

## Case study

December 2014 – May 2015

### Start of Cooperation

Fame.ua is an online shopping club/fashion mall offering daily sales on original, stylish products at affordable prices. Products include a wide selection of clothing from top brands.

According to market research on ecommerce in Ukraine, Fame had a 1% market share in the clothing industry in the first half of 2015. **A comparison with the 2014 data shows that the company has increased its market share twofold.** In addition, Fame is experiencing significant growth in traffic and the number of orders made. Thus, Fame is one of the top three estores in its segment.

The company chose to use AstraFit to solve their main problem, which was a high number of returns. This problem is one of the major problems faced by online clothing stores. According to the study conducted, 50–70% of customers’ purchases resulted in returns, which in turn affected the amount of lost profit and increased operating costs related to refunds.

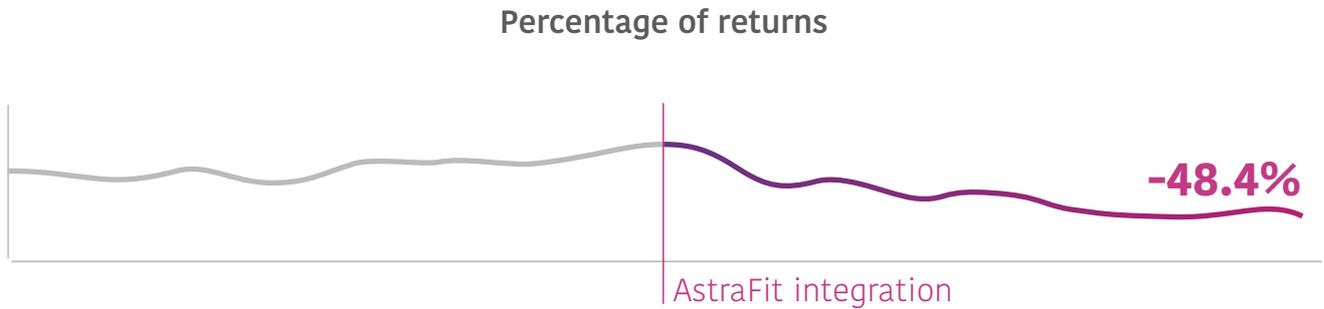
### One of major problems



### Metrics

The main difference between a shopping club and an online store is that not all products are kept in stock in a shopping club; products that are not in stock do not go through the photography stage. This directly affects how many products AstraFit can "cover" (i.e. place a widget on the item page) because all products must be physically measured by a person to ensure that users (who have varying measurements) can select the exact sizes that will be perfect for their figures. Products that do not go through the photography stage are not available for measuring; therefore, AstraFit cannot cover those items.

Studies have shown that when users utilize AstraFit to select their sizes, the **percentage of returns is 48.4% lower** than the level Fame experienced before working with us.



higher conversion rate  
**37.5%**  
16% more revenue

The conversion rate associated with ordering increased by 37.5% at the maximum level of "cover" in the shares during the first half of 2015 and increased at least 12.72% at the minimum level.

**This allowed the company to increase its revenue by 16% during that period.**

Another very important factor that has improved is the number of "abandoned baskets" (customers' incomplete orders).

**The number of incomplete orders has decreased by 29.03%.**



## Opinion of the owner

Viktoriya Nosenko, CEO of Fame:



"We made the decision to begin cooperating with AstraFit quickly because we believed this tool could solve one of our main problems: the amount of clothes returned because the size was wrong. We initially had some doubts about the effect the service would have on our shopping club model. But these fears were not confirmed. **The percentage of returns has shrunk by half.** This has allowed us to optimize our costs associated with processing returns. Thanks to AstraFit, we have saved a lot of money in this area.

Our team of AstraFit analysts also know how to change other metrics, such as conversion rate, the average sale amount, and the number of abandoned baskets.

Using all these indicators, **we can see our growth**, which makes us confident that our **investment in AstraFit will pay off**. I can say, as a woman and an ordinary user and not as head of the company or an AstraFit customer, that I always use this service, and I cannot imagine myself doing any meaningful shopping without it. AstraFit is changing users' attitudes towards online shopping."

Thank you for reading.  
AstraFit team.

### Contact us:

Danville, CA, USA  
+1 925 915 73 29

Kiev, Ukraine  
+38 099 288 79 00

info@astrafit.com  
astrafit.com



AstraFit is a registered trademark. Other company, product and service names mentioned herein may be trademarks or registered trademarks of their respective owners.