

Store type "M"

Clothing and footwear merchandize of local manufacturers and designers.



Number of brands
presented in the store - **282**



Number of visitors
per month - **175 000**



Region - Europe

Tasks

- Find new brand size charts.
- Check and update, if necessary, all of the existing brand size charts.
- Improve the size selection on the product page.
- Increase conversion.
- Reduce returns.

Challenges

- There are 68 brand size charts absent in the LookSize database.
- Lack of clear definition of gender on the product page.
- Some brands present sizes not as size charts but rather as finished garment measurements.

Solving challenges

- Found and processed 53 out of 68 brand size charts.
- Created a solution to clearly define the gender on the product page.
- Processed 3 brands with finished garment measurements.

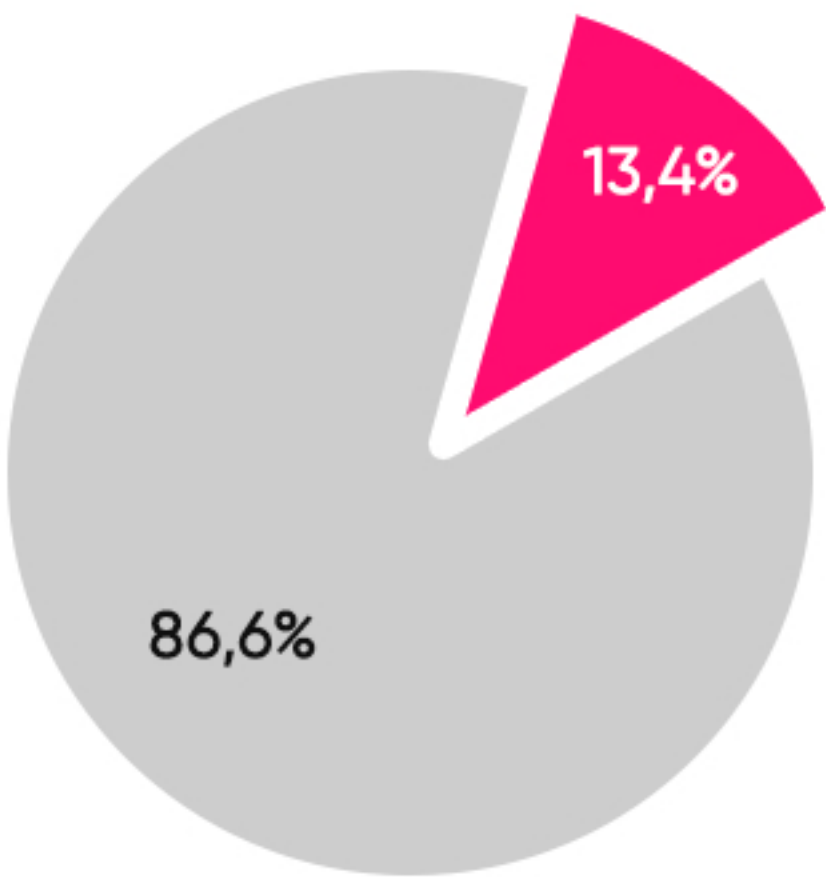
Results:

Widget usage statistics
Period: one month

Sales

Fittings

Number of button displays: 169 452
Number of fittings: 22 707
Percentage of fittings: 13,4%

