

Case study

July 2015 – August 2018

About Cardo

Cardo is a clothing manufacturer with a lot of experience creating fashionable clothes. This is a very dynamic brand, quickly reacting to changes in fashion. Each new collection piques the interest of whole market and drives a lift in online sales.

About cooperation with AstraFit

Cooperation began in July 2015.

This case shows the effectiveness of cooperation for more than three years.

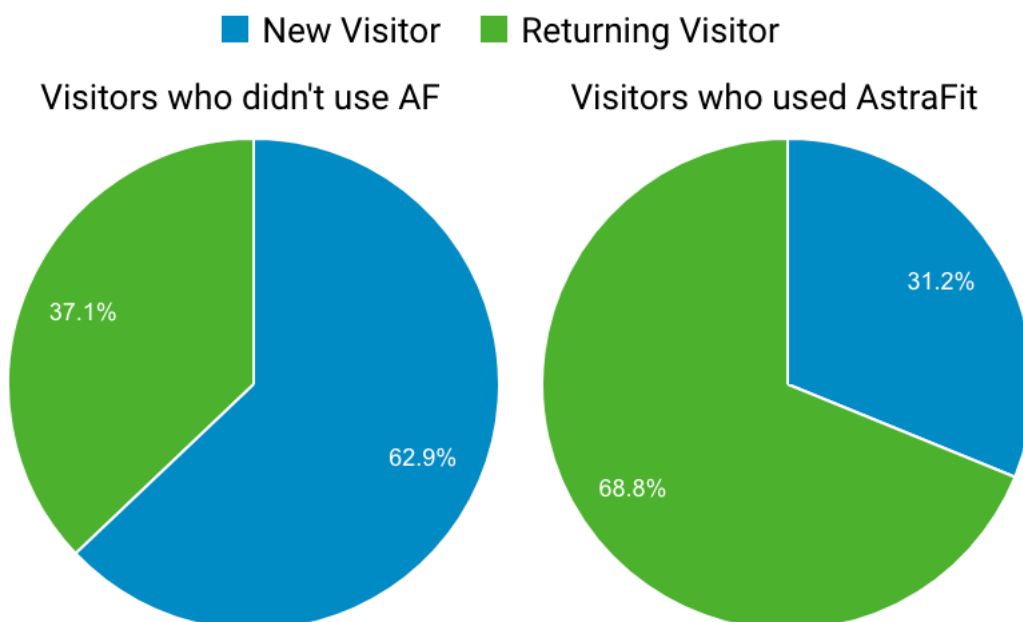
How did we evaluate?

To evaluate the performance of the service, we took a few basic Google Analytics metrics and compared them for two segments of visitors:

1. Who used AstraFit Fitting Room;
2. Who did not use the Fitting Room.

Regular customers

The engagement of regular customers was obvious, because there were 68% of regular customers who used the function, compared to 37% who did not use the function.

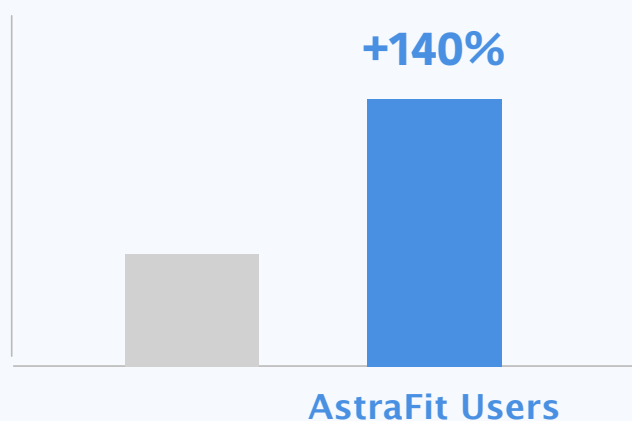


Shoppers engagement

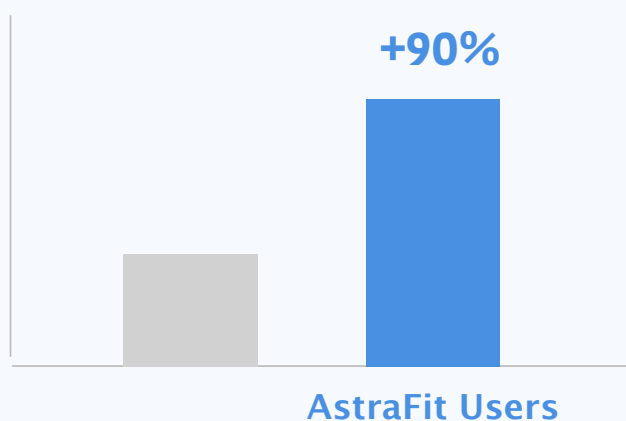
The engagement of shoppers we analyzed by two key indicators - the time spent on the site and the number of products viewed per visit.

