

**FIT ANALYTICS**



A Snap Inc. company

A woman in athletic wear is performing a handstand in a gym. The background shows a brick wall and a window with a grid pattern. The entire image is overlaid with a semi-transparent red color.

# Active wear

SUCCESS STORY

The Activewear vertical reigned supreme in 2021 despite the ever-evolving pandemic and supply chain turbulence.



### **About Activewear**

The activewear market is made up of product categories like sportswear, yoga wear, and footwear. With athleisure staying a permanent fixture in trend reports thanks to the stylish creations by luxe-active brands - the category continues to focus on comfort, performance, as well as aesthetics.

## Challenges Faced

Activewear requires optimal fit and specialty fabrics for highest performance which can lead to high return rates for consumers unfamiliar with the garments. In addition, the already oversaturated vertical is experiencing continuous competition, forcing retailers and brands to get innovative with their e-commerce experience to win the sale.

## Solution

Fit Analytics' personalization solutions like Fit Finder were integrated to provide credible fit recommendations. Fit Finder was integrated on the product detail pages to support shoppers in selecting the ideal size and fit.



## Results

In 2021, Fit Analytics gave over 40M personalized recommendations to Activewear Shoppers. Fit Analytics had almost 3X higher conversion rate than shoppers who did not utilize our personalized recommendations and with the increased conversions, our partners were equally pleased with the reduction in return rate for shoppers who followed the fit recommendation compared to the shoppers who ignored the recommendation.

**40M**

ACTIVEWEAR SHOPPERS  
RECEIVED A PERSONALIZED  
RECOMMENDATION

**3X**

THE CONVERSION RATE FOR  
FIT FINDER VS NON-FIT  
FINDER SHOPPERS

**19%**

HIGHER CONVERSION RATE  
FOR FIT FINDER COMPARED  
TO OTHER VERTICALS

**15%**

REDUCTION IN RETURN RATE  
FOR USERS WHO PURCHASED  
THE RECOMMENDED SIZE



## About Fit Analytics, A Snap Company

Our Vision: To create a world with zero returns in apparel and footwear e-commerce, resulting in a truly personalized, worry-free shopping experience.

The world's top apparel companies like ASOS, Lacoste, Mammut, and Princess Polly use Fit Analytics' platform to connect the right clothing to their customers. We specialize in providing fit and style technology solutions. The Fit Analytics platform combines the world's largest database of garments, style, and fit information with billions of purchasing records and consumer preferences.

Together with Snap, we are creating the next generation in e-commerce shopping by combining augmented reality (AR), virtual try-on, and machine-learning to create powerful apparel experiences. By using our services, retailers are equipped to create size and style personalization on their e-commerce sites and apps that drive brand loyalty and increased revenue.

Join over 300+ brands and retailers around the world who are committed to driving e-commerce innovation.

**DOMAIN**

Activewear retail clients

**TIME PERIOD**

January 2021-December 2021

**TYPE OF COMPARISON**

Analysis of Fit Finder versus overall purchasing

**ASOS**

**LACOSTE** 

**AÉROPOSTALE**

BOSTON PROPER

*PRINCESS POLLY*

 **MAMMUT**

Calvin Klein

TOMMY  HILFIGER

**DIESEL**

boohoo

**UNIVERSAL STANDARD**

**M&S**

E. T. 1884