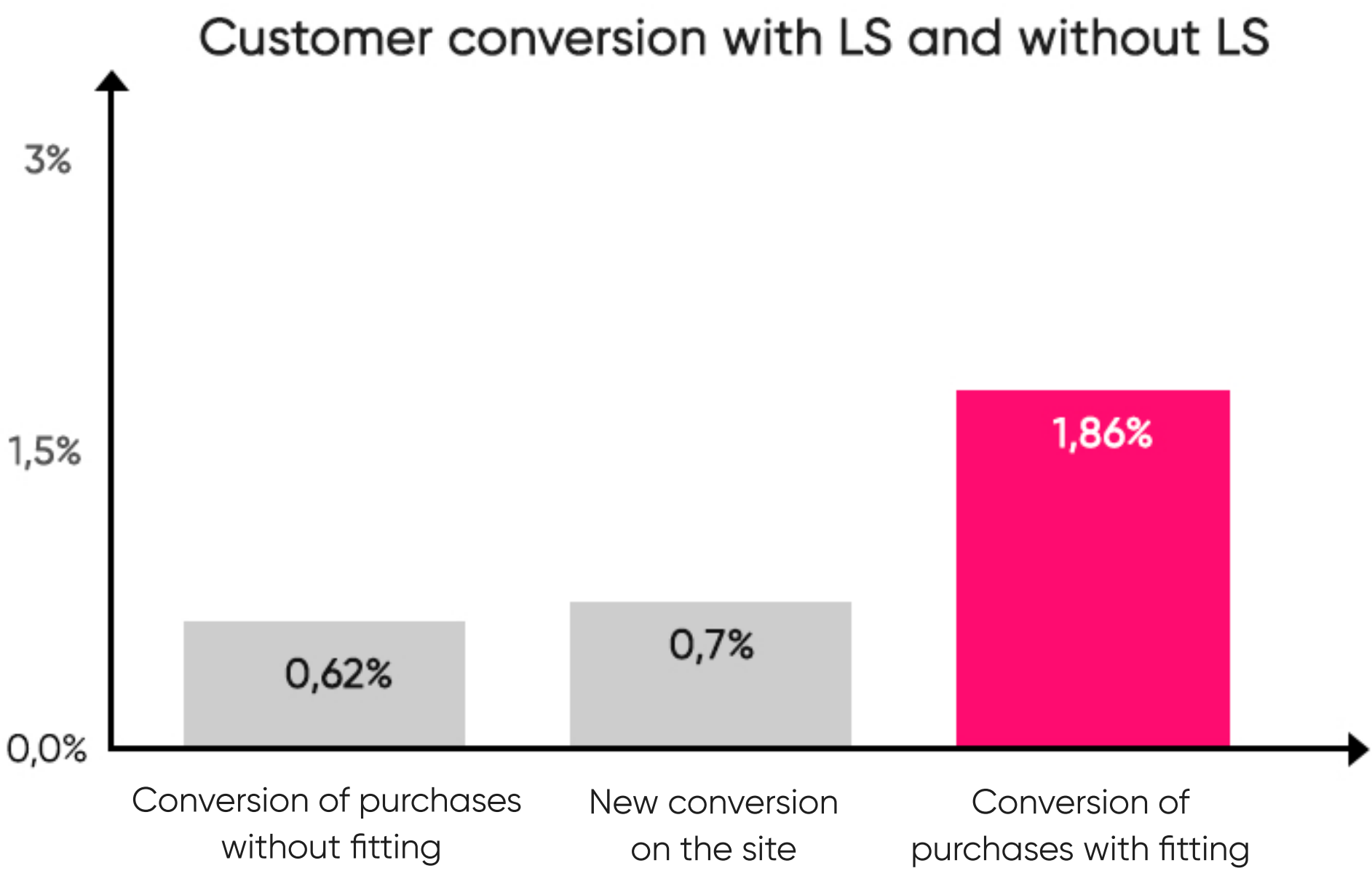


Purchase Conversions

Number of visitors without LS profile: 163 766
Purchases without fitting: 1 015
Conversion of purchases without fitting: 0,62%

Number of visitors with LS profile: 11 234
Purchases with fitting: 209
Conversion of purchases with fitting: 1,86%

New conversion on the site: 0,7%



Change in Revenue (sales)

Orders with fittings (total amount): 16 929 \$
Probale revenew without LS: 5 670 \$
Additional revenew with LS: 11 259 \$

