



GlassesUSA.com Uses Explorium to Grow Revenue by Double Digits

Summary

GlassesUSA.com is the fastest-growing, leading online eyewear retailer serving a mass market with a broad variety of products. As a disruptor in the eyewear category, GlassesUSA.com continues to innovate the industry with tools that further the brand's mission, including its proprietary Prescription Scanner App and the Virtual Mirror. Over the years, they've made innovation and growth a priority but were lacking a tool to advance their user experience through machine learning. Explorium was the missing link — unlocking data science and building accurate machine learning models that were translated into personalized experiences for their web and mobile users.

“The ease of use and flexibility of Explorium allows us to launch new use cases on a monthly basis with minimal effort but maximum impact.”

Nadav Yekutieli, Head of Product Analytics & Data Scientist, GlassesUSA.com

The impact



15-20%

increase in per-session value and overall revenue for affected audiences



5 point

increase to AUC in six months



60%

of all users visiting GlassesUSA.com affected by ML models

The problem

As a large store serving the mass market, GlassesUSA.com has a lot of products that are offered to a large variety of customers. Already an innovative company, GlassesUSA.com knew that their simple models had room to grow in terms of segmentation by age, price point, use, and predicting users' intent and needs. They had data from different sources such as website activity, marketing platforms, transactional data, and Google Analytics sitting in Google BigQuery, which was allowing them to make some data-driven decisions but they needed a way to scale and kick their models into high gear.

“With Explorium, we’re able to run multiple machine learning models in tandem, continuously improve the feature engineering mechanism, and provide high value and revenue growth.”

Nadav Yekutieli, Head of Product Analytics & Data Scientist, GlassesUSA.com

The solution

Among GlassesUSA.com's multiple use cases, using machine learning models built in the Explorium platform and enriched with various types of geospatial data (e.g. "demographics" and "proximity to alternatives/competition") gives GlassesUSA.com the ability to segment their audiences based on different parameters and additional external data. This allows them to provide a different experience for each audience and offer smarter shopping experiences in terms of what products, services, and upgrades a particular user sees.

This mechanism is at the heart of their business, essentially dividing their pool of customers into groups that behave differently. **This has increased both conversion rate and order value leading to a 15 - 20% increase in the per-session value for the affected segment.** Using Explorium has made scaling substantially easier, driving GlassesUSA.com to grow its team and tackle new use-cases.

Currently, GlassesUSA.com has many segmentation models running providing a personalized shopping experience for every type of client. These models affect their marketing funnel and website experience, serving both new and existing customers.

“Explorium allowed us to easily segment our audience and use data we didn’t have to predict what kind of products and services they’ll want to see.”

Nadav Yekutieli, Head of Product Analytics & Data Scientist, GlassesUSA.com