'Now Hiring:
Onsite Search Specialist (m/f/machine)'

Peter Thomas

Andreas Bruckner
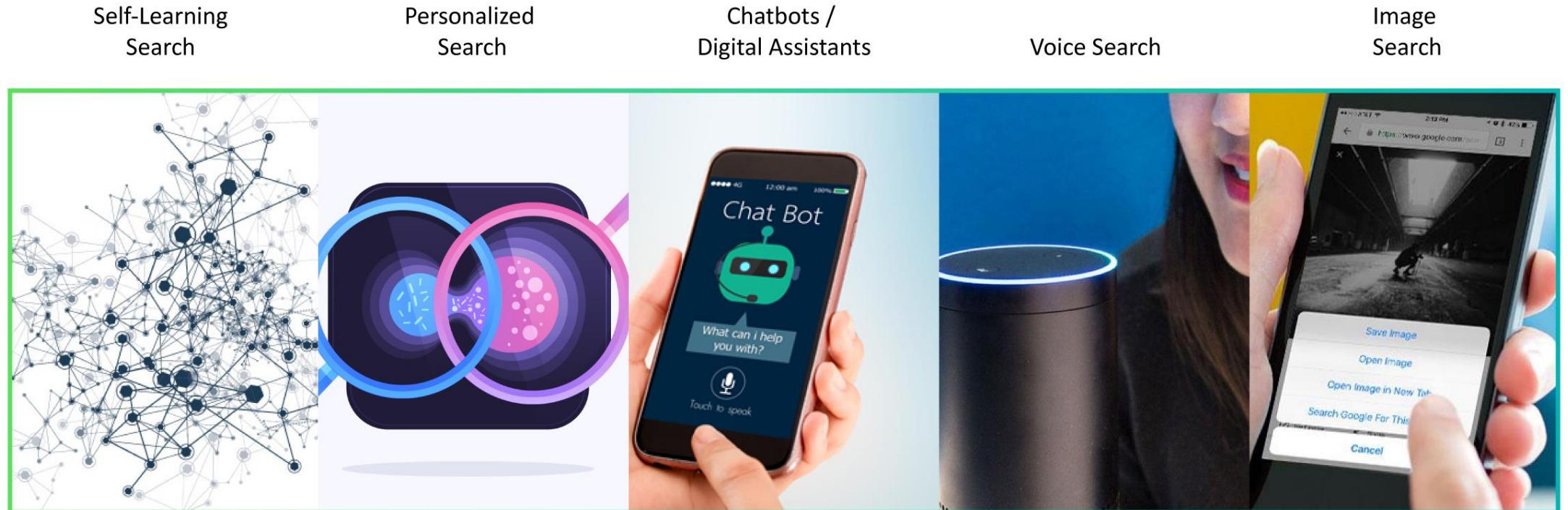
Attraqt

Exceptional Shopping Experiences

Our vision:
To be integral to the
World's best shopping experiences

A continuous flow of **algorithm** and **experience** innovation

Uniting **business** and **data science** teams to enable creative potential and commercial growth

Company Confidential

Attraqt™
Exceptional Shopping Experiences

AI Trends: Search has become more than a text box

Self-Learning Search • Personalized Search • Chatbots / Digital Assistants • Voice Search • Image Search

Enabled by AI techniques such as NLU, NLP, neural networks, collaborative filtering

AI is enabling richer conversations: historical trends, preferences+ context, voice +image

Using insights and collaboration to master use of algorithms

Cdiscount
N'ÉCONOMISEZ PAS VOTRE PLAISIR.

N°1
in France

50M
products

3.6B€
turnover

32.9%
driven by
Marketplace
(vs 2.2% in 2017)

Buy frequency

CDISCOUNT ONLY
1M well known items

CDISCOUNT + EB
2M items partially known

EB ONLY

Items

20%   80%

They focus on that

We manage the complexity of that

Attraqt + EB EARLY BIRDS

The Future of **AI Commerce**

Empower your organization: Goals

Unlock
your
potential
from silos

Enable people
to learn from
machines and
contribute
creatively

Develop the
capability to
respond to
opportunity as a
business

Creating virtual
teams that work
together daily to
optimise

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Empower your organization: Approach

