

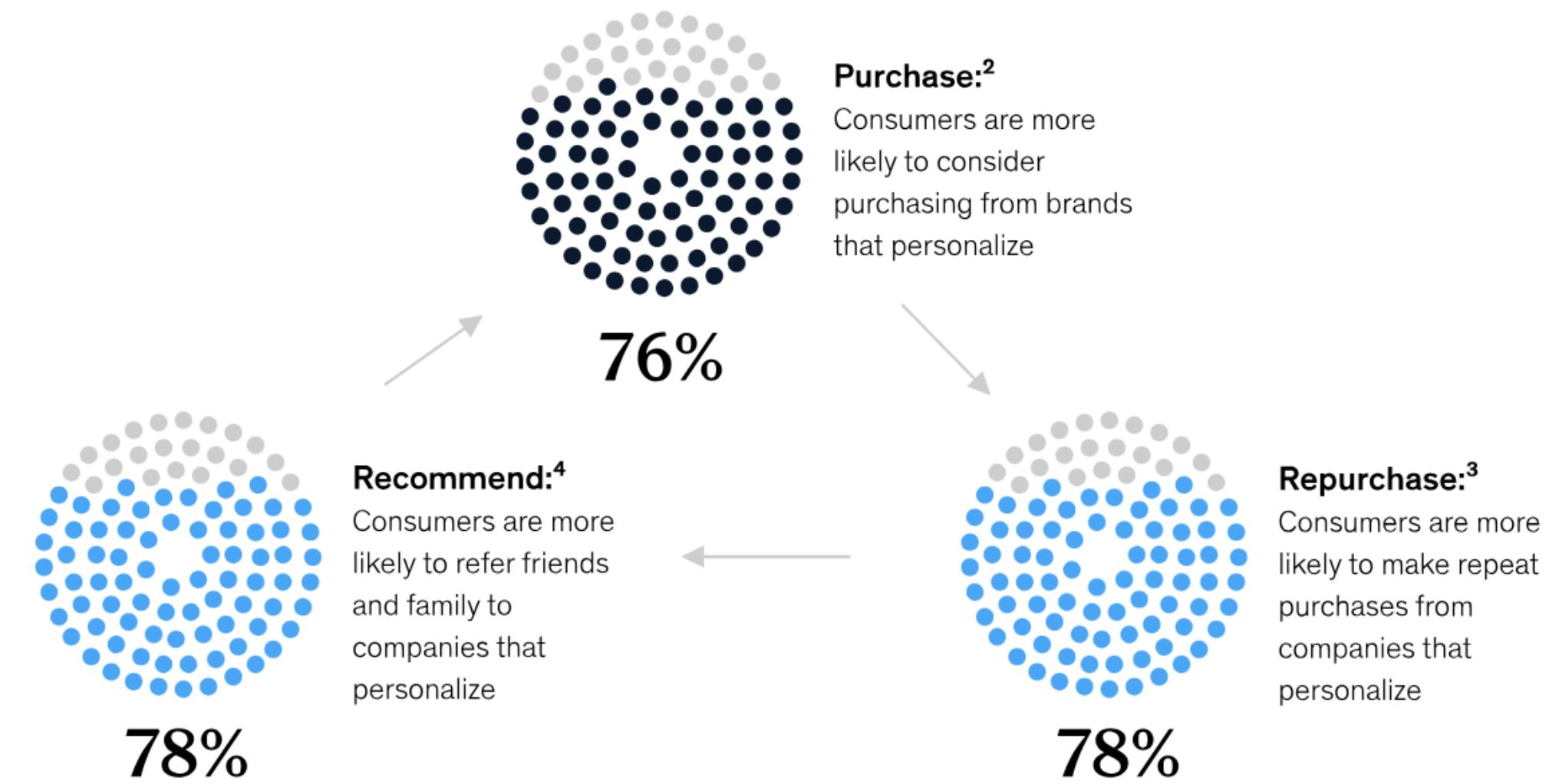


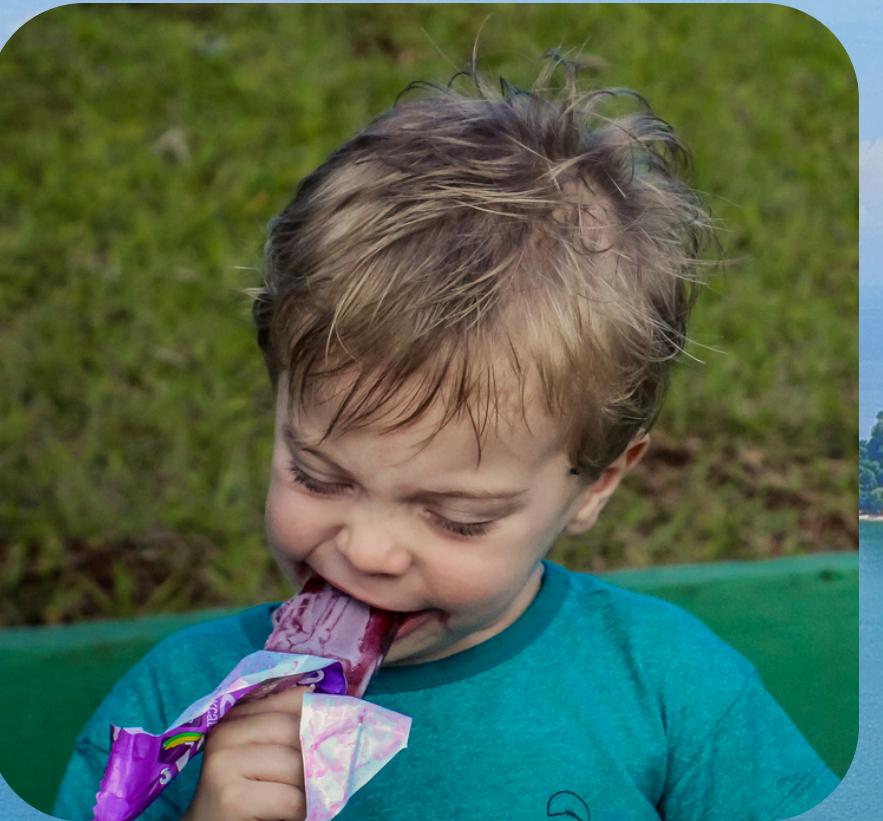
Personalized Image Display Through AI





Importance of Personalization:







Expedia

Shop travel ▾

Get the app

English

List your property

Support

Trips



Sign in

Where to?
Cancun, Quintana Roo, Mexico

Dates
Dec 24 - Jan 1

Travelers
4 travelers, 1 room



View in a map

All inclusive X

Family friendly X

[Remove all filters](#)

33 properties

[How our sort order works](#) ⓘ

Sort by

Recommended



You'll always get our best prices when you're signed in!

[Sign in](#)

Compare properties
Get a side-by-side view of
up to 5 properties.

Search by property name

e.g. Marriott

Filter by

Popular filters

- Discounted properties
- All inclusive
- Zona Hotelera
- Resort
- Ocean view



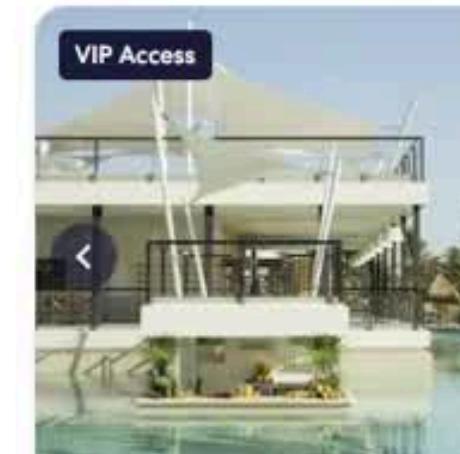
Dreams Playa Mujeres Golf & Spa Resort - All Inclusive

