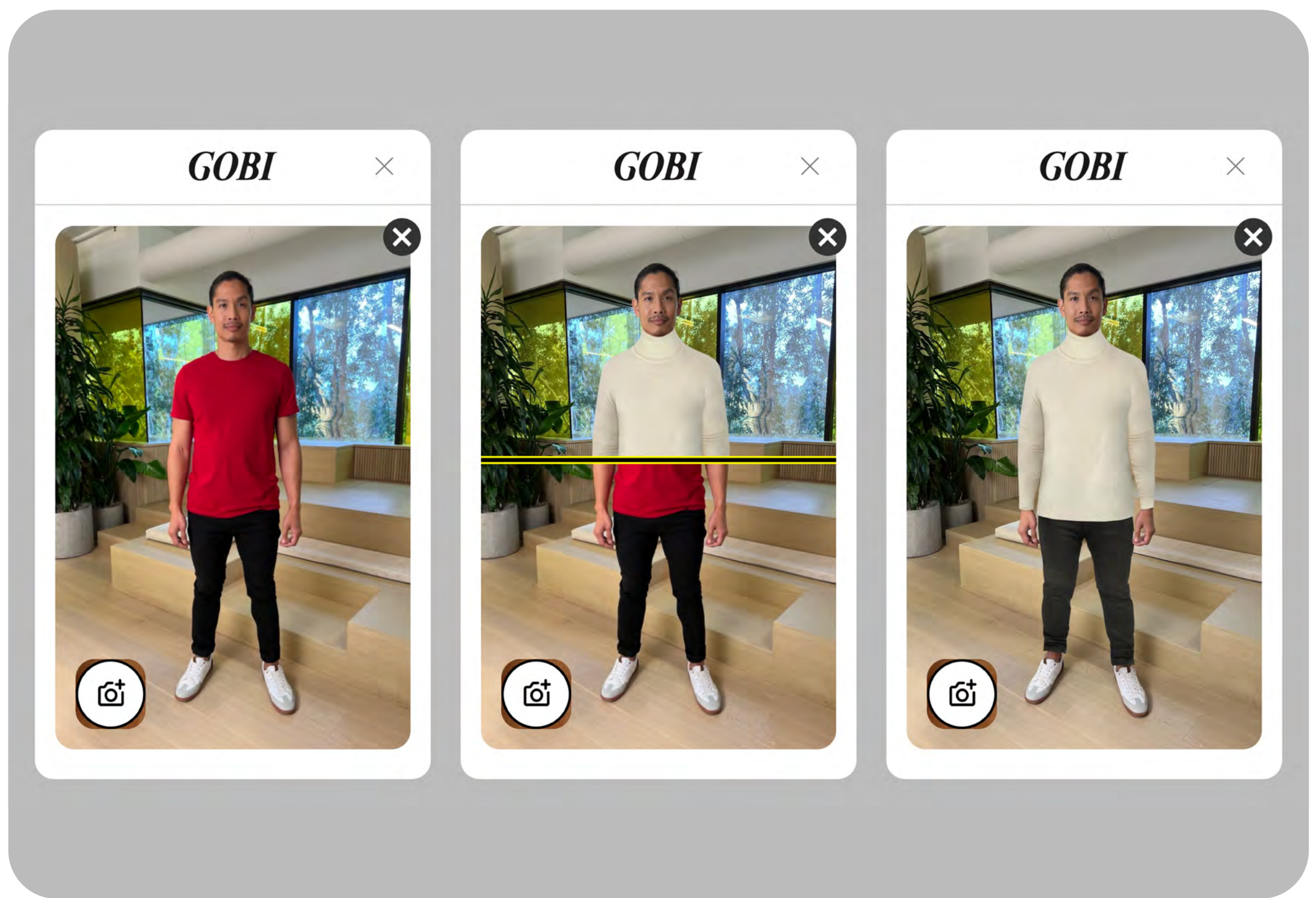


Gobi Cashmere drove 4X higher conversion rate

With Shopping Suite features



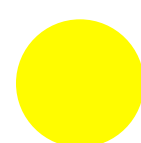
Their Story

Gobi Cashmere is focused on bringing high-quality and sustainably sourced knitwear to shoppers at affordable prices. Since their beginning in 1981, Gobi Cashmere has offered knit products for Men, Women, Kids, and Home.



GOBI
MONGOLIAN CASHMERE

The Solution

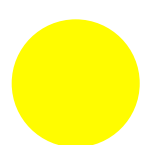


Best Online Shopping Experience

Given Gobi Cashmere's tireless dedication to quality, they sought technology that could provide the absolute best online shopper experience while driving sales across all channels, from mobile to desktop.

Gobi Cashmere found the answer with Shopping Suite's purpose-built apparel technologies. With Clothing Try-On, shoppers could view garments on a diverse set of models and environments, or try-on items on a photo of themselves.

