



APPTUS

# AI-Driven eCommerce Personalisation

The Future of Fashion Retail.

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# TIME, TO CHANGE

A black and white photograph of a hand holding a pocket watch. The watch has Roman numerals and the brand name 'HOWARD MILLER' is visible. Two dragonfly wings are attached to the watch, one on each side, extending outwards. The background is a textured, slightly grainy grey.

»» I was myself prepared to be an expert in a way of retail that is no longer existing. ««

[Andy Street, CEO John Lewis]

# FORRESTER®

“To succeed in today's digital environment, firms must deliver **smarter**, more **customer-centric** interactions that feel like they were **tailored for each user** and his or her specific set of circumstances. It must be **more dynamic** and **more predictive** than current personalisation techniques”



72% of companies are missing technology or know-how to execute intelligent personalisation-strategies based on data.

*Source: The realities of Online personalisation by Econsultancy*



800%  
Data-Growth  
Lt. "Gartner"



80%  
of all data is unstructured.





**Mission:  
Discover and use  
relevant data  
in real-time.**



Success in the age of the customer is driven by being...



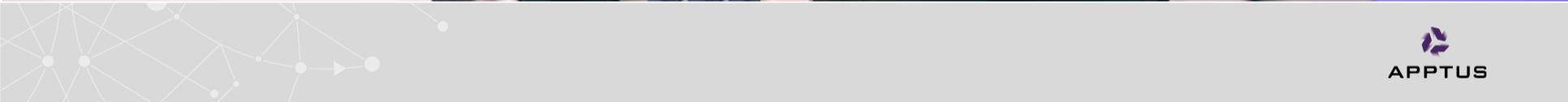
# Artificial Intelligence

A New BUZZWORD Is Born



“When Amazon tells you first, that you become father!”





# What AI can do for fashion retail?





„Artificial Intelligence is the digital transformation of your best sales-resource.“





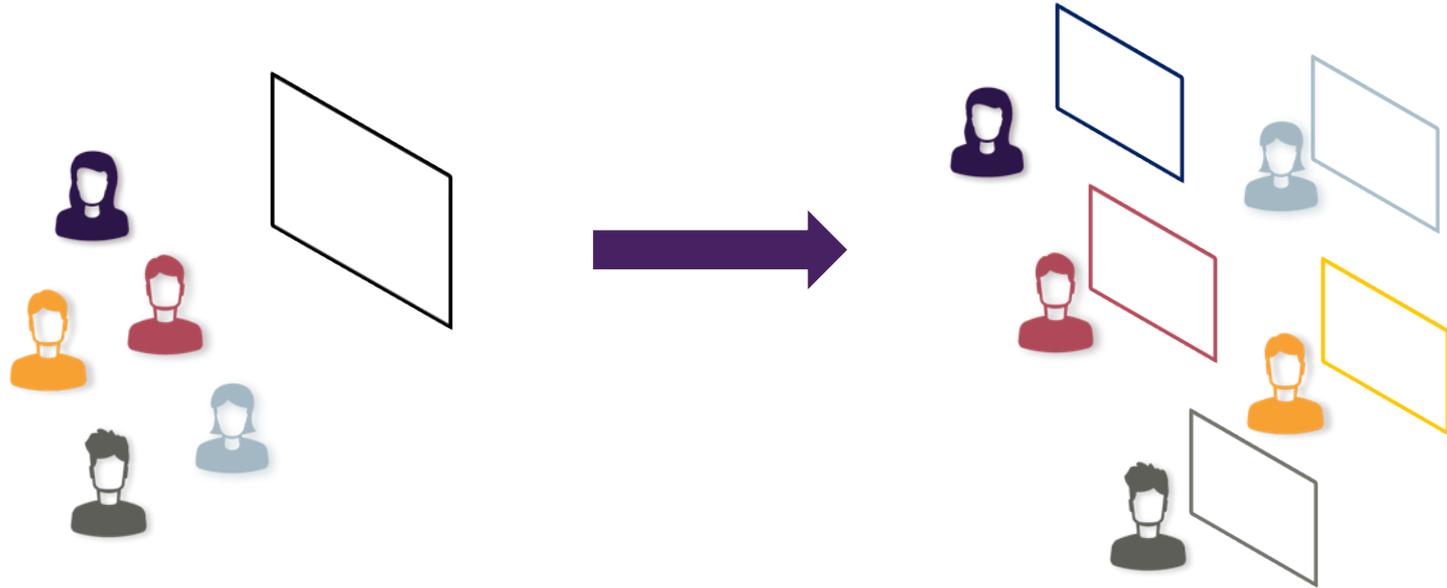
”Or – the individual decoration of your shopping-window for each single user. “



Provide a dynamic shopping experience that adopts to the shopper in real-time.



