BytePlus | **GS SHOP**

Case Study

Growing a business through personalised experiences

Company Overview

As one of Korea's largest e-commerce platforms, GS Shop understands that the ability to personalise shopping experiences is key to success.

To maintain their success, GS shop has developed and deployed Machine Learning based product recommendations to enable tailor-made experiences for their clients.

Challenge

GS Shop was providing product recommendations on their website and mobile app using self-developed algorithms. Using recommendations that rely on purchase history and behavior data from the website, GS Shop could understand from a customer's previous purchases which related products they may be interested in.

Although this helped to encourage repeat purchases and maintain customer loyalty, it didn't offer a truly personalized user experience that adapts to the changing needs of customers. An e-commerce giant by its nature will add new products on a daily basis, and needs a forward-thinking service to anticipate the future changing needs and desires of their customers.

GS Shop tasked BytePlus to deliver highly relevant and timely product recommendations, with the aim to increase the number of unique buyers and maintain or ideally to improve unit prices, which were GS Shop's strategic goals.
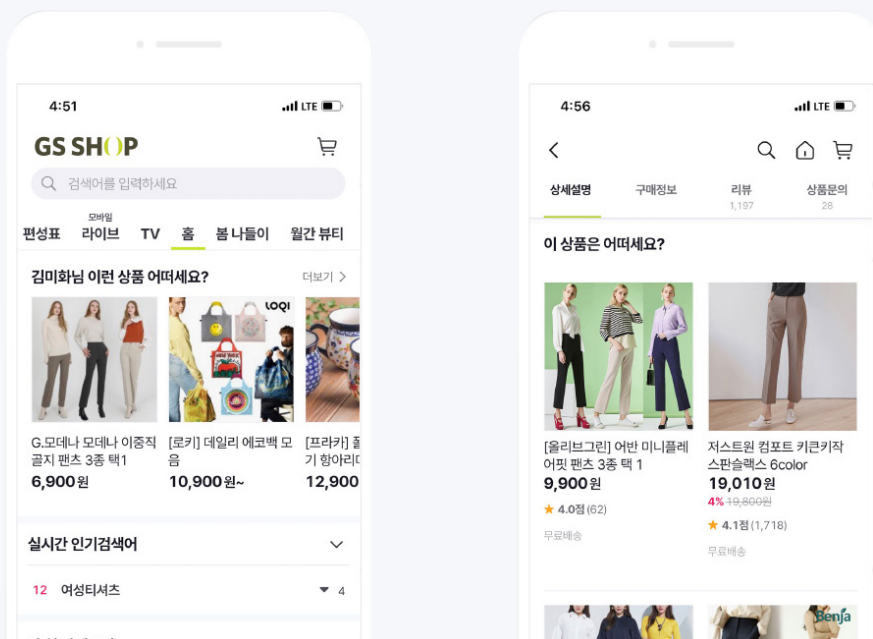
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Approach

GS Shop is processing enormous amounts of customer data. With a large number of products and customers passing through their system every minute, uploading, verifying, and creating actions from this data is monumental.

BytePlus augmented the pre-existing recommendation functionality within GS Shop. With its globally top-ranked machine learning algorithms, BytePlus Recommend brought about an innovative improvement, providing new user experiences within a short time frame within minutes of each interaction.

GS Shop had two simultaneous objectives, the primary objective being to raise the number of distinct buyers, and the secondary objective being to maintain profit margins or raise unit prices.

BytePlus Recommend was designed to cater to the intricate and specific needs of businesses. It successfully achieved both objectives without requiring additional data or effort from the client.

The Results

Since the integration of BytePlus Recommend, **GS Shop has experienced a 40% increase in the number of unique buyers per month on average for more than three months**, and the unit price has not only remained consistent, but partially increased [1].

[1] Limited to the scope of BytePlus Recommend service during April to September 2022.

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