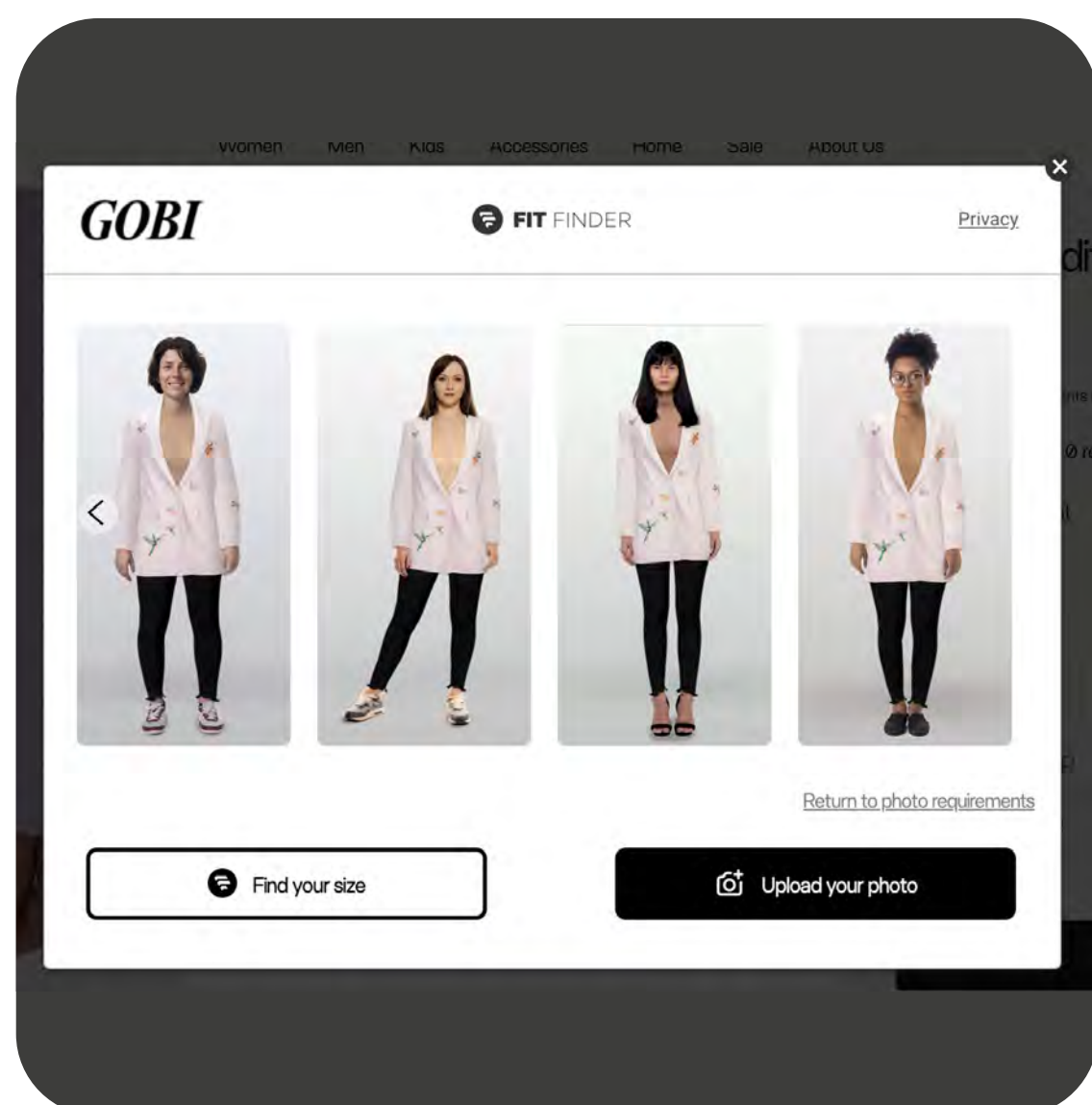
This inclusive and personal experience let shoppers quickly compare the style of different garments from the comfort of their phone or computer.



Increased Customer Confidence

Gobi Cashmere harnessed the power of predictive machine-learning with Fit Finder to provide the garment sizes most likely to fit properly and least likely to be returned.

With Clothing Try-On and Fit Finder, Gobi Cashmere's customers were more confident than ever in their cashmere purchase.



The Result

With the Shopping Suite's Clothing Try-On and Fit Finder, Gobi Cashmere increased conversion rate compared to shoppers who did not engage with the features.