Playa Mujeres

All inclusive Pool

8.4
Very Good
675 reviews

We have 5 left at \$7,230 off at
\$1,954 per night
\$22,864 \$15,634 total
✓ All taxes and fees included in total



Finest Playa Mujeres by The Excellence Collection - All Inclusive

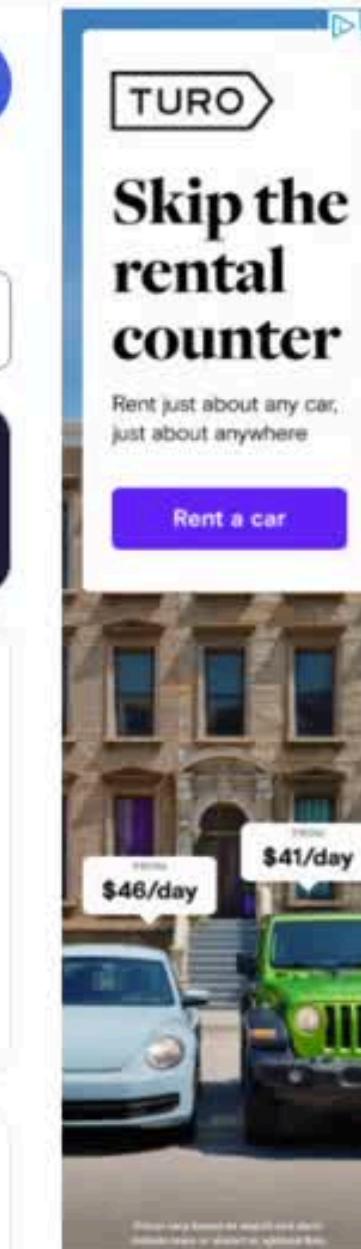
Playa Mujeres

All inclusive Pool Hot tub

9.0
Wonderful
1,004 reviews

\$2,083 per night
\$29,236 \$16,667 total
✓ All taxes and fees included in total

[Sign in for extra savings](#)





Goal:

Increase Conversion Rate



How:

Display Personalized Images



How can AI Help?