Data are given in comparison, not in absolute values.

Session duration



Pages viewed per session

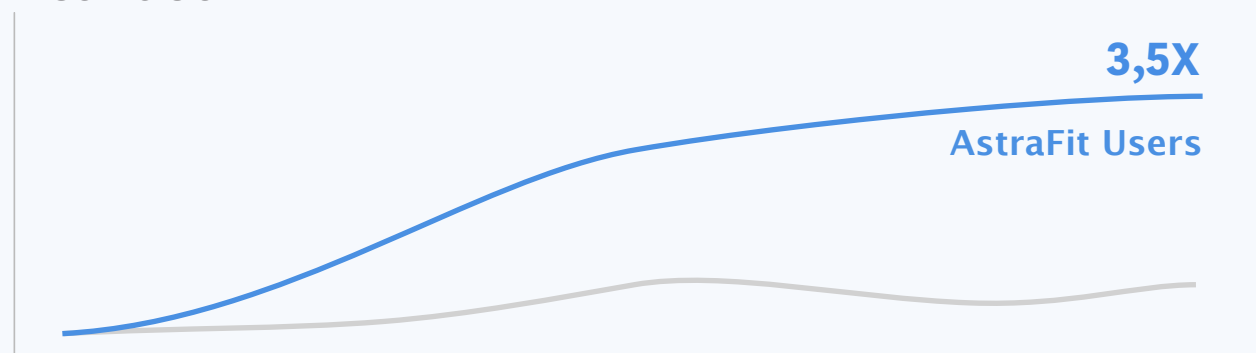


Conversion

One of the main e-commerce metrics is the conversion to purchases.

AstraFit users converted into purchases more than 3.5 times more often than those who do not use the function.

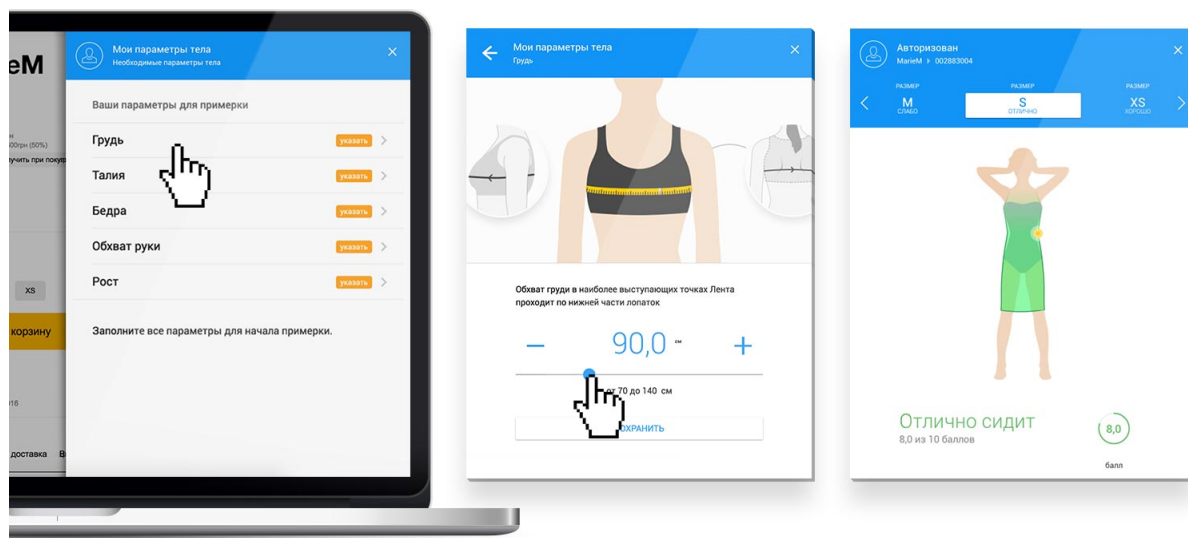
Conversion



About AstraFit Fitting Room

This is a solution, which is equivalent of a dressing room at a brick-and-mortar shop.

The Virtua Fitting Room solves the problem of increasing the conversion, increasing the volume of monthly sales, and providing a significant competitive advantage - all thanks to the introduction of an innovative tool for gamification into the sales process.



About AstraFit services

We provide a full range of services, which includes: support in technical-integration matters, setting up the processes of digitizing goods, as well as collecting statistics on key business metrics.

Thank you
for your attention

The AstraFit team



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