



Visual Search

Poq and Fashwell come together to create an effortless and seamless mobile shopping experience

Why Visual Search?

Visual Search enables app users to use their mobile camera to snap pictures, upload social media screenshots, or saved images to their favourite retail app and immediately receive suggestions of similar shoppable products from available collections.

Snap. Search. Shop. We are currently living in a world of images and instant gratification. With Visual Search your customers will see what they want and be immediately fulfilled.

How it works

An app user can submit images and instantly receive shoppable products similar to the uploaded image through the following process:

- Fashwell pulls the feed from each Visual Search enabled Poq client every 24 hours.
- The product images are processed and analysed using deep learning algorithms to understand the style of the products.
- Based on the user submitted image, Visual Search will recommend visually similar and in category items for the user to browse and purchase.

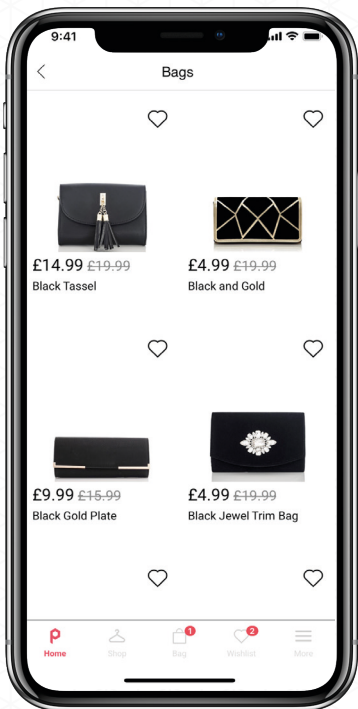
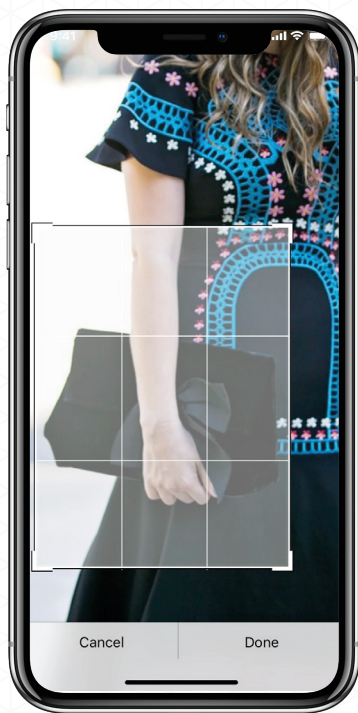
Fashwell's cutting edge technology is capable of recognising numerous types of items in a submitted image, and the search results, distributed through an API, will show recommendations for the full outfit. Visual Search is specifically designed to enhance product discovery within your retail apps.

Available on:
iOS & Android



FASHWELL





With Visual Search both you and your customers will receive great benefits:

Retailer benefits

- More completed searches
- Higher conversion rate
- Faster speed to checkout - average 2x faster than text-based search
- More user engagement - 30% m-o-m growth in usage
- AI-based user experience
- Higher AOV
- Standout from your competitors
- Future proofed retail app

“When it comes to shopping, it’s often hard to describe the product. By using the support of visual detection, we can maximise the joy of exploring our assortment by providing our customers with new ways to search and navigate.”

Kristina Walcker-Meyer
Senior Product Manager for Mobile Apps, Zalando

Customer benefits

- Instant gratification
- Quickly provided with relevant results
- Narrow searches made easy
- Improved shopping experience

About Fashwell

Fashwell are leaders in visual search, helping brands and retailers increase conversions, create new revenue channels and enhance the customer experience with their deep learning technology. Partners include Zalando, Nelly.com and Bon Prix.

About Poq

Poq is a Software-as-a-Service platform that empowers retailers to create highly effective and fully customised native apps in record time. New code is rolled out every week and major releases delivered every quarter. Clients include retailers such as Missguided, House of Fraser and MADE.com.