Prioritize Relevant Images

Using AI to understand images
and cross to User's behavior



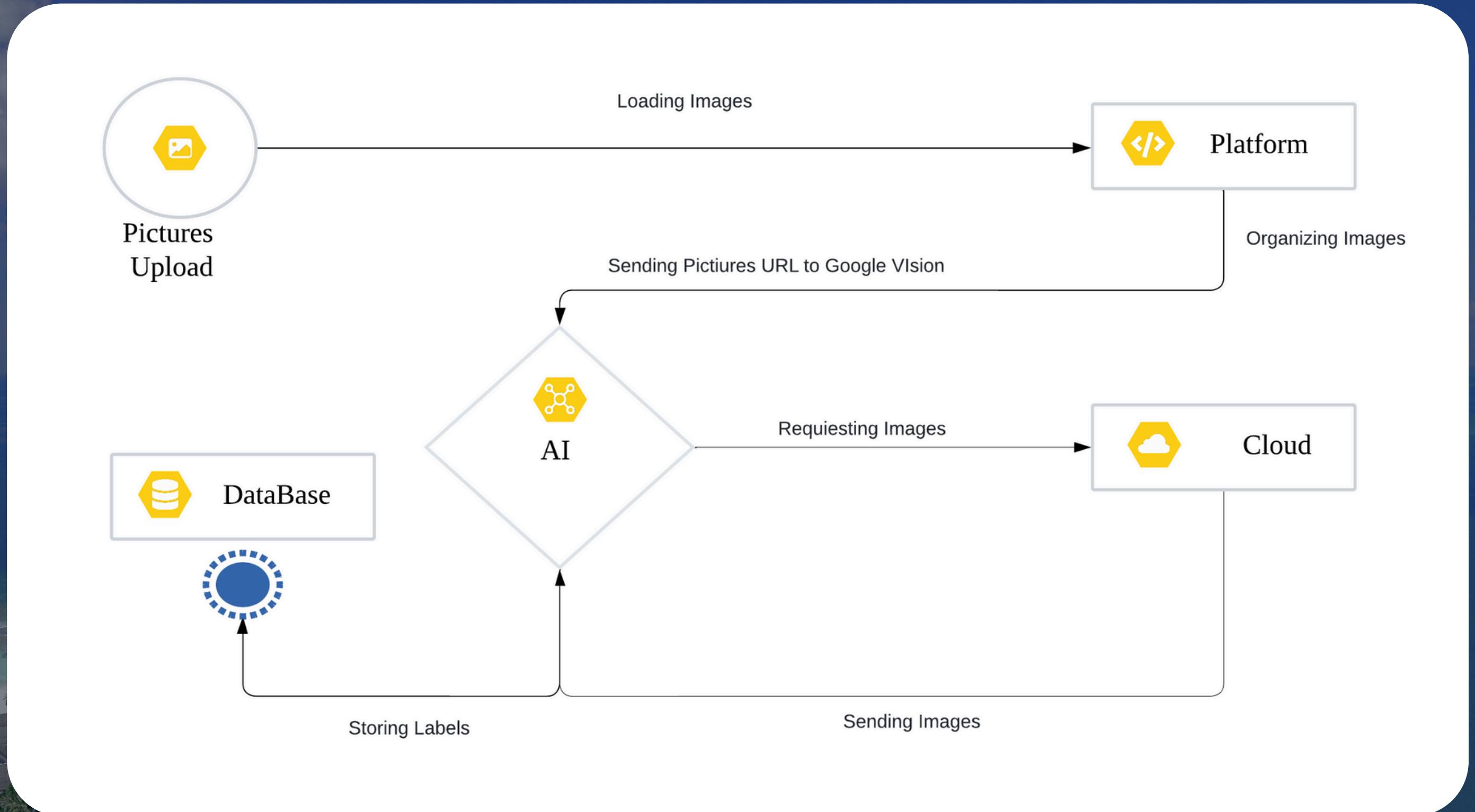
Global Scalability

Applicable in many languages,
countries and products

High Traffic

AI can deal with a huge amount of
images in a small amount of time

e

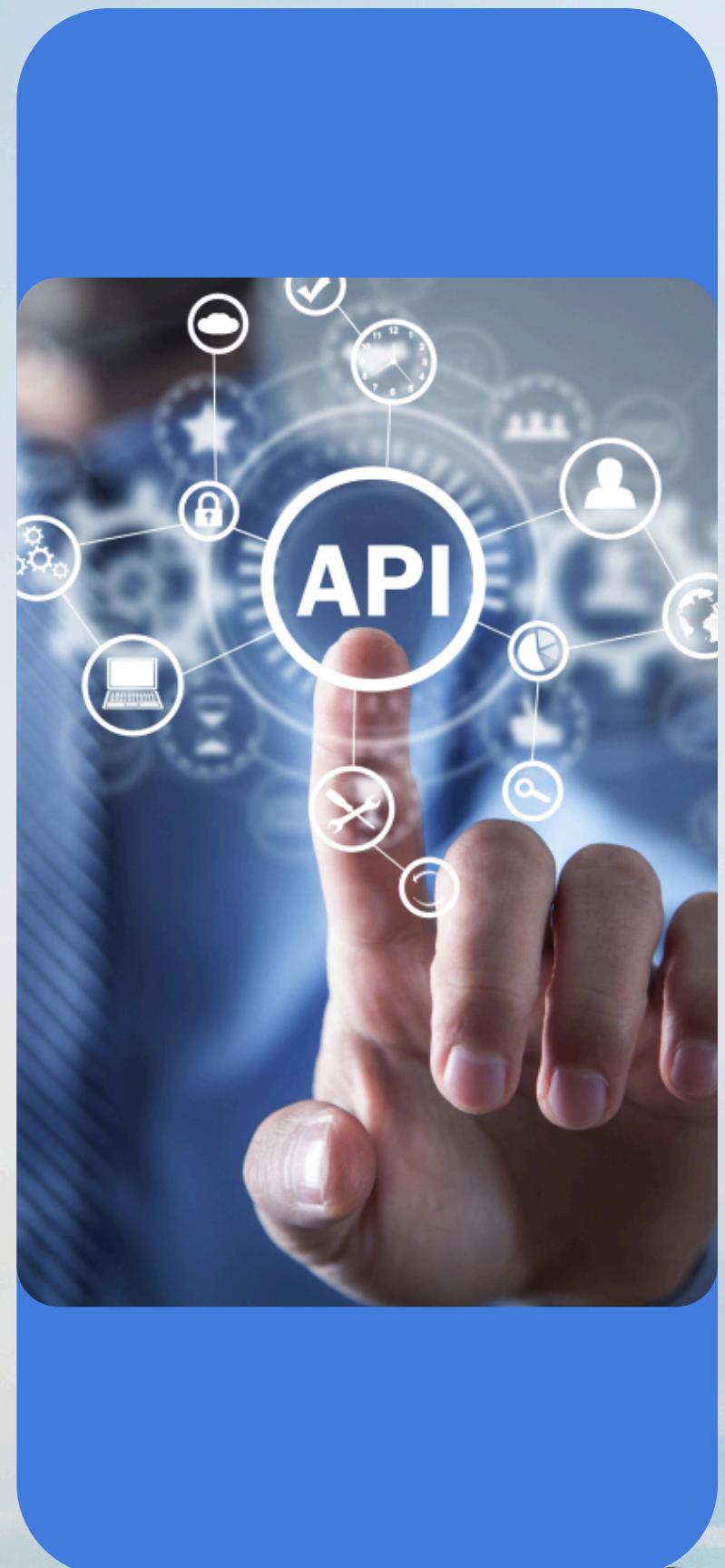




Google AI Vision

Investment

- Low Technical barrier
- Pay-as-you-go pricing model
- For 2K images/month:
 - First 1,000 units: Free.
 - **\$1.50** for 2,000 images.





Pic 1



Pic 2

The screenshot shows the VS Code interface with the following details:

- File Menu:** File, Edit, Selection, View, Go, Run, Terminal, Help.
- Search Bar:** Expedia_1
- Explorer:** Shows the project structure under EXPEDIA_1. The 'Imagesds.json' file is selected and highlighted in yellow.
- Editor:** Displays the JSON content of 'Imagesds.json'. The code defines an array of four objects, each representing an image with properties: id, path, matches, and name. The images are: Hall (id: 1, path: /assets/Family_Beach.png), Family_in_the_Beach (id: 2, path: /assets/Family_Pool.png), Kids (id: 3, path: /assets/Kids_Pool.png), and Exterior (id: 4, path: /assets/Exterior.png).

```
1
2
3  {
4      "images": [
5          {
6              "id": 1,
7              "path": "/assets/Family_Beach.png",
8              "matches": 5,
9              "name": "Hall"
10         },
11         {
12             "id": 2,
13             "path": "/assets/Family_Pool.png",
14             "matches": 4,
15             "name": "Family_in_the_Beach"
16         },
17         {
18             "id": 3,
19             "path": "/assets/Kids_Pool.png",
20             "matches": 3,
21             "name": "Kids"
22         },
23         {
24             "id": 4,
25             "path": "/assets/Exterior.png",
26             "matches": 1,
27             "name": "Exterior"
28         }
29     ]
30 }
31 }
```

- Bottom Status Bar:** main* 0△0 ⏴ 0 Ln 1, Col 1 Spaces: 2 UTF-8 CRLF {} JSON



Goal:

Increase Conversion Rate

Personalization



+ 20% more Customer Satisfaction



+ 10 - 15% Conversions



Alejandra Martinez



Yasmin Saparolli



Johnny Li



Wongsapat Sempornwiwat



Balasubramaniyan Loganathan



e

Thank
You!

Hult International
Business School