

# How AI and Deep Learning Are Improving Online Retail



As if online shopping wasn't simple enough, artificial intelligence (AI) is now making it even easier. Big Data, AI, NetApp cloud-connected all-flash storage, and NVIDIA supercomputing are coming together to help online retailers make shopping faster, smarter, and more enjoyable than ever.



## AI Speeds Up Shopping



### Greater Efficiency

Online retailer Zalando uses deep learning and GPUs in its vastly more efficient Optimal Cart Pick algorithm.



### More Engagement

Pinterest utilizes AI to streamline its shoppers' "pin" searches and identify best matches.<sup>1</sup>



### Faster Recognition

Bing has put AI to work inside its object recognition search engine. Shoppers now quickly hunt for items without typing a thing.<sup>1</sup>



### Faster

Omnious has engineered an AI-driven, automated tagging engine that tags fashion images far faster than humans can.<sup>1</sup>



## AI Empowers Savvy Shopping



### LOWEST PRICES

With AI optimizing suppliers, warehouses, and offers, Jet.com can fulfill orders at the best prices possible.



### TRY BEFORE YOU BUY

Modiface combines AI and modeling technology to let makeup customers experiment virtually before buying.



### INFORMED PURCHASE DECISIONS

Olay has created an AI-powered tool to help customers find the perfect products for their skin types.



## AI Generates Positive Shopping Experiences

\$550 BILLION

The sales produced by online ads that target shoppers with products they want using Criteo's AI-based predictive data analytics.<sup>2</sup>



HAPPY CUSTOMERS

British grocery giant developed an AI-optimized warehouse that perfects and streamlines customer orders.



15K

The volume of weekly social media conversations KLM engages in with the help of DigitalGenius' AI technology.<sup>3</sup>



Data visionaries and online merchants are joining forces with NetApp and NVIDIA to apply AI and deep learning to overcome countless business-critical retail shopping challenges.



Together, they are disrupting their industry in progressive ways to transform shopping into a faster, smarter, and far more rewarding experience.

Discover how NetApp and NVIDIA can help you accelerate your journey into the world of artificial intelligence.

[netapp.com/ai](http://netapp.com/ai)

<sup>1</sup> <https://www.slideshare.net/AlisonBLowndes/deep-learning-customer-stories>

<sup>2</sup> <https://appliedai.com/vendor/criteo>

<sup>3</sup> <https://appliedai.com/vendor/digitalgenius>