

CASE STUDY

Thomas Pink: BOOSTING CONVERSIONS AND IMPROVING THE SHOPPING EXPERIENCE WITH A Fits.me VIRTUAL FITTING ROOM

Part of the Louis Vuitton Moët Hennessey group, Thomas Pink is a leading, international, luxury shirt brand, with flagship stores in London's Jermyn Street, Madison Avenue, New York and Rue Francois Premier, Paris.

Altogether it has more than 80 stores around the world, while last year saw the 'refurbishment' of the largest Thomas Pink store of all: www.ThomasPink.com.

ABOUT 'FIT' ONLINE

While Thomas Pink goes out of its way to differentiate its high quality garments from its competition, it shares one major challenge with every apparel retailer selling its garments online: it is impossible for a customer physically to try on a garment when shopping online.

The "online fit problem" is exacerbated by the fact that 'fit' is far more complex than an equation involving a set of measurements: it's a highly personal, subjective decision about which size someone perceives as looking good on them. By way of context, statistics collected by Fits.me from real shoppers across all its customers suggest that fewer than half of shoppers that are a size L according to a traditional size chart, will actually choose an L. More than half will choose M, XL or even another size.

No size chart can deal with subjectivity on such a scale. A visual demonstration of fit – whether by trying on a garment in-store or by trying on a garment virtually online – is the only fool-

proof way to persuade shoppers they have chosen the right size for them. Only this reassurance will make them unlikely to reject the garment on receipt for reasons of 'poor' fit.

Thomas Pink was one of the first retailers in the UK to start experimenting with the only Virtual Fitting Room solution that gives shoppers a photographic visualisation of fit: Fits.me.

SIZE 8 IS TIGHT



SIZE 14 IS LOOSE



BOOSTED CONVERSION RATES AND MEASURABLE ROI

As of January 2013, the proportion of garments at ThomasPink.com with a Fits.me Virtual Fitting Room 'button' is 75%. The click-through rate (CTR) – the proportion of shoppers who use the Virtual Fitting Room during their visit to Thomas Pink – is almost one-in-five. This is an impressive CTR because 65% of returning customers claim to know their correct Thomas Pink size, as do 40% of new customers.

Critically, those who enter the Virtual Fitting Room convert at a rate 29.6% higher than those who could use the Virtual Fitting Room, but don't.

Nadine Sharara, head of eCommerce at Thomas Pink Ltd., is clear about the conversion benefits of the Virtual Fitting Room. "For any optional button to get a click-through rate of almost 20% is pretty impressive – the more so when you consider that almost half of our visitors, even first-time customers, believe they know their correct size already. The maths suggests that the CTR for those that admit they don't know their size is actually over 40%.

"And with Fits.me we can continuously experiment with new Virtual Fitting Room button appearances, texts and location to encourage as many as shoppers as possible to use the fitting room every time. It only takes a few seconds for shoppers to use, and the statistics show that we improve conversion significantly when can persuade people to check the fit – by 21%."

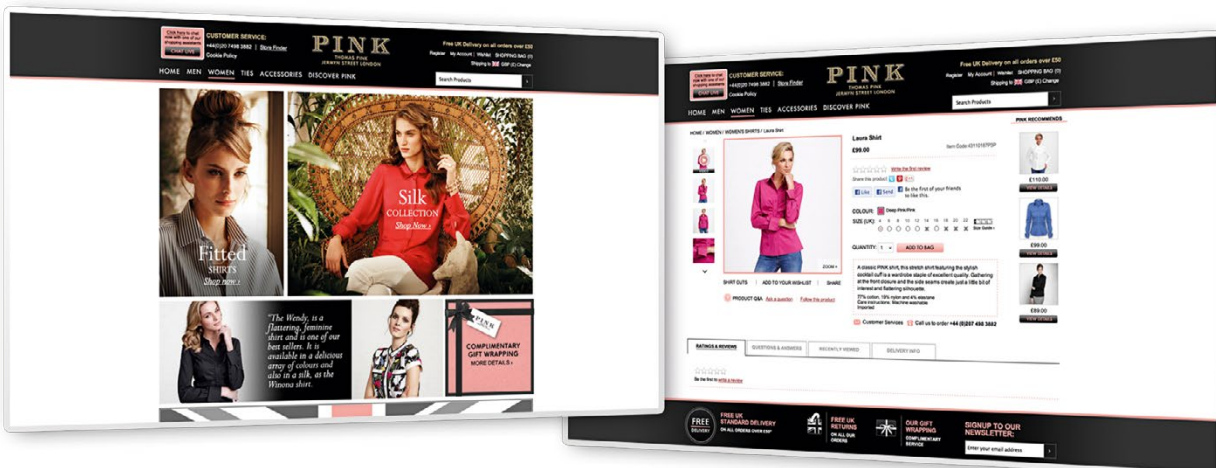
Sharara is also buoyed by feedback left by customers that have used the fitting room. "No less than 44% of people who use the fitting

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Nadine Sharara
Head of eCommerce at
Thomas Pink

' Thomas Pink ' ecommerce site



room tell me they would not have bought at all without it. Another 13% would have bought the wrong size, which would in all probability have led to returned garments. Three per cent would have bought multiple sizes, which always leads to returns; it's part of the process for customers that shop that way.

"That's a total of 60% that benefited from the fitting room – also benefitting Thomas Pink – and only 40% who would have bought anyway," she concludes.

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No fewer than 44% of people who use the fitting room tell me they would not have bought at all without it.

Nadine Sharara

MEASUREMENT ENTRY



SIZE 6 IS TIGHT

SIZE 12 IS LOOSE



A visitor can check how different sizes will fit with simple clicks

REPORTING AND ROI

All Fits.me deployments include integration with the existing analytics systems of the retailer or brand concerned, to enable full, objective reporting. "One of the most striking things about ecommerce is that there are usually indisputable statistics available; everything is measurable. I'm able to determine exactly how the Virtual Fitting Room is performing, precisely the impact it is having and, of course, to measure the return on investment," says Thomas Pink's Sharara.

"Now we are extending its coverage across additional ranges. It does what it says: boosting conversions and reducing returns," she says.

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It does what it says: boosting conversions and reducing returns

Nadine Sharara

ABOUT Fits.me

The Fits.me Virtual Fitting Room solution is the only fit technology to deliver the in-store fitting room experience online, providing shoppers with a photo-accurate visualisation of fit. A second solution, Fit Advisor, provides fit information and recommendations without photography.

Clients include Avenue 32, Bilka, Boden, Crew Clothing, Hawes & Curtis, Isabella Oliver, Henri Lloyd, HUGO BOSS, L.K.Bennett, Mexx, Nicole Fahri, QVC, Savile Row, Superdry and Thomas Pink.

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