





**Gensler**



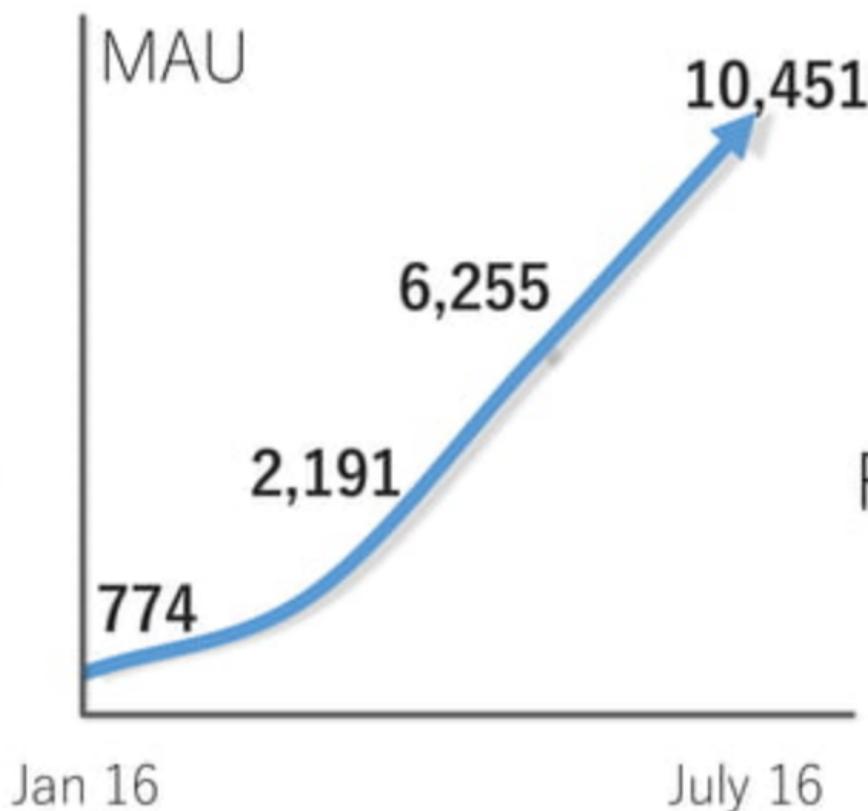




PAIR



**38%**  
MoM MAU  
growth



**61%**  
Retention Rate

~~2,500+~~  
Products

12,500+  
Products

  
**wayfair**.com

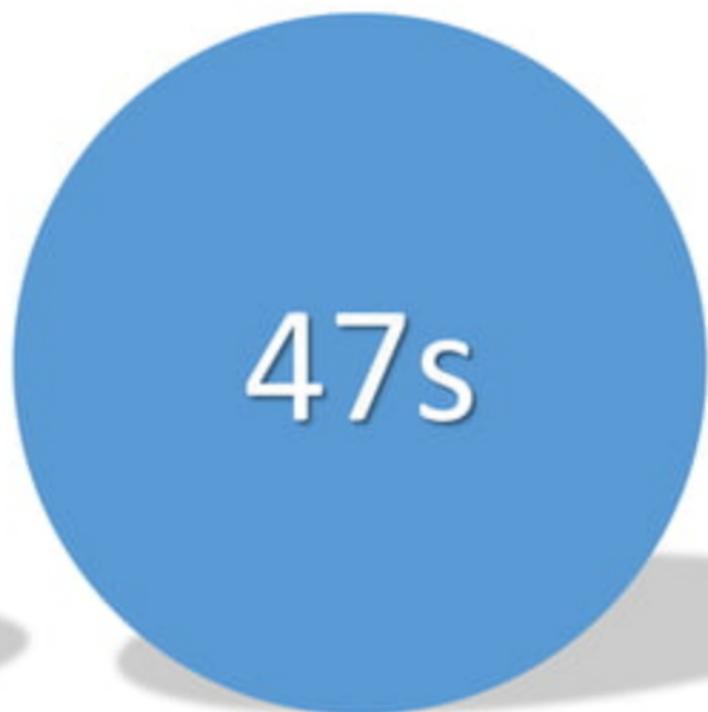
Engagement Time  
(seconds)



