

FIT ANALYTICS



A SnapInc. company

LUXURY

SUCCESS STORY



Dozens of the most exclusive apparel and footwear brands have put trust in Fit Analytics to provide their shoppers with a personalized experience. With our size and style recommendations, luxury shoppers were given the confidence needed to make a purchase.



About Luxury

Our clients in the luxury vertical are brands who have established themselves as offering the highest-quality apparel and footwear. Luxury apparel appeals to shoppers who desire beautiful fabrications, the newest trends, and the ideal fit. Our luxury shoppers have a strong brand loyalty because their favorite brands have consistently delivered on their quality expectations and have taken extra care to make their shopping experience personal.

Challenges Faced

The luxury market took a big hit as a result of the pandemic. To cope with the loss of in-store shoppers (hoping for a personalized shopping experience), retailers were forced to fully embrace e-commerce.

Solution

Our partners in the Luxury vertical provided shoppers with Fit Finder on their product detail page and encouraged the use for a personalized size recommendation. If an item was unavailable in the recommended size, shoppers received recommended styles that were similar and in-stock in the ideal fit.



Results

In 2021, 1 out of every 3 purchases was made with a Fit Finder recommendation and 450M personalized recommendations were given. Despite the Luxury vertical averaging a 70% lower conversion rate than all retailers, the Fit Analytics luxury shops had an 8X higher conversion rate compared to non-Fit Analytics orders. Shoppers who purchased the recommended size had a 21% lower return rate than the shoppers who purchased something other than their recommended size.

450M

LUXURY SHOPPERS
RECEIVED A PERSONALIZED
RECOMMENDATION

1 out of 3

PURCHASES WAS MADE
WITH A FIT FINDER
RECOMMENDATION

8X

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

21%

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

Luxury 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