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Pomelo fashion size chart

Online retailers who follow their consumers along the customer journey can see where buyers trail off without completing a purchase. Worldwide, the online shopping abandoned cart rate is about 70%—representing a key challenge and opportunity for marketers. At leading fashion ecommerce brand Pomelo Fashion, which produces a range of stylish, affordable clothes for the digitally native female consumer, finding a way to meet that challenge was a major marketing priority, one they decided to address by leveraging Braze. Founded in 2013 in Bangkok, Pomelo Fashion has disrupted the fast fashion industry by providing a seamless shopping experience both online and offline. Pomelo has a strong presence in Asia, with over 4 million monthly visits to their website and a 60 million monthly reach on their social media pages. As a result of being a leading fashion brand in the region, styles frequently run out of stock as customers race to buy their favorite items. Customers take advantage of the purchase options Pomelo Fashion gives them, such as the ability to buy from specific store inventory and the ability to buy online and pick up in-store. Buying online and picking up in-store is so popular amongst customers that Pomelo has multiple pick-up only locations amongst its rapidly expanding retail portfolio. As a customer-centric company, Pomelo wanted to give customers a heads up when items they're interested in are running low on stock, 90% of sales come from the Pomelo Fashion app, so communicating with push notifications and News Feed cards made the most sense. At Pomelo Fashion, they knew that speaking to their customers as individuals was the key to encouraging users to re-engage after abandoning a cart. Pomelo Fashion utilized Canvas—the Braze lifecycle engagement tool—to target consumers based on their personal preferences and recently viewed items, as well as where they stopped along their purchase journey. The “Browsed Category” level and the “Added Item to Cart” level were the two stages where users were targeted for follow-up communications. At the “Browsed Category” level, the goal was to encourage users to return to the category and view a product. Push notifications and News Feed Cards mentioned the category of clothing that a user viewed, focusing on the scarcity of products within that category. This campaign saw a 5% increase in sessions, an 84% increase in conversion rate, and a 235% increase in revenue when compared to users who didn't receive targeted messages. The campaign that targeted app users at the “Added Item to Cart” level also saw very successful results. The goal of this campaign was to nudge users to come back to the app to complete their order. Pomelo Fashion tested generic push notifications against hyper-personalized push that included a user's name and an image of the low stock item that a customer had recently viewed, which was pulled into the message using the Braze platform's Connected Connect dynamic personalization feature. This campaign drove a 126% increase in sessions and a 66% increase in conversions when compared to their generic push notifications. A user's News Feed on the Pomelo Fashion app was leveraged by the brand to showcase relevant promotional content for each individual. By segmenting users based on whether they were new customers, existing customers or lapsing users, Pomelo was able to display different coupon codes in the News Feed based on user type, supporting a more targeted experience. Geo-triggered push notifications were also used by Pomelo to send out promotional messages. When target customers were close to brick-and-mortar locations, they received notifications triggered using Braze Geofence support. These notifications highlighted new collections and offers in stores that were relevant to users based on their preferences. Other notifications alerted users about items they had recently viewed in the app and items on users' wishlists. By leveraging Braze AFIs and Connected Content, Pomelo Fashion's notifications were able to notify users when items were newly available in a given user's size. Final Thoughts Pomelo Fashion tackled one of the most entrenched problems ecommerce retailers face—namely, customers failing to complete a purchase after beginning the process. By skillfully utilizing data highlighting product scarcity, Pomelo sent out targeted notifications based on an app user's viewed items that moved the needle for their engagement efforts. The success of these personalized push notifications and News Feed Cards shows how powerful testing campaigns against a control group can be. by Sakshi SrivastavaContent WriterMore about SakshiWhether you are looking for the bold attire that makes your personality look stronger and confidence on your not so cheerful days or you are out of the cool shades and hats for the beach party, visit the portal of Pomelo Fashion and shop for the clothing and accessories at surprisingly lower rates with our voucher codes and coupons.Go through the Pomelo Fashion reviews left by millions of happy customers to remove any doubt related to their authenticity.Being one of the leading womenswear online stores across Southeast Asia, Pomelo Fashion is celebrating the uniqueness of every single woman since the day it was launched in 2013. Along with their customers, there are top fashion critics who have found this company remarkable in the fashion industry.Presenting you the finest assortment of the apparels and accessories for various occasions like festival, workout, job, and others at your doorstep, their online store is all you need to keep yourself updated with the latest trends.Their collection like Pomelo Fashion Barbie, Powerpuff Girls, Simley, Esther Bunny lets you shop for the theme parties. Moreover, our Pomelo Fashion voucher codes and discount codes always help you buy your choices without any guilt>ReturnsDon't like the colour or print? No problem as you can send the items back to the company by following the Pomelo Fashion return policy that states all the returns