

Enalîto



**Ada Chikan saw 49% increase in
Customers by using our
product recommendations**



Enalîto
Case Study



Ada conceptualised the art of chikankari on a different, albeit traditional platform. Ada brought together the finest artisans who were otherwise getting drawn to other professions, to craft breathtaking chikankari designs on finest fabrics, which became a delightful appreciation for the cognoscente. To break the monotony of chikankari on a dress, a fusion of 'Zardozi', 'Aari', 'Abla' and 'Kaamdani' with 'Muqaish' is put together to enhance the beauty of the product.

Summary

Ada elevated their customers' chikankari experience by converting their retail location into a spacious showroom complete with a real-time Lucknawi ambiance to compliment their extensive assortment of chikankari designer apparel. Ada extended its doors to the world through an online store not only to diversify into a wide range of cultures, but also to teach people about the art form of 'Chikankari,' which is unique to Lucknow and cannot be recreated anywhere else.

Ada's goal as a firm has been to provide this one-of-a-kind handcraft to everyone's doorstep at Lucknowi rates, guaranteeing that people get the full experience of Lucknowi Chikankari. This initiative also includes assisting Ada's 30,000+ female craftsmen, ensuring that they have an equal chance at self-sufficiency and financial freedom.

Challenges

The goal of AdaChikan was to establish a dynamic marketplace in which everyone has an equal chance of getting what they desire. They outlined the following issues:

- Ada Chikan wanted to help customers in finding the perfect product in as few clicks as possible and wanted to differentiate their customer base.
- Besides maximising average revenue per customer, they wanted to optimise the customer journey at every step which was otherwise scattered.
- They wanted to provide personalised product recommendations and flexible merchandising rules for their customers.
- They also wanted to engage and target E-mail Campaigns
Lastly, they wanted an apt business performance report with detailed analytics

After careful assessment AdaChikan turned to Enalito, and we in turn presented items on-site to precisely match customer brand preferences in real-time via Onsite Personalization, thus solving their problems effectively and efficiently.

**To tackle these challenges, they resorted to
Enalito's end-to-end Personalization
capabilities.**



Solutions

Leading AdaChikan provider enhanced their customers' shopping experience and gained 77k increase in customers. This was achieved through:

➤ Optimising Personalization strategies -

Just because a customer is interested in one product would not mean that he/she would be interested in all the subsequent product types, optimising and personalising the recommendation strategy is also an important step. Based on the customer's previous website history optimization can be achieved and Enalito helped Chikan achieve that.

RECOMMENDATIONS FOR YOU



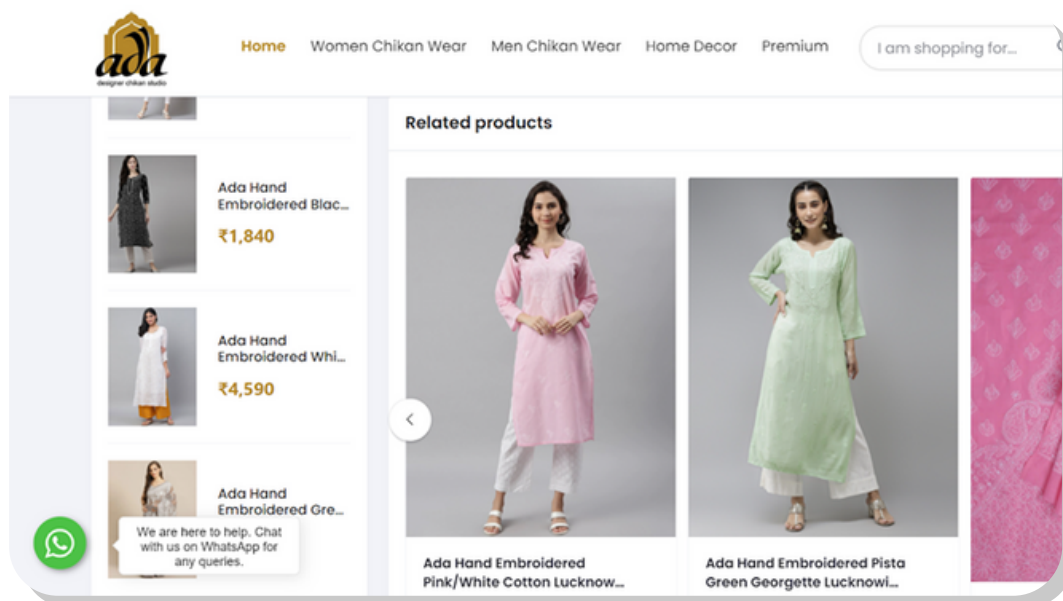
Ada Hand Embroidered
Orange Cotton Lucknow



Ada Hand Embroidered
Grey Chanderi Lucknowi



Ada Hand Embroidered
Orange Cotton Lucknow




> Retargeting Emails-

Cart Abandonment is a problem that more than 82% of businesses face everyday, it is important that a customer that comes to the site with an intention of buying the product completes the whole process and doesn't abandon the product in the cart, to prevent this Enalito helped Ada Chikan by enabling them with retargeting email campaigns, follow up emails are sent to them to facilitate the purchase.

Hi John,

We Noticed You Didn't Complete Your Order. We've Reserved Your Cart For The Next 48 Hours.



Ada Hand Embroidered Orange Cotton
Lucknow Chikan Kurti

₹ 1590.00

> Personalised Email campaigns -

To ensure that Ada Chikan stayed in touch with their customers and could maintain a database for people who went through their website they asked Enalito to help them in sending email campaigns, and with the help of Enalito's technology, they could not only just create the logic and design of each email campaign but also could make sure that the right recommendations were available to the right customer which in turn increased the number of their customers from 3k to more than 77k.





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ABOUT

Ada conceptualized the traditional art of Lucknow Chikankari as a timeless fashion statement by bringing together the finest artisans receiving delightful appreciation for the cognoscente over the years.

Hi John,

Make Sure For Finish Your Purchase Before They Are Gone!



Ada Hand Embroidered Orange Cotton Lucknow Chikan Kurti

₹ 1590.00

SHOP NOW





Key Takeaways

Ada Chikan is one of Enalito's oldest customers and we wanted to provide them with the best of our services. Ada Chikan discovered and analysed key problem areas in the company's operations and took aggressive steps to persuade customers to buy more. Enalito improved its consumers' shopping experience while also providing a good return on investment. Ada chikan didn't just simply offer items to its consumers; it also sold experiences, which allowed them to significantly expand their audience. Not only did the income grow, but the total number of clients also grew from 3k to 77k.

Results

Increase in Page Views

3X



Increase in CustomerS

49%





"We turned to Enalito for their efficiency and data focused app, which has helped increase our conversions and repeat purchase rate. I have nothing but good things to say about the service provided by Enalito. Shout-out to the team for their willingness to go the extra mile and ensure their customers are happy and are constantly looking for ways to improve their products."

- Vinod Punjabi





Enalito was founded by Mr. Anand Katakwar (IIT-B, 1987 Batch) and Mr. Amit Koshal (Engineer and lawyer) in June 2019. Using the Artificial Intelligence & Machine Learning platform, Enalito has built a B2B SaaS product which assists small and mid-sized ecommerce businesses (e-retailers). Enalito empowers CEOs, CTOs, CMOs, eCommerce Directors, Marketing Managers, and other key business stakeholders in an e-commerce company and helps them make informed business decisions. When the Enalito app is installed on a web store built on Shopify, Magento, Woo Commerce, etc, Enalito can help an e-commerce merchant to do magic within their e-commerce business.

**For more information visit our Website:
www.enalito.com**