✓

Enable teams to
Set goals

✓

Make it easy to
Visualize data

✓

Provide access and
Accessible data for all

✓

Train on team on
Basic data science
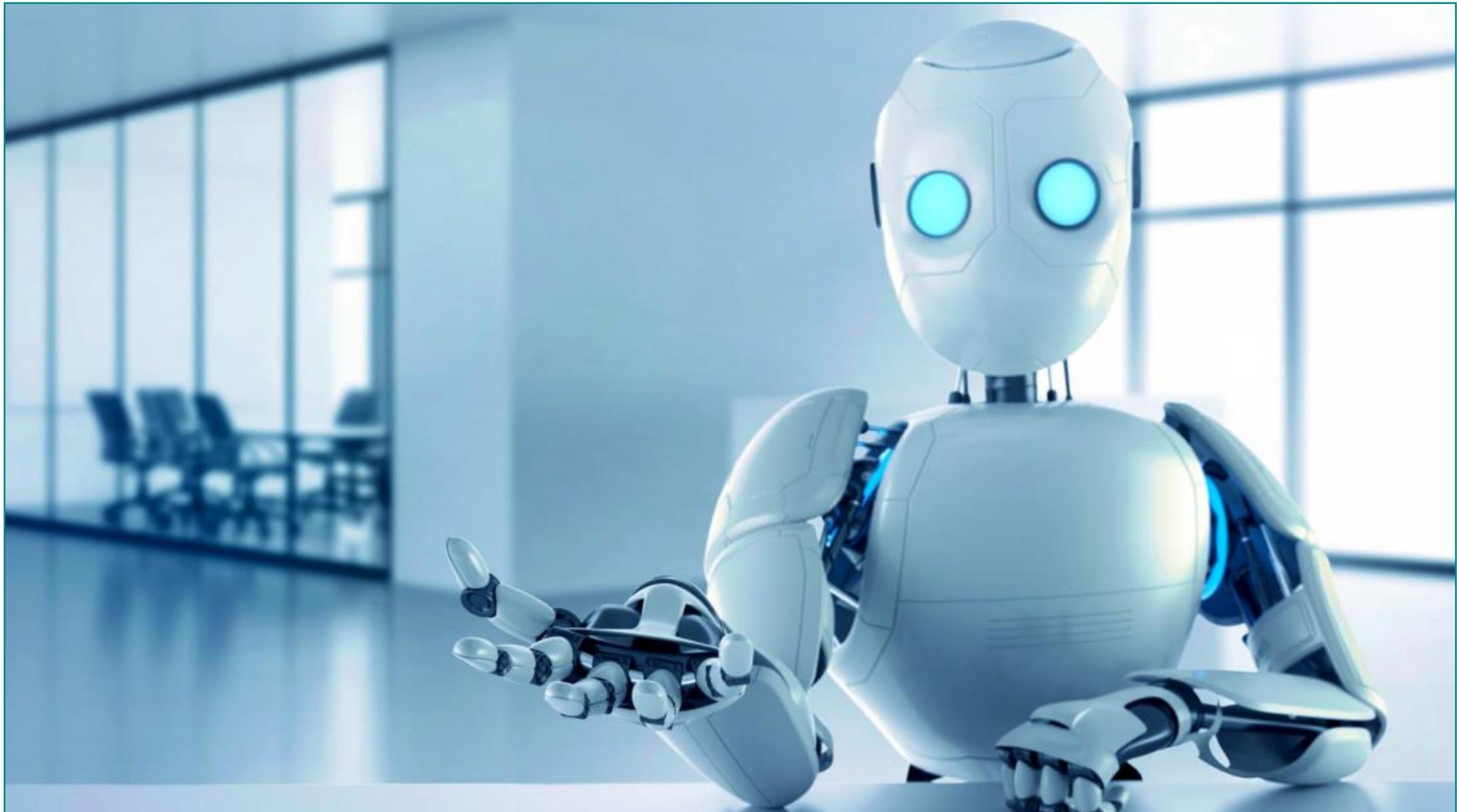
✓

Develop insights review
Best Practice

✓

Pick
Transparent algorithms

✓

Combine the best
Performing algorithms (understanding their limitations)

