

EyeBuyDirect Boosts Engagement with Visual First Recommendations



REZOLVE AI PRODUCT:

Brain Commerce - Search & Product Discovery

INDUSTRY:

B2C Retailer

VERTICAL:

Eyewear

COMPANY OVERVIEW:

EyeBuyDirect is a leading online eyewear retailer founded in 2005 by Roy Hessel, built on the belief that quality eyewear should be accessible and affordable for everyone. Headquartered in Austin, Texas, EyeBuyDirect designs and manufactures most of its glasses in-house, allowing it to offer stylish, custom eyeglasses and sunglasses directly to consumers at industry-leading prices. Acquired by Essilor in 2013 and now part of EssilorLuxottica, EyeBuyDirect serves customers worldwide, including major markets in the US, China, and beyond.

+20%

Increase in Click Through Rates

The Challenge

In the fast-paced online eyewear market, customers often find it challenging to locate frames that align with their style preferences and facial features within a vast catalog. Traditional text-based searches and generic recommendations can be limiting, resulting in customer frustration and abandoned shopping carts.

EyeBuyDirect recognized the need for a more intuitive and visually-driven product discovery experience, similar to the personalized assistance customers receive in a physical store. They aimed to empower customers to quickly and easily find similar items using visual cues, simplifying the shopping process and enhancing customer engagement.

The Solution

- **Visual Recommendations Engine:** Rezolve implemented a visual recommendations engine that analyzes EBD's product images to identify similar frames based on style, shape, color, and other visual attributes. This allows customers to discover new products that align with their aesthetic preferences.
- **"Shop Similar" Functionality:** EyeBuyDirect introduced a "Shop Similar" feature, enabling customers to click on any frame they like and instantly view a curated selection of visually similar options. This streamlines the discovery process, making it effortless for customers to explore variations and find their ideal eyewear.

- **Seamless Integration:** The solution was seamlessly integrated into EyeBuyDirect's existing platform, ensuring a smooth user experience without disrupting the site's functionality. This ease of integration allowed EBD to quickly deploy the new capabilities and start realizing immediate benefits.

Personalized Customer Journey: By offering visually intelligent recommendations, EyeBuyDirect transformed the customer journey from a potentially overwhelming search into a guided, personalized discovery process, making shopping for eyewear more enjoyable and efficient.

The Results

Since implementing AI-Powered Visual Recommendations, EyeBuyDirect has observed significant improvements in key performance indicators, demonstrating the power of visual intelligence in online retail:

- **Enhanced Customer Engagement:** Customers spend more time on product pages and explore a wider range of products, driving a 20% increase in CTR.
- **Improved Conversion Rates and ROI:** The ability for customers to quickly and easily find similar items directly contributed to higher conversion rates and resulted in 29X ROI for EBD
- **Increased Average Order Value (AOV):** By implementing specific price-based rules and continuing to show visually appealing alternatives, customers explored more options, leading to upgrades

Streamlined Product Discovery: The "Shop Similar" feature has simplified the product discovery process, reducing friction and making it easier for customers to navigate EyeBuyDirect's extensive catalog.

INTERESTED IN JOINING THE OTHERS?

Connect with us to explore how you can leverage our Conversational Commerce and Product Discovery solutions

[Request a demo](#)

