



SHOP 
DIRECT

Case Study

Tangible's Size Comparison Technology Right Fit For Shop Direct



SUMMARY

Shop Direct is the UK's second largest pureplay online retailer, with annual sales of almost £1.8 billion. Our digital department store brands are Very.co.uk, Littlewoods.com and VeryExclusive.co.uk, and receive an average of 1 million website visits every day, with more than 59% of online sales completed on mobile devices.

We exist to make good things easily accessible to more people. With our department store range of famous brands, market-leading ecommerce and technology capabilities and unique financial services products offering flexible ways to pay, we're well placed to deliver on that promise.

We sell more than 1,100 famous brands, including big name labels and our own exclusive brands. We have 4 million customers and deliver 48 million products every year. Our free click and collect service, delivers to 5,800 stores across the country, increasing ease and convenience for customers.

+10.3%

Revenue Per Visitor

+7.2%

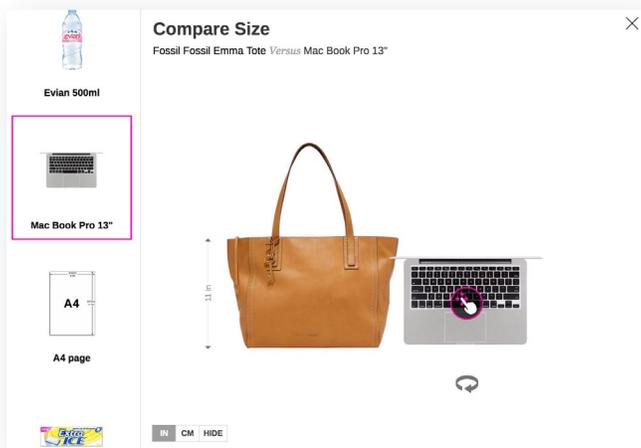
Conversion Rate

"We're committed to working with innovative partners that can make our customer's online shopping journey the best it can be."

JONATHAN WALL
GROUP ECOMMERCE DIRECTOR



ENTER TANGIBLEE



17.1% of customers who saw the size comparison tool used it and interacted with it for an average of 28.6 seconds

The innovative platform – which has been developed by Shop Direct's partner Tangiblee, which has operations in the US (Chicago, Illinois) and in Israel (Tel- Aviv) – helps customers get an accurate perspective of the size of items such as handbags and luggage before they order them.

In Shop Direct's most recent test (carried out between 1 October 2015 and 2 November 2015), the technology was visible to half of mobile device customers visiting all product pages across purses, handbags and luggage. The platform was not visible to the other half of mobile device customers.

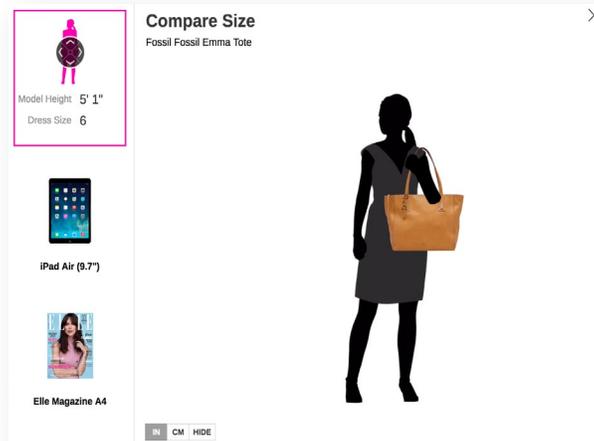
The test found that the technology contributed to a 10.3% and 7.2% increase in net revenue per visitor and customer sales conversion respectively across product pages where the tool featured, compared with those pages where it was not present. Meanwhile, 17.1% of the customers who saw the size comparison tool used it and interacted with it for an average of 28.6 seconds.

The trial will begin in Shop Direct's in-house user experience lab, where the company will learn how customers interact with the platform before testing it across Very.co.uk, VeryExclusive.co.uk and Littlewoods.com.

Having now successfully rolled-out the technology to all visitors to its sites, Shop Direct is working with Tangiblee to trial the latest version of the platform for watches and jewellery.



Jonathan Wall, Group eCommerce Director at Shop Direct, said: "We're committed to working with innovative partners that can make our customer's online shopping journey the best it can be."



TANGIBLEE'S VALUE

"Tangiblee's technology is helping us do that; giving our customer confidence in the actual size of items before she buys. Our tests indicate the feature can support sales growth.

Eliad Inbar, Co-Founder of Tangiblee, commented: "We are excited to partner with a leading ecommerce retailer such as Shop Direct, thanks to their advanced A/B testing methodology. We were able to rapidly rollout, prove the value of our solution and improve Shop Direct's bottom line.

"Going forward we are confident that rolling out additional categories will further increase the value we deliver to Shop Direct and its customers."