Mobile Video

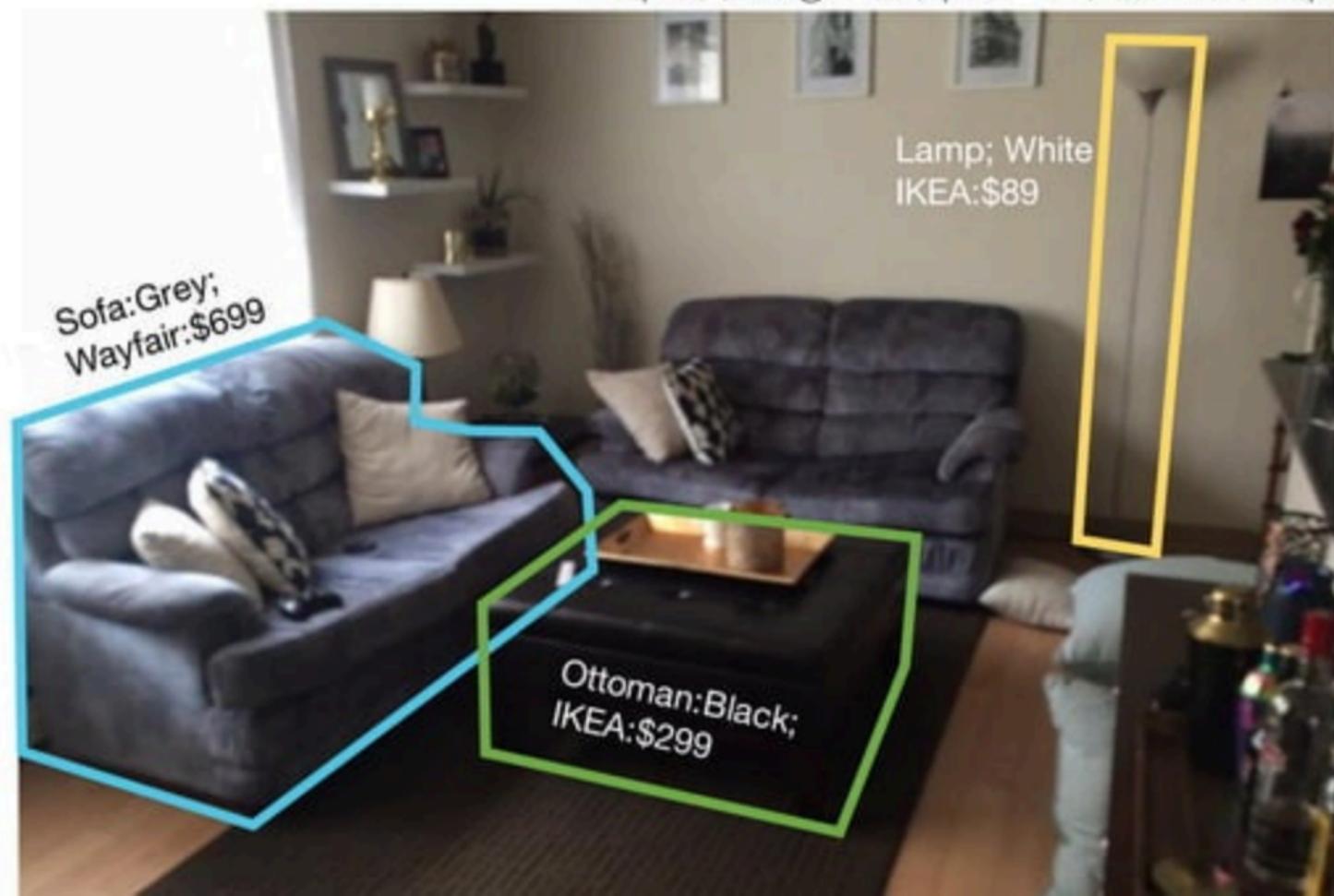


Snapchat



Pair

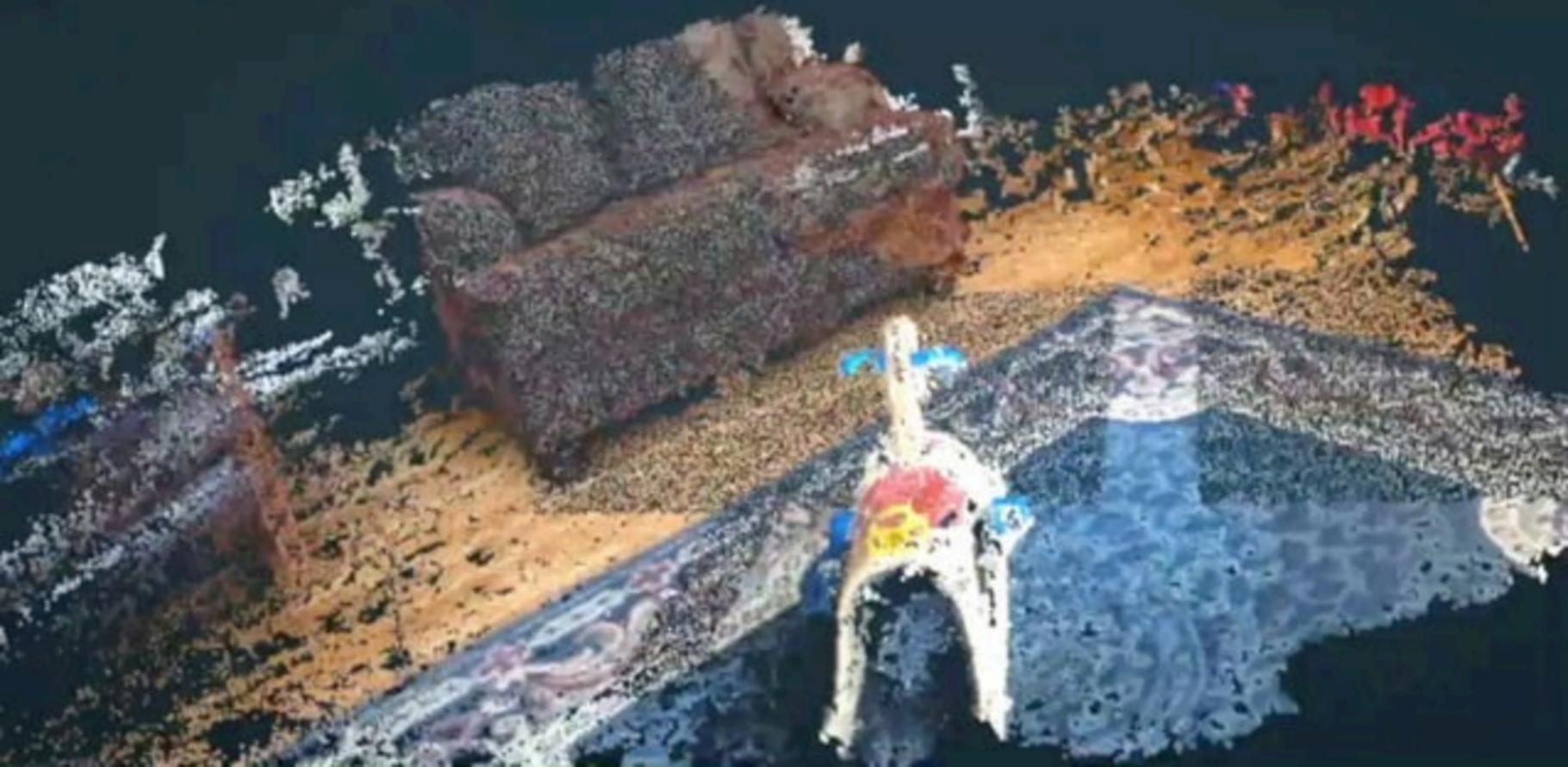




Sofa: Grey;  
Wayfair: \$699

Lamp; White  
IKEA: \$89

Ottoman: Black;  
IKEA: \$299





**Gensler**



**U.S. AIR FORCE**



**UNIVERSITY OF  
ALBERTA**  
*Center for Machine Learning*



PAIR



MODEL S