Product returns

Orders without fitting: 1 015

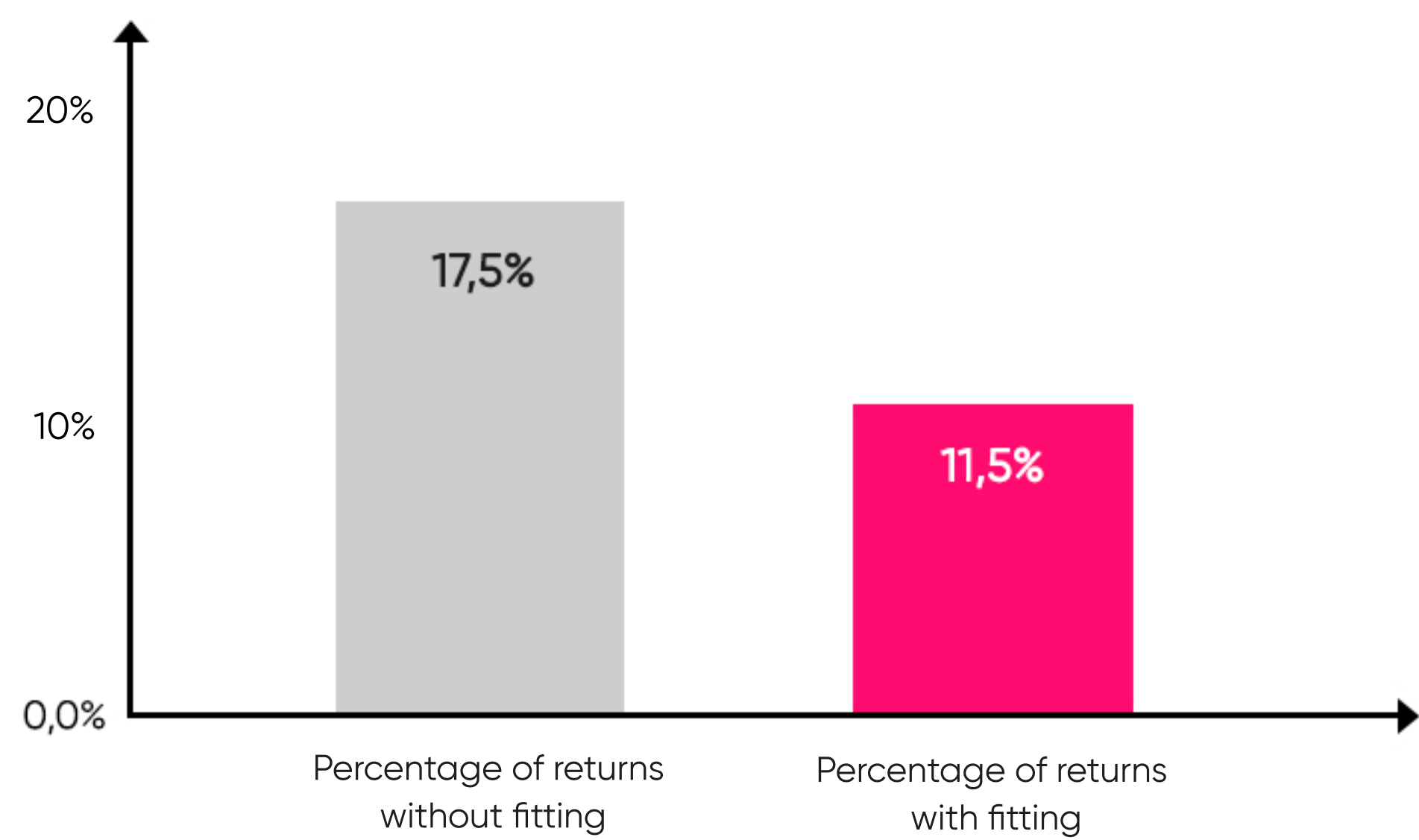
Number of returns without fitting: 178

Percentage of returns without fitting: 17,5%

Orders with fitting: 209

Number of returns with fitting: 24

Percentage of returns with fitting: 11,5%



Change in Revenue (returns)

Product returns with fitting (amount): 1 994 \$

Expected product returns without fitting (amount): 2 997 \$

Additional revenue for the decrease in returns: 1 003 \$

Summary of expected widget performance

Additional revenue from sales: 11 259 \$

Additional revenue from decrease in returns: 1 003 \$

LookSize Fee: 1 135 \$

Net Profit: 11 127 \$