are acceptable as long as the returned goods are in the original condition with all the labels attached.You get the window of 30 days to return the product via LBS Express Drop Off (free return) or Self Shipment, whatever method you find suitable. The refund will be credited to the original payment mode or Store Credit.Sign Up for OffersBe always the first one to avail of the offers simply by subscribing to the Pomelo Fashion newsletter that is available at zero cost. Their team will inform you about the surprising deals, sale events and other promotional activities via mail so that you don't miss out on any saving opportunity.They are also available on social networking sites like Facebook and Instagram so follow them there and find about the never to miss deals effortlessly. Keep your eyes on our portal too that sums up the offers in the form of verified Pomelo Fashion coupon codes.CancellationPomelo Fashion lets you shop the dresses, activewear, formals, or any other clothing item without any inconvenience whenever you want. There may be times when you change your mind to get your hands into the new arrivals and bestsellers, for such occasion you can request their team to cancel the order via phone or email along with informing them about your order number.Be mindful of the timeline to cancel the purchase that is before the order has been processed because once the processing is complete then it won't be possible for their team to approve your request.Contact Customer ServiceClear all your doubts by connecting to the Pomelo Fashion customer service team that is available on different communication channels to assist the shoppers in every possible way. Put your query on Live Chat at Facebook- @pomelo, Instagram- @pomelofashion and Line- @pomelo anytime between 10 am- 10 pm on weekdays and from 10 am- 7 pm on Saturday & Sunday.Send them an email at wecare-ph@pomelofashion.com or dial their hotline number: (+66) 2-328-4878. You can also go through their FAQs section that has different topics answered. Tap.Try.Buy.Never make a return again! Use Tap.Try.Buy. & only pay for the items you love.Learn More Weekly New ArrivalsFree Delivery Above 990 ฿Get your order in just days! Delivery is free for orders above 990 ฿.Cash On DeliveryPay for your order in person! Simply hand your cash to the delivery agent at your doorstep and receive your package. Great for your closet, good for your wallet.Fashion born in Asia. On trend, Online. On the go.Orders made from March 22, 2021 onwards are subject to our New Return Policy, which you can find below. I see their clothing items all the time at Zalora and everything is so pretty (especially their dresses!) However I'm only 4'11 and not sure whether the smallest size would fit me well. If anyone has an experiences with the brand, a reply would be greatly appreciated. Thank you! I've been a fan of the brand since 2019, but I've never bought from them before. I ADORE all of their designs, they're all right up my alley. I've also been seeing celebrities and influencers wear their designs on Instagram.Fortunately enough, they're currently on sale as of today so I've been window shopping carting like crazy!!I'd just like to know any feedback you have on this brand: the cloth, fit, sizing, quality, longevity, comfort, etc. Any feedback would be appreciated! I usually buy-blind items, however I have quite a lot of items in my cart so I can't leave things to chance @Page 2 18 comments Pomelo Fashion, a global fashion e-commerce service based in Southeast Asia, had been displaying items on its website in much the same way since it was founded in 2013. The setup had grown stale, not to mention that the algorithm for displaying the items relied on old data streams with limited inputs and spotty accuracy. So as a fast-growing, innovative startup, Pomelo Fashion set out to create personalized customer experiences that would improve the discoverability of new items and increase revenue—and it needed a solution that would do so at scale. Pomelo Fashion turned to Amazon Web Services (AWS) and used Amazon Personalize, which enables developers to build applications with the same machine learning (ML) technology used by Amazon.com for real-time personalized recommendations. By using Amazon Personalize—and the services of AWS Advanced Technology Partners Segment and Braze—to build fresh sorting and categorizing features, Pomelo Fashion created a unique, personalized shopping experience that boosts customer engagement and more efficiently converts it into sales. Updating a Years-Old Algorithm Using Amazon Personalize Pomelo Fashion sells apparel online and in 16 retail locations throughout Southeast Asia. Shipping to nearly two million customers in more than 50 countries, the company currently employs 500 staff members across its corporate offices, retail stores, and warehouses. Its gross revenue tripled from 2017 to 2018, doubled from 2018 to 2019, and is on track to double in 2020 despite the overall global economy being down—in July 2020 alone, the company reported \$7.5 million in revenue. For years, Pomelo Fashion relied on an algorithm that ranked products on category pages—such as “Dresses,” “Blouses,” and “Pants & Bottoms”—based on page views and sales, blending the trends of the past 30 days with lifetime behaviors, product price, and newest releases. The rank was calculated daily and stored in a database, providing an identical experience for every user by country. But as Pomelo Fashion grew, it recognized that enhancing the algorithm with ML would improve the quality of recommendations on category pages for customers, leading to higher digital user engagement and conversion. Category pages generate the largest portion of sales for Pomelo Fashion: 38% of purchased products are discovered by customers on category pages. Increasing the relevance of the products shown on these pages had huge potential to uplift revenue. Even if customers wouldn't purchase the recommended product, they would enter a funnel to see other products on pages like “Color Swatch,” “Shop the Look,” and “Just for You,” which generate 30% of