



fashionette[®]

Case Study

**Improving luxury e-Commerce metrics
with a visual experience**



SUMMARY

Fashionette is a European online-platform for premium and luxury fashion accessories. The company offers over 14,000 products to help women complete & accentuate their distinct style with the option to choose items from more than 180 brands in categories including handbags, shoes, jewelry, watches, sunglasses, and fashion accessories.

Like most online retailers, Fashionette wanted to give customers an easy, clear way for their customers to visualize products when worn, to assess product size, and to compare products visually side by side. Fashionette also needed a scalable solution - one that could be applied to 14,000+ product SKUs on not just the primary German-based website, but also half a dozen other countries with high website traffic and the same SKU count.

“We saw a clear positive revenue impact from adding their tool”

CHALLENGE

Luxury e-Commerce always faces the same problem — creating an experience special enough to convert shoppers to buyers. Without the ability to walk into a shop and throw a few bags over their shoulders to see how they fit and what they fit inside, customers aren't sure if they are buying a new favorite accessory or something they'll have to return.

Fashionette is incredibly data-driven, even for the world of e-Commerce, and as such, knew exactly where their customers were experiencing uncertainty - and what that uncertainty was costing them. The team at Fashionette was able to identify several opportunities for improving the customer experience:

- Properly judging the size of accessories
- Knowing what items will fit in a handbag
- Ability to compare items side-by-side

Seeing how a handbag or watch will look when worn on a person's arm or shoulder Fashionette sells



in large volumes in terms of the number of products in the catalog, range of product categories, and overall visitor traffic.

The team at Fashionette prioritized scalability and adaptability for any solution being considered for the website. More specifically, the solution needed to be implemented across all newly added product SKUs and applied to most, if not all, product categories - automatically. Manual processes & data entry - no matter how minor - were not an option.



ENTER TANGIBLEE

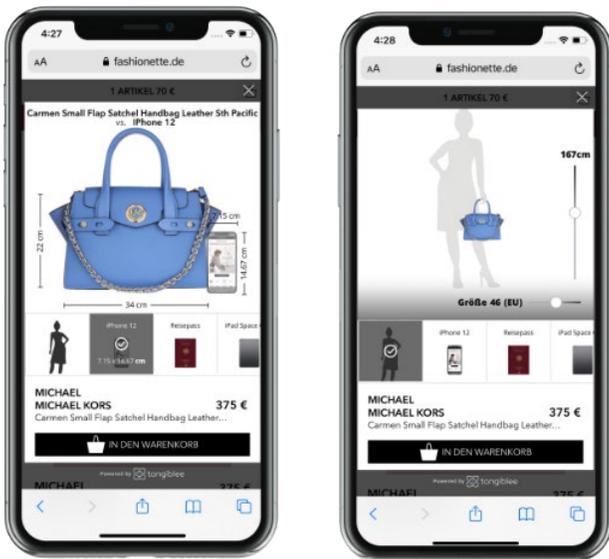
Having seen an interesting experience on a competitor's website, Fashionette approached Tangiblee wanting to learn more about the software solution. More importantly, Fashionette wanted to know if Tangiblee could actually address – quickly and effectively – the identified improvements in the customer experience.

“Tangiblee has an extremely low integration footprint.”



Implemented in Days:

“We didn’t need to do too much coding, they [Tangiblee] were able to crawl our pages and scrape the images and dimension data to build the whole model [and experience]...” --Matt Kirton, Head of Shop Management.



“We saw strong open rates for the tool, especially on mobile”

Proving Value:

As for proving Tangiblee’s effectiveness, the only way to know for certain that the software service was addressing the identified improvements in the customer experience directly was by closely monitoring several core metrics.

Fashionette had a list of the KPIs that needed to be addressed and it was up to Tangiblee to prove its service was delivering that value according to these metrics:

- Increased Open Rate
- Increased Revenue Per Visitor
- Increased Conversion Rate

In a date-driven organization like Fashionette, Tangiblee had to deliver not just the KPIs, but also the



kind of reporting that would identify what's next. Fashionette wanted granular reporting and analytics built around their specific operational processes.

They needed Tangiblee to create a custom report that did more than just show how their customers were engaging with Tangiblee's tool — Fashionette wanted the data broken down to show a more granular attribution report.

Tangiblee dove in and quickly created a custom attribution report for Fashionette, and still, Tangiblee was able to show significant lift to Fashionette's CVR & RPV despite the report's complexity. Fashionette continues to meet monthly with Tangiblee to review custom & standard reports as well as collaborate on what can make the experience even better for its customers.

RESULTS

The partnership between Tangiblee and Fashionette started with a three-month trial period. To continue even having a conversation, Fashionette needed to see that Tangiblee could add value — and quickly. Matt Kirton complimented the Tangiblee team on collaboration & overall willingness and flexibility to provide the data the retailer needed.

"Because of the transparency from Tangiblee in their reporting, [we saw] a clear, positive revenue impact..."

WHAT'S NEXT?

The two companies are able to have open discussions about Fashionette's changing goals so Tangiblee can swiftly build the features to support them. From reporting dashboards to model sizing, they've collaborated on features that improve Fashionette's bottom line and widen Tangiblee's offerings to other clients.

"One thing that continues to impress me is how quick Tangiblee are to respond to requests," Kirton says.



Such transparency made Kirton and his team wonder if they could build on that trust with Tangiblee to work on creating new features and new ideas.

By quickly clearing the bar of increasing revenue, Tangiblee has been able to work with Fashionette on solving more interesting questions. The teams meet monthly to review the KPIs and discuss analytics, looking for insight into what should be the next areas of growth. As Fashionette has grown, so has its need - and Tangiblee is ready to grow and tackle those needs with Fashionette.