

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

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- 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

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Zoe Ai lundegaard

- 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

+pilulka

lepší život

- 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

+ piluka lepší život

We used our own widgets on the following areas:

Zoe

lundegaar

- 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

- + 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%.



"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

+ piluka lepší život

Zoe Ai lundegaard

- 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

Q Heureka

- 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



QHeureka

Revenue per session increased by 5-15% per category

Q Heureka

"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."

Zoe

lundepaar



František Šeda Product Head of Tribe



Meco Doma

- 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)



Meco Doma

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



- + 150 % CTR of the recommendation areas
- decodoma + 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



Privátní vinné wellness

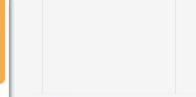


4.3 *

Imperial

@ Praha

od 6 990,



Výběr zážitků

Nejoblíbenější Provás Novinky Dle hodnocení Akční nabídka





Zoe Ai

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pivovaru

Dle hodnocení

Za tajemstvím Klášterního 4.7 🖈 Pivní koupel Bernard pro dva



Novinky

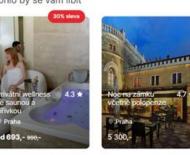
Praha

Lokality

2 286, - 2 690, -









Vybrané zážitky pro vás

Noc na zámku včetně polopenze 4.7 ★

Praha

5 300,-

Noc v Tančícím domě **** se

Vícero lokalit

od 4 250,-

šampaňským

@ Praha

4 990.-

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

Praha

3 499.-

Romantická večeře a noc v hotelu 4.7 * Luxusní noc v Žižkovské věži

Praha

od 19 690,





Nejoblíbenější



Privátní vinné wellness

Praha

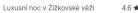
od 1 393.- 1990-

Pro vás

4.6 *



Akční nabídka



Praha

od 19 690.-



- + 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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