

goodr sees sunny 67% conversion uplift on mobile

with Accessory Try-On



Their Story



Fun meets function when it comes to goodr's extensive line of quality eyewear.

The e-commerce team wanted to eliminate buyer's remorse from the online shopping experience while driving shopper engagement.

As a brand rooted in flamboyance, goodr encourages shoppers to be "unabashedly yourself." They wanted technology that delivered an entertaining and truly personalized shopping experience.

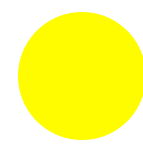


An Invitation to Play and Discover

As a highly experiential brand, goodr aimed to bring the benefits of in-store shopping to their customers' mobile and desktop devices. In physical stores, shoppers typically try on a pair of "safe" glasses before testing out the more bold fashion choices. goodr felt Accessory Try-On was the best way to virtually replicate this experience and invite customers to play, experiment, and discover new looks.



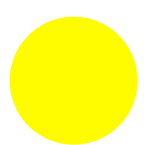
The Solution



Truly Personal Experiences

goodr leveraged the Shopping Suite's AR Try-On to give their shoppers a truly personal experience throughout their e-commerce journey. To achieve this, they chose the powerful combination of AR Asset Creation, 3D Viewer, and Accessory Try-On.

First, goodr used the AR Asset Manager to share their existing product photography and seamlessly create, review, and manage high-quality 3D models to power their new 3D Viewer experiences.



Full Immersion Technologies

Once shoppers show interest in a product by clicking on the detail page, 3D Viewer lets them easily zoom and rotate the frames to take a closer look at materials, features, and aesthetics.

The Accessory Try-On feature enables shoppers to try-on frames from their phone or desktop in augmented reality in order to see if the style and fit is for them.

This web experience was a winning one, letting their shoppers not only answer, "Does this product look good?" but also, "Does this product look good on me?"



The Result

Shoppers

1 in 4

Shoppers quickly flocked to the Accessory Try-On feature with nearly **1 in 4** shoppers giving it a go.¹

Impacts

59%[↑]

Increase in revenue per visitor.¹

goodr

Drove positive impacts on key business metrics when comparing the shoppers using to those not using the technology.

81%[↑] Uplift in add-to-cart

67%[↑] Uplift in conversion for mobile device users, leading to a..

59%[↑] Increase in revenue per visitor

Encouraged by the positive results, goodr will continue to roll out Accessory Try-On on more glasses across their site.



goodr

“goodr started as a direct-to-consumer brand and though we now have a significant retail presence nationwide and our own storefront, online customers still make up a huge chunk of our business. The tactile experience of trying a pair of sunglasses on in person and seeing how they look on your face is unmatched, but trying them on prior to purchasing is not an option for our online customers. Accessory Try-On mitigates that issue for our customers by showing them what a pair of goodrs looks like on their actual face rather than just seeing how they look on our models.

Implementing ARES’ Shopping Suite, particularly Accessory Try-On and 3D Viewer, has resulted in overwhelmingly positive feedback from our customers and a considerable uptick in sales, closing the gap between what our customers expect their goodrs to look like and how they actually look. Obviously generating revenue is necessary to keep the lights on, but goodr really values customer satisfaction above all and this offering has had a significant impact on creating happy customers who are completely satisfied with their purchases.”

CEO Stephen Lease
and Goodr co-Founder

[LinkedIn](#)

About goodr

goodr exists to give you permission to be unabashedly yourself...unless you're an a**hole. Since 2015, the brand has made polarized sunglasses that speak to the four Fs: Fun, Fashionable, Functional and 'Ffordable. goodrs can be purchased directly at [goodr.com](https://www.goodr.com); at their Los Angeles-based retail store, the goodr Cabana; and through leading national retailers like REI, Dick's Sporting Goods, Tilly's, and more. goodrs don't slip or bounce while running, beasting, biking, golfing, or gaming. goodr is the three-time recipient of Runner's World Gear of the Year, so they must be doing something right.

Analysis Details

Date range	March 15 - August 15, 2022
Website	www.goodr.com
Market	North America
No. of shoppers on mobile	No. of shoppers on mobile: 156k
Comparison	Shoppers using Shopping Suite vs. shoppers not using the feature

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