Attraqt
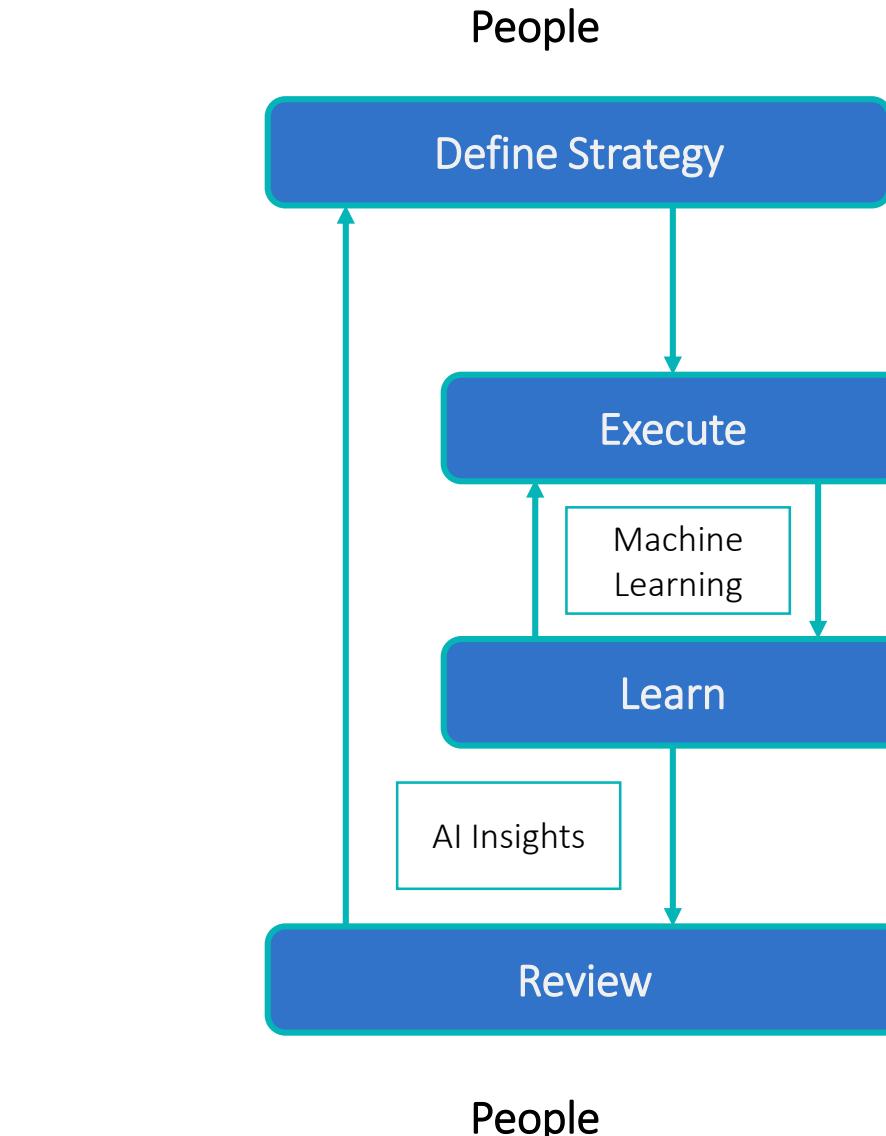Exceptional Shopping Experiences

Picking the right AI algorithm candidates

8

The role of AI on the team

"A super intelligent AI will be extremely good at accomplishing its goals, and if those goals aren't aligned with ours, we're in trouble."

Stephen Hawking

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Organizations need to organise to learn

Data
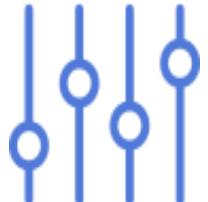Gather and connect data at scale in real time to create smart data

Insights
Analyse Smart Data to discover links and patterns that reveal optimisations and innovations

Iterate
Incrementally deliver new optimised experiences and measure the effect

Collaboration
Share insights and coordinate actions across teams and automation

A collaborative learning approach continuously improves the personalized **search experience**

Merchandisers + Algorithms at work: Image recognition

Forever New discovered an opportunity to offer visually similar

Algorithms deliver recommendations at scale

Merchandisers control brand experience

RESULTS

- Their catalogue was exposed more broadly
- Their shoppers liked discovering and buying visually similar items together
- They often returned to buy more similar items in the future
- They achieved this with a cross functional team that works very closely together on a daily basis

Insights applied delivered a new shopping experience that is boosting **business results**

YOU MAY ALSO LIKE

Commercial Value

Up to a 135% increase in conversions

Up to a 21% increase in Average Order Value

Shopper Experience

45% reduction in page bounce rate

30% reduction in page exit rate

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Key takeaways

1. Remove the boundaries between your teams

2. Train your teams on the basics of data science and its limits

3. Choose algorithms that can be set goals and can explain themselves

4. Iterate and review results as a virtual team

Build a culture of cross functional collaboration!

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Thank you!

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