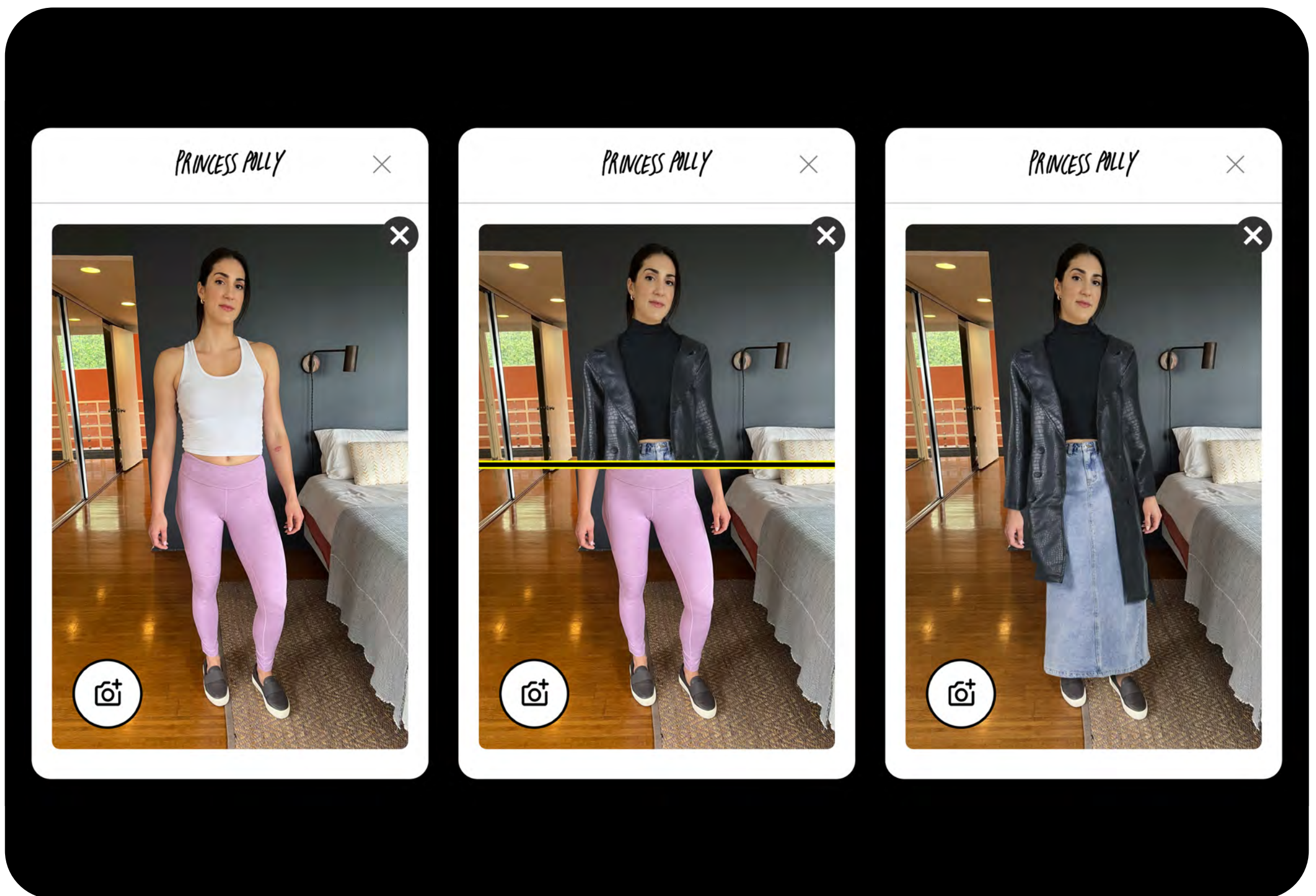


Princess Polly drove 24% lower return rate

With perfect pairing of Clothing Try-On and Fit Finder



Their Story

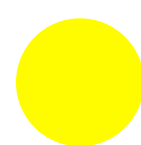
PRINCESS POLLY

After launching from a beachside apartment in Australia's Gold Coast, Princess Polly quickly became the go-to online destination for the latest looks and sustainable garments. By embracing new technology and constantly seeking e-commerce improvements, Princess Polly created a shopper journey that has completely changed the game.

Now with Shopping Suite, Princess Polly brought the most personal and immersive online shopping experiences to their sites to the delight of their shoppers... and their bottom line.



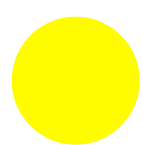
The Solution



Boosted Product Engagement

With a focus on conversions and returns, Princess Polly knew they needed to improve product engagement and size recommendations through fresh, up-beat features their customers would love.

Princess Polly implemented the Shopping Suite's apparel features including Fit Finder and Clothing Try-On across their mobile and desktop channels with ease.



New Try-On Experiences

Once a garment caught a shopper's interest, they were able to use Fit Finder to find the best personalized size based on advanced machine-learning predictions.

Clothing Try-On gave shoppers an inclusive and personal opportunity to review garments on diverse models, or try-on the outfit natively without the need to download anything or navigate to a new page.

With no need for physical fitting rooms, Princess Polly's shoppers now have everything they need in the palm of their hands to choose the right item in the right size every time.



The Result

Fit Finder and Clothing Try-On showed results at scale for Princess Polly

Engagement

50M

With over **50 million personalized recommendations**, with shoppers engaging more than 6 times with the features.¹

Conversions

2X

Shoppers who used the Shopping Suite features were **twice as likely to convert** compared to those who did not.¹

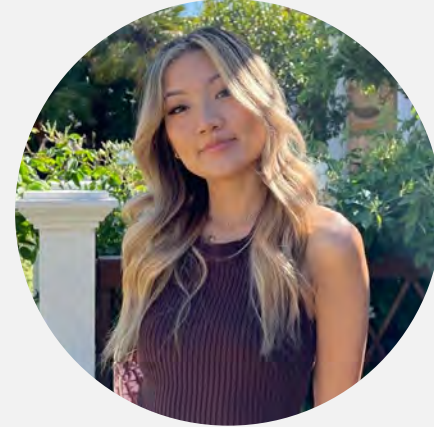


PRINCESS POLLY

Plus, shoppers who purchased the size recommended by these features had a

24%↓ Lower return rate compared to those who purchased a different size, proving the impact of personalized machine-learning.

PRINCESS POLLY



“We are always looking for ways to improve our customers’ shopping journeys and with return rates increasing, we were seeking a solution to support shoppers in finding the right size. We were looking for a solution that was easy to implement, intuitive to use for our shoppers, and one that drives real conversion rate impact- Shopping Suite with Fit Finder and Clothing Try-On checked all of our boxes. Our shoppers are returning 24% less if they follow the recommendations!”

Melanie Huang
UX eCommerce Specialist

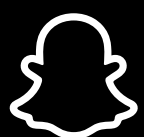
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About Princess Polly

Princess Polly is obsessed with bringing the latest looks and lower impact styles to fashion lovers globally. Their goal is to make lower impact fashion on-trend and accessible, by constantly improving their sustainability in all areas of their business.

Analysis Details

Date range	July 2020 - October, 2022
Website	www.princesspolly.com
Market	North America
No. of shoppers	7.5M
Comparison	Shoppers using Fit Finder and Clothing Try-On vs. Users not using the feature



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