area was chosen as a suitable scenario - **list of products in the category**
- The aim was to provide Heureka customers with the most precisely targeted products according to **individual** preferences in each category
- Strong emphasis on **web performance and robust infrastructure**



And the results?

- Revenue per session increased by **5-15%** per category



"By deploying and testing Zoe.ai, we've proven that personalized recommendations and a detailed understanding of our users' specific interests are the right way to improve engagement and ultimate conversion. In an A/B test, the group of users who were offered products using Zoe.ai saw a 5% to 15% increase in sales."



František Šeda
Product Head of Tribe



- DecoDoma is a Czech e-shop with more than ten years of tradition in home decoration
- So far, it has mainly used its own recommendation algorithm based on simple rules
- **The aim was to offer customers a wider range of mainly alternative goods for cross-sell and upsell**
- We measured the **global benefit of** the version of the site without Zoe recommendations and with Zoe recommendations (in a 50:50 traffic ratio)



Within the implementation of Zoe.ai we focused on **maximum recommendation areas** (8 in total)

- ◆ Homepage
- ◆ Product detail - Discover more
- ◆ Product detail - Shop together (packages)
- ◆ Product detail - You might like
- ◆ Category - You might like
- ◆ Foreskin - Add to cart
- ◆ Basket
- ◆ **Bundles - product bundles, a brand new feature**



And the results?

- + 150 % CTR of the recommendation areas
- + 6.1% of total sales
- + 3.2% average order value

The results above have a statistical certainty of **99%**.



- **Allegria - the company for experiences** is a Czech portal for online sale of experiences of all kinds, operating on the market for 20 years
- Only a very simple custom recommender system was deployed on the existing website
- It was necessary to **deal with a different business model** compared to standard e-shops
- The goal of deploying Zoe.ai was to **improve the user experience, increase conversion rates, and overall revenue**
- Deployment of reco surfaces was done by **injecting custom widgets** for minimal development intervention on the client side



231 229 150 113 69

Pobyty pro dva Vikendové pobyty Romantické pobyty Wellness pobyty Pobyty na jednu noc

Vybrané zážitky pro vás

Noc na zámku včetně polopenze 4.7 ★
 @ Praha
 5 300,-

Noc v Tančícím domě **** se šampaňským 4.3 ★
 @ Praha
 4 990,-

Romantická večeře a noc v hotelu Imperial 4.7 ★
 @ Praha
 od 6 990,-

Luxusní noc v Žižkovské věži 4.6 ★
 @ Praha
 od 19 690,-



Výběr zážitků

Nejoblíbenější Pro vás Novinky Dle hodnocení Akční nabídka

nejprodávanější 15% sleva

Za tajemstvím Klášterního pivovaru 4.7 ★
 @ Praha
 2 286,- ~~2 690,-~~

Pivní koupel Bernard pro dva pivovaru
 @ Praha

Examples of recommendation areas in the form of Zoe.ai widgets

Privátní vinné wellness

Nejen pivo má blahodárné účinky při wellness procedurách.

Garance ceny Expedujeme ihned Dárkově zabaleno Možnost výměny

Mohlo by se vám líbit

30% sleva
 Privátní wellness se saunou a vířivkou 4.3 ★
 @ Praha
 od 693,- 990,-

Noc na zámku včetně polopenze 4.7 ★
 @ Praha
 5 300,-

nejprodávanější
 Romantická večeře a noc v hotelu Imperial 4.7 ★
 @ Praha
 od 6 990,-

Výběr zážitků

Nejoblíbenější Pro vás Novinky Dle hodnocení Akční nabídka Lokality

nejprodávanější
 Let balóne standard pro 1 osobu 4.6 ★
 @ Vícero lokalit
 od 4 250,-

nejprodávanější
 Degustační menu v Žižkovské věži 4.4 ★
 @ Praha
 3 499,-

30% sleva
 Privátní vinné wellness
 @ Praha
 od 1 393,- 1 990,-

Luxusní noc v Žižkovské věži 4.6 ★
 @ Praha
 od 19 690,-



And the results?

- + 130 % CTR of the recommendation areas
- + 400 % of reco area sales
- + 5% of total sales

The results above have a statistical certainty of 99%.

Contact

Are you interested? Do not hesitate to contact us!



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