Transformation of the static product exposure into a dynamic product exposure for each single user.



# IF

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**95%** of browsing activity involves viewing lists of products

**50%** of browsers leave after page 1

# THEN

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It's critical that the most relevant products for every customer are presented to them early in the visit

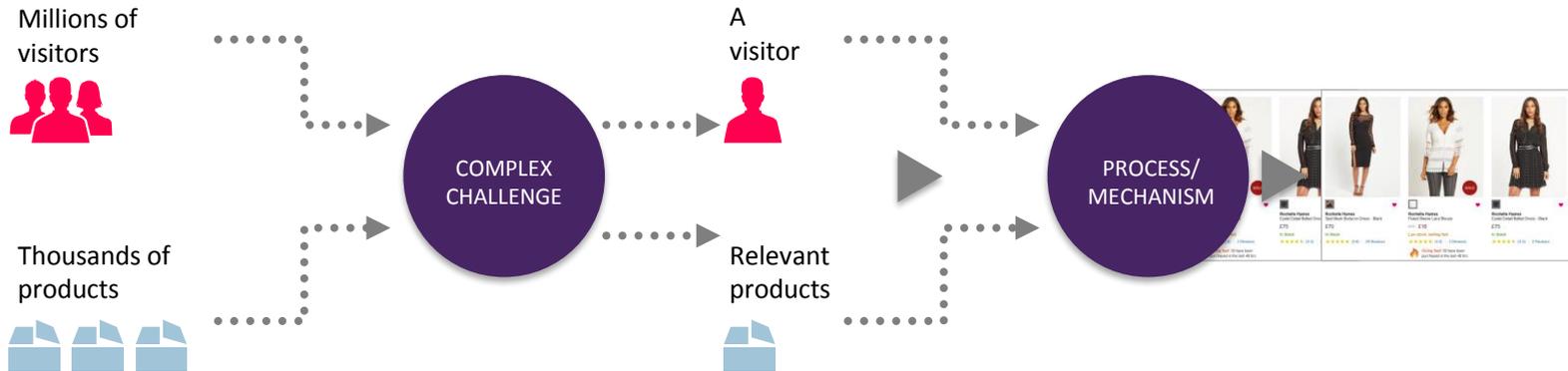
# ELSE

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A site will continue to deliver a poor experience and low conversion rates

# THEN

It's critical that the most relevant products for every customer are presented to them early in the visit



Just think about an online-store offering only four articles.  
How many alternatives of ranking do you have?



Answer: 24 ( $4! = 4 \times 3 \times 2 \times 1$ )

The problem gets even harder with a bigger catalogue.

How many ranking opportunities do you have  
in a store with only ten products?

10 Products =

3,628,800

**Alternatives**

The mobile revolution makes it even more challenging.

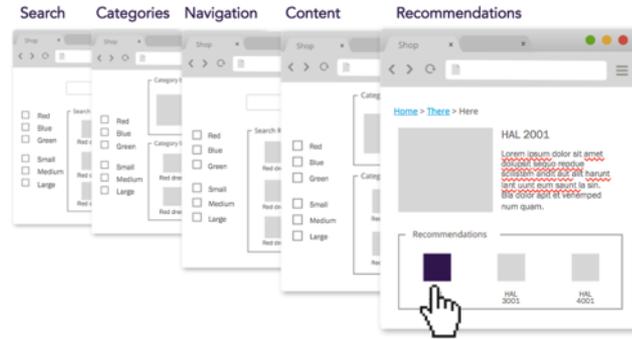


The smaller the screen,  
the more important is  
the exposure of the  
right products.

# The more data AI gets, the better it works.



=



+



“Meta-Intelligence”  
AI-Driven Relevance  
Solution

Real-Time Learning from all areas of  
the online-shop as basis for machine  
learning

Product-Data and  
additional data-points  
from other channels

A close-up photograph of a hand hovering over a glowing, circular button. The button has a metallic, teal-colored rim and a dark center with the words 'FUTURE' and 'START' in white, separated by a horizontal line. The background is a dark, textured surface.

