Impacts

$11M

increase in annual revenue through redesigned carousel banner

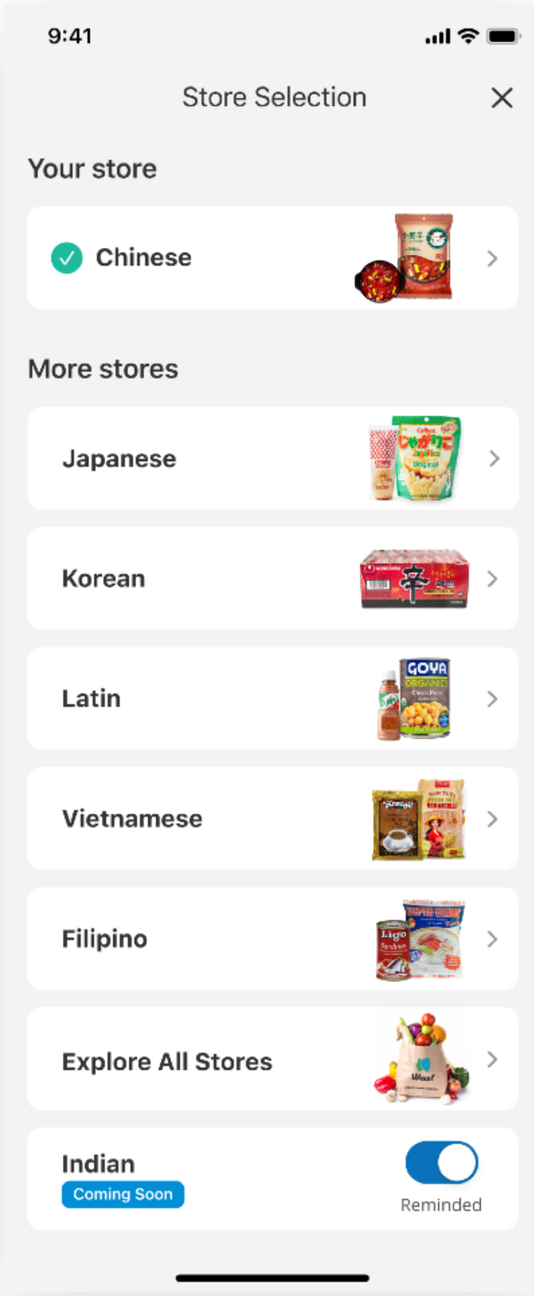
10.8%

increase in new member conversions

3.2%

increase in add to cart

If I'd go back...

Personalization

Recommend products based on users behavior across diverse ethnic stores, enhancing personalized product discovery for a more engaging shopping experience.