BytePlus | **eyewa**

Case Study

Framing Success: Eyewa's Technological Leap with BytePlus

Perfecting the View:

Eyewa's Role in Shaping the Future of Eyewear

Founded in 2017, Eyewa has established itself as the Middle East's leading omni-channel eyewear retailer. With a mission to make eyewear stylish, affordable, and accessible, Eyewa quickly became a household name across the GCC region. Its blend of online convenience and in-store precision set the stage for innovation in the retail industry. Today, Eyewa serves millions of customers across the UAE, Saudi Arabia, Kuwait, and Bahrain, offering a wide range of products, including prescription glasses, sunglasses, and contact lenses.

Their investment in customer-centric technology has been further validated by a recent $100 million funding round led by General Atlantic. This milestone not only underscores Eyewa's rapid growth but also highlights its potential to expand beyond its current markets. With plans to accelerate technological advancements and strengthen its regional presence, Eyewa's story is one of resilience, innovation, and bold ambition.


However, as customer preferences increasingly shifted toward digital shopping experiences, Eyewa encountered challenges that hindered its ability to deliver the seamless, intuitive journey its audience expected. Recognizing the need for advanced solutions to elevate their virtual shopping tools, particularly the AR Try-On feature, Eyewa collaborated with BytePlus to overcome these hurdles and transform their digital offerings.

As this case study will explore, Eyewa's partnership with BytePlus has not only revolutionized its digital offering but also solidified its position as a pioneer in the eyewear industry. From overcoming technical hurdles to setting new standards in customer experience, Eyewa's journey demonstrates how a clear vision paired with the right technology can turn challenges into opportunities for lasting growth.

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Seeing the Problems Clearly

Success didn't come without challenges. As customer preferences shifted towards digital shopping experiences, Eyewa recognized that its virtual shopping tools, particularly the AR Try-On feature, weren't meeting the high standards its audience had come to expect. Slow load times, limited interactivity, and a lack of offline functionality were barriers to creating a seamless shopping journey. With a vision to provide an intuitive and reliable virtual try-on experience, Eyewa sought BytePlus to deliver on their technical aspirations — and their search led them to BytePlus.

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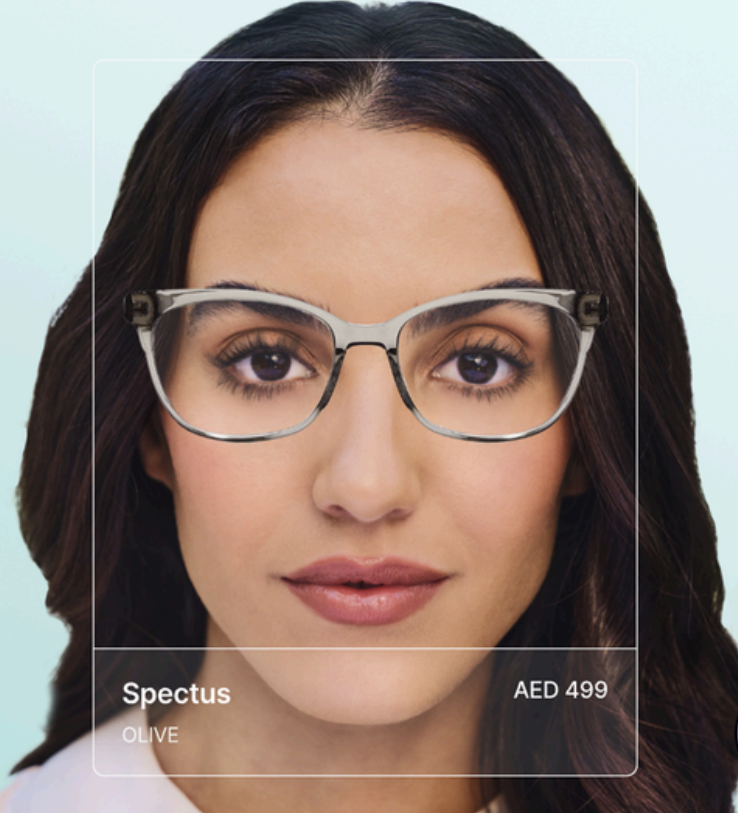
Slow Load Times Impacting Engagement

Before adopting BytePlus, Eyewa's AR Try-On feature suffered from load times of 15 to 30 seconds in regions with low internet connectivity. This delay led to customer frustration and frequent session abandonment.