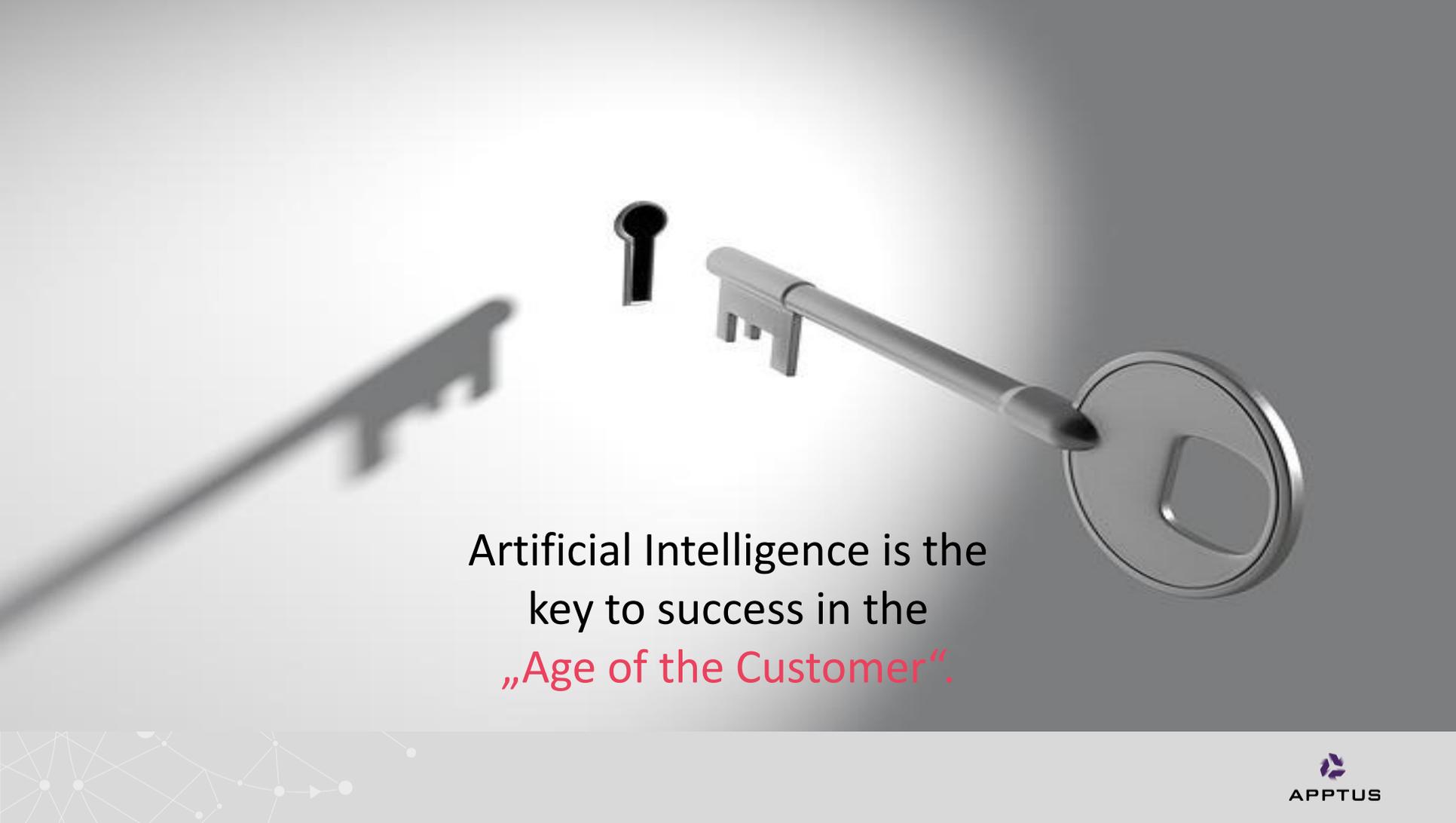
**FUTURE  
START**

**Summarised.**





“Optimise your **Customer Experience**  
through AI-driven **Optimisation of**  
**Exposure of relevant products.**”



Artificial Intelligence is the  
key to success in the  
„Age of the Customer“.

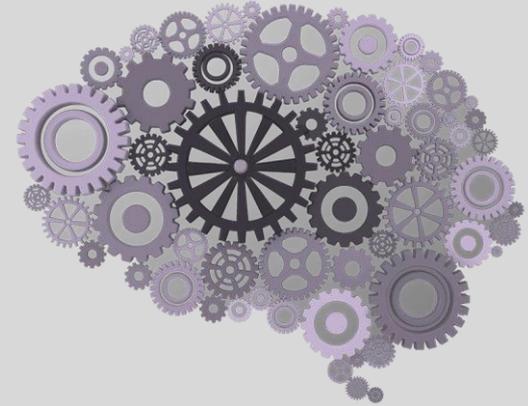






**APPTUS**

Lets talk with a practical  
expert...





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Question 1:

Can I ask why you implemented Apptus when you were CEO at WoolOvers.com?



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Question II:

What advantages do you see using Apptus?



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Question III:

Surely you can't just let AI technology or Apptus do its own thing without any parameters?



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Question IV:

Will AI take over the merchandising role?



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Question V:

Finally when you implemented Apptus at WoolOvers what were your findings?



»» We enable AI-Driven Commerce for Fashion, exposing relevant products automatically for each user. ««

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