wish

Wish uses real-time data to build an $8B eCommerce experience

CHALLENGE
To unify customer data at scale, collected from multiple sources.

GOAL
To improve the customer experience by guiding shoppers to their purchases as they browse.

RESULTS
- Became the #1 mobile shopping app in US

- 2X conversion growth YOY

- Up to 17+ billion events ingested per day

- By harnessing data, Wish knows what customers want without a search

Wish, the "Shopping Mall in Your Pocket," built one of the most popular mobile shopping apps in the world leveraging Treasure Data's enterprise customer data platform (CDP). Wish grew into a full web and mobile eCommerce platform with more than 15 million daily active users (DAU) within 18 months. Accurate and personalized recommendations result in 9 out of 10 mobile purchases not having originated with a search query on Wish.com.

Challenge

The mobile shopping experience relies much more on browsing – not searching – with the intent to buy. When mobile shoppers don't know the exact brand or item they're looking for, it's up to Wish.com to guide shoppers to their purchases as they browse. Analytics showed that Wish customers craved a more personal experience, but the company needed to craft this experience at scale.

Solution

Wish.com deployed Treasure Data as their plug-and-play customer data platform, ingesting 17 billion events per day and processing exponentially in the trillions. Events include:
- Massive amounts of marketing and advertising data on Facebook and Google
- 150 million users' mobile app and website behavior cookies
- 2 million daily purchased items transaction data
- 120K daily customer service interactions record
- 300K vendors' billing and support information
- 70 million product SKUs

Wish.com uses customer behavior data and ML-powered recommendation technology based on analytics to ensure that 95% of products that cross the consumer's field of vision are relevant. That means that the app, and the underlying technology of the enterprise CDP, successfully predict customer needs, offer product recommendations and deliver the right experience.

For example, when many international customers failed to complete purchases, Wish.com used Treasure Data's machine learning to build a customized A/B testing framework. By adding one new data field to the billing page, Wish increased the number of international mobile purchases completed by 7%.

> *"The more we invest in data to personalize the recommendation experience, the more we see improvement in conversion rates."*

Peter Szulczewski
CEO and Co-Founder
Wish.com

Here's an example of how Treasure Data provided Wish.com with frictionless analytics to drive revenue growth:

- More international customers than American customers were reaching the app's billing page, but not completing their purchases.
- One hypothesis was that these international shoppers may have been confused by the "Billing Zip/Postal Code" requirement for entering Credit Card information.
- The Wish.com team wanted to run an A/B test showing an additional sentence explaining the "Billing Zip/Postal Code" to 50% of international Android users.
- With a few simple queries through Treasure Data's API, Wish.com built their own tag-based A/B testing framework and began monitoring changes in customer behavior.

This machine learning advantage resulted in a 7% increase in mobile purchases completed for customers shown the additional explanatory sentence.

Treasure Data's enterprise CDP helped Wish to:

- Build a personalized shopping recommendation engine
- Unify customer data collected from multiple sources (website, Facebook, mobile app)
- Constantly improve the customer experience through A/B testing

Results

- Optimized algorithms that drive continuous 2X conversion growth YOY
- Boosted sales by 7% with the addition of one field and 15 minutes of work
- Built the #1 shopping app based on personalized recommendations for 15 million DAU

About Treasure Data

Treasure Data is the only enterprise CDP that helps brands push CX boundaries, rather than be confined by them. Treasure Data, powered by AWS, can ingest data from anywhere and in any format. AI and ML are layered directly on top of the data which provides actionable insights that are most relevant to each individual customer. Tying engagement directly back to data and insights, teams are able to personalize all customer interactions and activate several use cases with speed. Treasure Data is the CDP of choice for customer-centric enterprises looking to bring customers closer to the brands they love. Learn more at www.treasuredata.com.

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