> *"The primary challenge we faced was speed; customers were unwilling to wait for the feature to load, which ultimately led to a decline in its usage."* **Jean Thomas - CMO & CPTO**
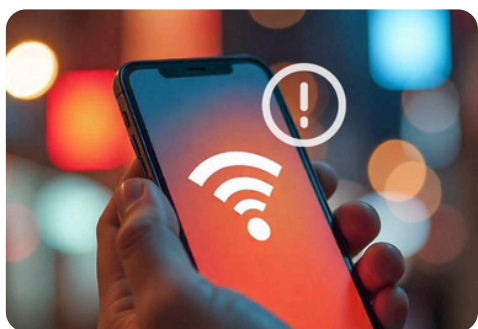
Limited Accessibility in Key Markets

In regions with unreliable internet access, such as parts of Saudi Arabia, customers struggle to use online tools. The lack of offline functionality for AR Try-On further hindered engagement in these areas.
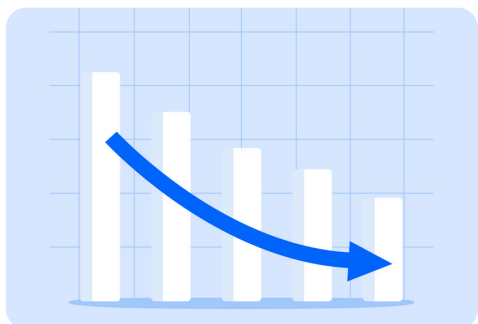
Stagnant Conversion Rates

Conversion rates were limited to 4% with the previous AR Try-On tool, as customers hesitated to make purchases without the confidence of a reliable virtual try-on experience.

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The BytePlus Solution:
Precision Meets Performance

Eyewa turned to BytePlus to overcome their challenges and revolutionize the digital shopping journey. By leveraging cutting-edge technologies, BytePlus delivered solutions that not only addressed existing barriers but also paved the way for future growth.

1

Revolutionizing Virtual Try-On Technology

BytePlus's advanced algorithms reduced AR Try-On load times dramatically, transforming the feature into a fast, reliable tool for customers. Interactivity and user-friendliness were also enhanced to encourage broader engagement. With BytePlus, load times have dropped to under one second, transforming the experience into a seamless journey, even in offline settings.

2

Offline Try-On Capabilities

BytePlus introduced offline functionality, allowing customers in low-connectivity areas to access the AR Try-On feature. This innovation expanded Eyewa's reach, particularly in Saudi Arabia, its largest market.

3X Engagement: Eyewa's Standout Results

Our transformative solutions didn't just resolve Eyewa's immediate challenges; we elevated the platform's performance to new heights. Here are the most significant results Eyewa achieved post-implementation:

Increased Customer Engagement

Engagement with the AR Try-On feature tripled, rising from 4% to 12% of all users. The enhanced speed, ease of use, and offline capabilities contributed to longer and more satisfying try-on sessions.

Boost in Conversions

With the enhanced AR Try-On and personalized recommendations, Eyewa experienced higher conversion rates, as customers felt more confident completing purchases. Post-implementation of BytePlus's enhanced AR Try-On, conversion rates surged from 5.4% to 8.5%, showcasing the impact of a faster and more interactive tool.

Enhanced Accessibility

Offline try-on capabilities opened up new customer segments, particularly in underserved markets with limited connectivity. This feature has been especially impactful in Saudi Arabia, where Eyewa noted a surge in AR Try-On usage

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Beyond the Lens:
Future Possibilities with BytePlus

Eyewa's partnership with BytePlus has set a strong foundation for future growth. Plans include:

Subscription Models
Automating replenishment for contact lenses to build customer retention.

Live Shopping
Expanding influencer-driven shopping experiences to blend entertainment with commerce.

Voice Search Optimization
Simplifying the shopping journey through conversational search capabilities.

> *"BytePlus has turned our vision into reality, enabling us to provide an unparalleled shopping experience,"*
>
> *Jean Thomas - CMO & CPTO*

A Shared Vision for Innovation

Eyewa's collaboration with us exemplifies the power of tailored digital solutions in transforming customer experiences. From overcoming technological hurdles to driving tangible business outcomes, the partnership underscores how advanced tools like AR try-on and personalized recommendations can redefine retail success.

As Eyewa continues to scale its operations across the GCC and beyond, their story serves as a testament to the value of innovation in shaping the future of retail.

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