im digital

RETAIL AI COUNCIL

AI-Powered Color Match Revolutionizes Design Decisions

How a strategic partnership on AI helped Samplize solve their customers' most common problem and transform their D2C experience.

The Challenge

Samplize, known for its innovative peel–and–stick paint samples, aimed to expand from B2B into the D2C market. Their success depended on solving a major customer hurdle: the overwhelming process of choosing the perfect paint color from countless options.

Traditional methods like color charts were not enough. Customers needed an intuitive way to find colors that matched their decor, furniture, or even abstract moods like "calm" or "energized."

The Solution: An AI-Powered Partnership

IM Digital partnered with Samplize to create a groundbreaking AI-powered visual search and color match tool. This solution was designed to transform the user experience on the Samplize website.

> *We leveraged the power of Google Gemini, a state-of-the-art large language model, to translate user input—whether text descriptions or uploaded images—into precise color representations.*

Three Ways to Find Your Perfect Color

The innovative tool empowers users to effortlessly discover the perfect paint color, removing the guesswork and frustration associated with traditional color selection. It offers three key functionalities to cater to different user needs and inspirations.

Match & Coordinate

Search for colors that perfectly match your existing decor or coordinate flawlessly with your furniture.

Evoke a Feeling

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Find colors that express abstract concepts and create a specific atmosphere, like "calm" or "energized."

Remove Guesswork

This tool eliminates the frustration of traditional color selection, making the process intuitive and enjoyable.

Key Outcomes

The collaboration between IM Digital and Samplize resulted in a strategic application of technology that solved a tangible user problem, enhancing the customer experience and driving engagement.

Understood the Audience

A deep understanding of the target audience's pain points was central to the project's success.

Develop an AI Solution

The AI-powered tool directly addressed customer needs, making color selection easy and intuitive

Enhanced Experience

The tool improved the overall customer journey, increasing engagement and satisfaction.

Redefining the D2C Paint Market

By leveraging AI in a meaningful way, Samplize has redefined how people find and choose paint colors. This innovation solidifies its position as a leader in the D2C paint sample market, setting a new standard for customer-centric design technology.