Pomelo Fashion's revenue. That's when the company, which had always been an AWS customer, first heard about Amazon Personalize at an AWS-hosted workshop. “When you think of e-commerce, you think of AWS,” says Shane Leese, business intelligence director at Pomelo Fashion. “New services are always coming out on AWS, and support is very good.” Using AWS would also provide regional availability and help Pomelo Fashion set up the new logic to personalize its categories and sorting to each shopper. Customizing the User Experience and Boosting Sales Pomelo Fashion was already working with Segment—a customer data system that collects, schematizes, and loads sales data from Pomelo Fashion's mobile app, website, and kiosk services on AWS to enable a 360-degree view of customers and real-time personalization, all without complicated setup or maintenance—when the Amazon Personalize private beta was released in June 2019. So, because Pomelo Fashion didn't have the infrastructure to create personalized experiences at scale to help with product discoverability, it decided to integrate Segment and Amazon Personalize. “Without Segment, we would not have gotten this off the ground,” says Leese. “We were trying to build in-house event tracking but were looking at a pretty messy set of event data. Our AWS solutions architect could see this would be a long road, so he suggested getting Segment on board to save more developer time than it would cost. With the data flowing from Segment, we didn't have to build a lot of infrastructure to make this happen.” The new logic sorts products on category pages based on individual shoppers' preferences. Customers' product interactions—their clicks, add-to-cart selections, wish lists, purchases, and more—are used to predict which products they are most likely to find interesting. Product details, such as price, color, and category, are correlated with customer details, such as their location, so that the ML model can better find similar products and customers. The more product and customer data the ML model processes, the more accurately it makes recommendations. New Pomelo Fashion shoppers are first shown a popular sorting of items, and in as little as a few minutes, the ML model personalizes the sorting based on their predicted preferences. Using Amazon Personalize to optimize recommendations, Pomelo Fashion significantly boosted sales. “After a beta implementation proved stable, we began to realize the full potential of the service and made it a central part of our personalization roadmap,” says Leese. “Within a month, our return on investment increased by 400% for our ‘Just for You’ recommendations carousel by means of hyperparameter optimization and additional metadata. After that, we began to apply other ‘recipes’ or models to other parts of our site.” As a starting point, Pomelo Fashion trained and applied a personalized-ranking recipe to its dresses category, leading to a 10% increase in click-through rates from a category page to an individual product page and an 18.3% increase in revenue. After fine-tuning the solution based on the data from the dresses category, Pomelo Fashion expanded it to other categories. Pomelo Fashion is currently using its personalized ranking algorithm on all its categories, except for new arrivals and select collections. As of November 2020, 60% of product views come from Amazon Personalize–fueled recommendations. Pomelo Fashion has increased gross revenue from category pages by up to 15%, click-through rates from category to product pages by up to 18%, and add-to-cart clicks from the category page by up to 16%. This expansion enabled the company to unlock an 8% gain in incremental gross revenue. Pomelo Fashion also enlisted Braze, a leading customer engagement service that delivers messaging experiences at scale. Braze's Connected Content feature uses recommendations from Amazon Personalize to customize Pomelo Fashion's cross-channel campaigns—those sent through email, in-app, and more. Connected Content saves Pomelo Fashion's staff time by pulling content directly from Amazon Personalize to populate messages to users in real time, up to the minute. When Pomelo Fashion sends emails to its customers, for example, they receive recommendations based on their browsing history and behavior. Emails with Braze Connected Content showed click-through-rate increases of up to 50% in some segments and an average increase of around 20%. Further Personalizing the Shopping Experience on AWS Pomelo Fashion plans to continue working with Segment to customize the shopper experience. Its first major initiative is to improve the relevance of its category pages by taking customer size preferences into account—currently, many products are not available in the most common sizes, which results in a high number of clicks without any conversions. Using its existing personalization structure, Pomelo Fashion plans to add tracking for size selections on its product detail page, ask basic sizing information at key points of the customer journey, and iterate a series of filters to remove less relevant products from the category pages based on a customer's purchasing history. The company also wants to improve discoverability and make sure customers don't repeatedly see the same products. It expects to use Amazon SageMaker to build additional ML models for forecasting and is also considering using AWS Lambda, a service that lets companies run code without provisioning or managing servers, to create a more scalable infrastructure. By using Amazon Personalize and AWS Partners Segment and Braze, Pomelo Fashion is able to provide a dynamic and always-improving customer experience that also significantly increases revenue. Amazon Personalize custom recommendation and ranking inference runs on Amazon EC2 C5 instances featuring the latest Intel® Xeon® Scalable processors and AVX 512. Amazon EC2 C5 instances deliver cost-effective high performance at a low price per compute ratio for running advanced compute-intensive workloads like machine/deep learning inference.

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