

**HOW ACTIVEWEAR
RETAILERS IMPROVED
CONVERSIONS ON
TECHNICAL APPAREL**



Fit Analytics has a long history of working with **Activewear retailers** and **brands**. Since we've polished our fit prediction and personalization for activewear apparel, we decided to analyze the effect Fit Finder had on six of our activewear clients for the past 12 months.



About Activewear

Our Activewear vertical consists of brands and retailers specializing in sport, technical, outdoor, and athleisure apparel and footwear. The unique components of the products are understood by Fit Analytics' algorithms to generate accurate size and fit recommendations for the consumer.

Challenges Faced

With detailed and technical product specifications, such as advanced compression, dry-wicking materials, and performance design and construction, activewear apparel and footwear often stray from the standard size chart. Our Activewear clients were looking for a solution that would accurately produce size recommendations online, while taking into account the specialized fit.

Solution

Fit Finder has been implemented on dozens of Activewear client sites over Fit Analytics' 10 year history. Aggregated testing of Fit Finder purchases vs. non-Fit Finder purchases of six core Activewear partners gave insights into the impacts the technology was achieving for these specific brands and retailers over the past 12 months.

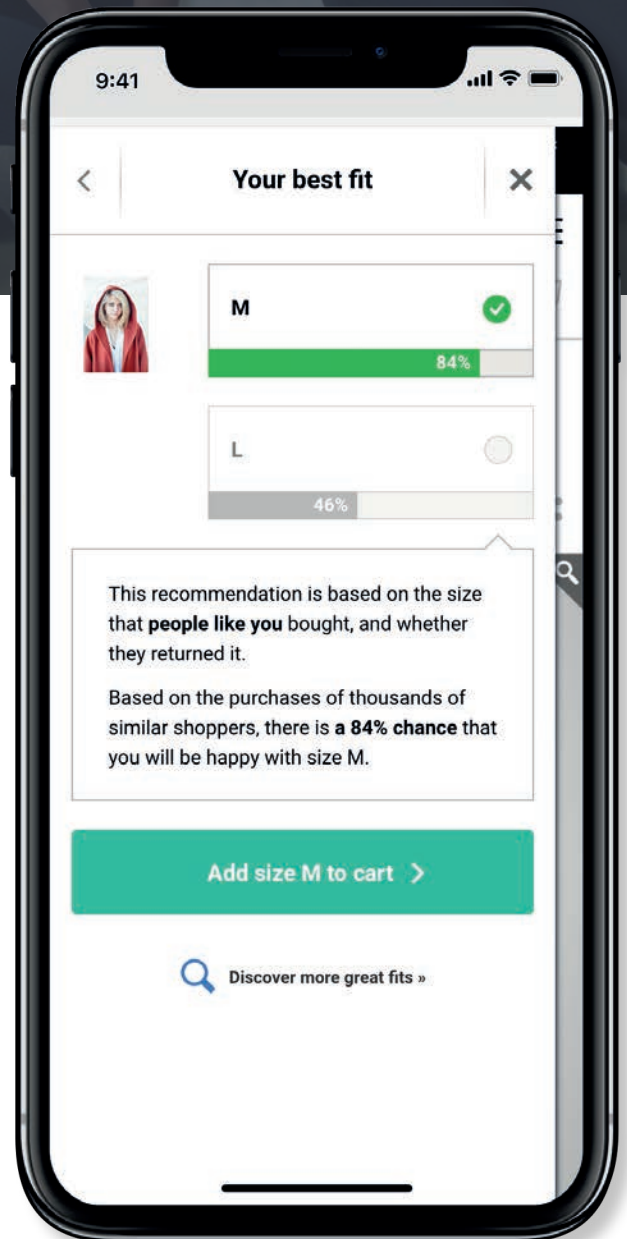
WEBSITE
Various

TIME PERIOD
July 2019 - August 2020

TYPE OF TEST
Analysis of Fit Finder versus non-Fit Finder purchasing

Results

Over the course of 12 months, the aggregated results were a 304% increase in conversions for shoppers who used Fit Finder versus those who did not seek size advice. We also found a 24% lower return rate on purchases which followed Fit Finder size recommendations compared to purchases which ignored the recommendation. With COVID-19 impacting most of the past 12 months, we saw a 47% increase in Fit Finder visits and 55% of those visits completed the full recommendation.



INCREASE IN
CONVERSION RATE

304%

RETURN RATE REDUCTION
FOR PURCHASES

24%

INCREASE IN PURCHASES
POST-COVID 19

47%

VISITS COMPLETED THE
FULL RECOMMENDATION

55%

