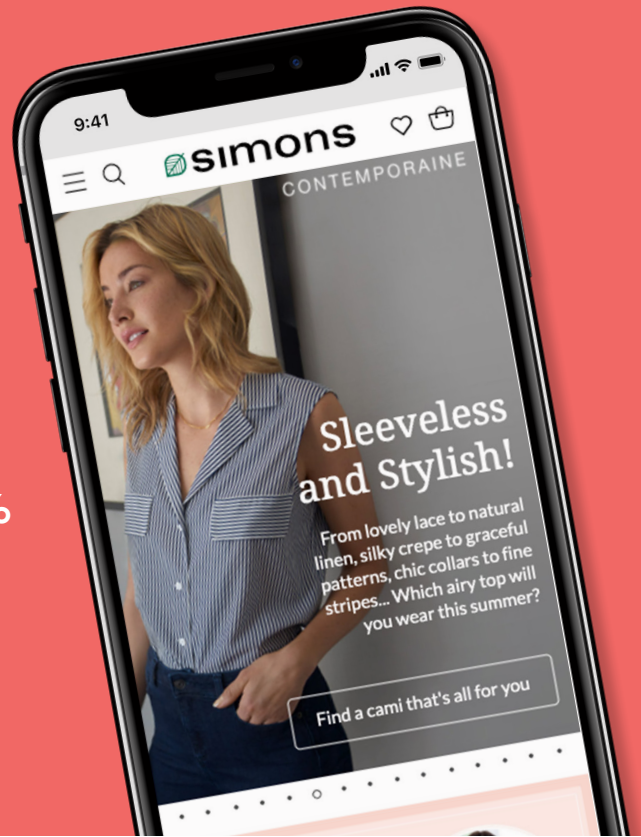




In a two-month AB test against a standard Fit Finder setup, Fit Analytics' Product Suggestions feature delivered a **2% increase in conversion rate** and an **additional 10% increase in net revenue** per visitor for one of Canada's most iconic retailers.



Challenges Faced

Simons has enjoyed a positive sales impact from Fit Finder on its e-commerce store since 2016 and was keen to see if the new Product Suggestions feature could help drive discovery online and unlock additional revenue.

“We were extremely impressed with the additional uplift delivered by Product Suggestions in such a short timeframe and look forward to exploring the innovative methods Fit Analytics offers to drive discovery and optimize the customer journey.”



YANNICK VIAL
 VICE-PRESIDENT
 E-COMMERCE AND DIGITAL
 TECHNOLOGY



About La Maison Simons

Proud Canadian fashion destination Simons is a family-owned retailer providing the most sought-after global assortments to Canadian consumers since 1840. In addition to a robust online shop, Simons operates fifteen stores across Canada including the nation's first net-zero ecological footprint store, a groundbreaking flagship store in Galeries de la Capitale in Quebec. The company offers an exciting mix of designer and in-house brands for men, women, and home.

VERTICAL
Department store

MARKET
North America

DOMAIN
www.simons.com

TIME PERIOD
Oct. 19, 2017 - Nov. 23, 2017 and
Dec. 26, 2017 - Jan. 25, 2018

NUMBER OF SHOPPERS
110,000+

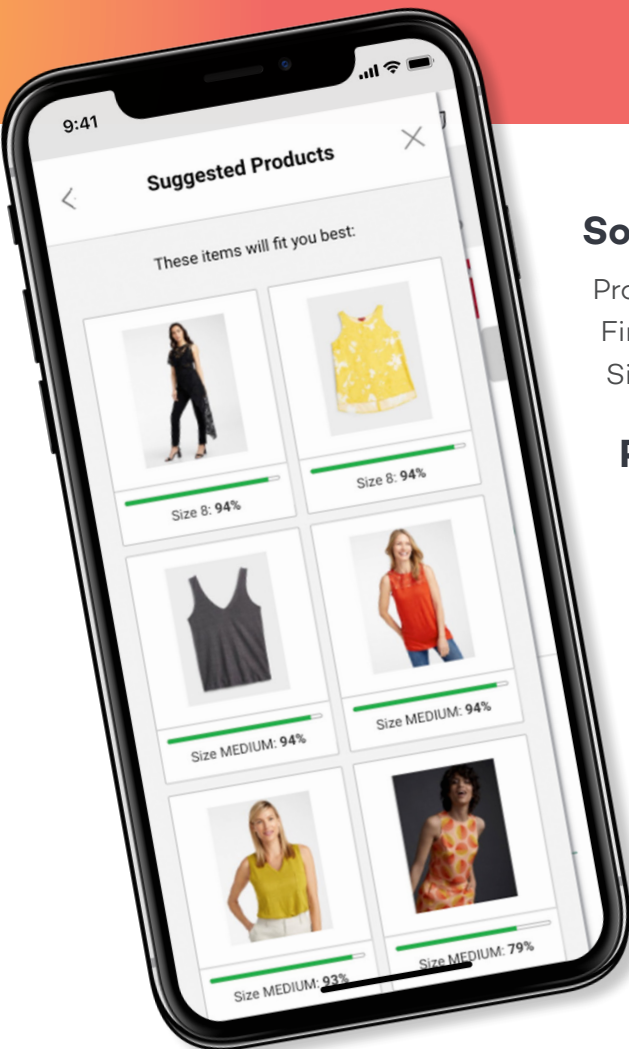
TYPE OF TEST
A/B Test With Fit Finder
Versus Fit Finder with Product
Suggestions

**INCREASE IN
CONVERSION RATE**

+2

**INCREASE IN NET
REVENUE PER VISITOR**

+10%



Solution

Product Suggestions is easily enabled in any existing Fit Finder integration so there was zero additional work for Simons in activating the feature.

Results

By enabling Product Suggestions, shoppers were automatically shown compelling alternatives in scenarios where they had reached a sizing dead end and would normally have been forced to either restart their shopping journey or leave empty handed.

The results were impressive: shoppers using Fit Analytics' Product Suggestions feature showed a 2% increase in conversion rate. Following recommendations for items with a more accurate fit also led to a 10% increase in net revenue per visitor and a 5% increase in average order value.

**SLASH RETURNS.
BOOST CONVERSIONS.**

Join the growing list of brands and retailers who solve the sizing problem.



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**SOLVE SIZING.
SELL SMARTER.**