Conversions

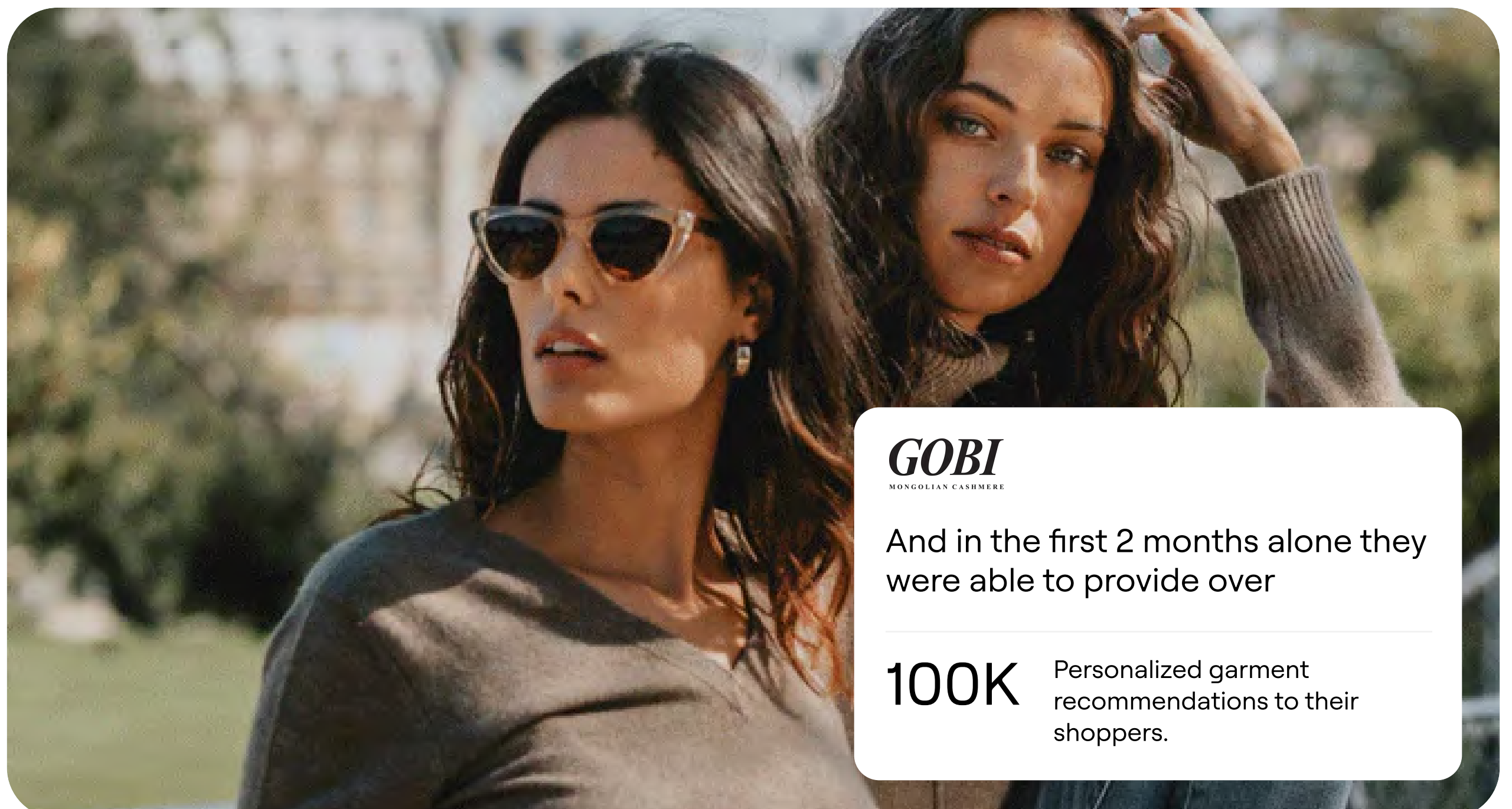
4x

In fact, Gobi Cashmere saw that shoppers using the features were **4X more likely to convert.**¹

Shoppers

1 in 4

The features were popular with shoppers, an impressive nearly **1 in 4 shoppers utilized the experiences.**¹



GOBI
MONGOLIAN CASHMERE

And in the first 2 months alone they were able to provide over

100K Personalized garment recommendations to their shoppers.

GOBI
MONGOLIAN CASHMERE



“We wanted an easy-to-implement solution that would deliver impactful results, quickly. Fit Finder and Clothing Try-On within the Shopping Suite did just that – we saw a positive impact on conversion rate for shoppers using the suite, creating a healthy increase in revenue. We’re happy with the outcome and look forward to further developments.”

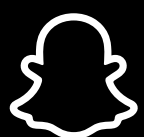
Tuvshinbayar Naran-Ochir
Head of Web Development

About Gobi Cashmere

For over 40 years Gobi Cashmere has believed that great cashmere should be comfortable, sustainable, humane, and in your budget - and at GOBI, they've proven that it can be. They come from nomadic herders who've lived closely connected with nature for centuries: sustainability is not new for them. They manufacture goods from traceable cashmere without a third-party influence, all while preserving our traditions for future generations.

Analysis Details

Date range	Sept-Oct, 2022
Website	www.gobicashmere.com
Market	North America
Comparison	Shoppers using Fit Finder and Clothing Try-On vs. shoppers not using the feature



Learn more at ares.snap.com