

Case study

August 2017 – October 2018

Why online purchase of clothes is still rare

According to a recent study by the US Department of Commerce, trade in the e-commerce sector was \$ 394.9 billion in 2016. According to the Department, online sales grew by 15.1% in 2016 and accounted for 8.1% of the total revenue of trade in the country per year. At the same time, the category of clothing, shoes and accessories accounted for just over \$ 83 billion of online sales in the United States, which represents 21% of the total. However, given the impressive growth rate in the industry, one of the most important problems remains - the return of goods. No one is surprised that returns in online trading account for more than 30%. At the same time, this figure is even more in the clothing sector - 40% according to the National Federation of Retail Networks (National Retail Federation).

One of the main reasons for this is the difficulty with choosing the right size of clothes, especially for people with non-standard body parameters! And this is also the reason for refusing to buy clothes online.

It is the democratization of shopping that has become the driving force behind the development of online commerce and in particular clothing. Any woman or man got the opportunity to find an item to his liking using the unlimited possibilities of the Internet and online stores.

How to make it easier for people to find and choose the right clothes on the Internet? This task was set by the specialists of AstraFit and a large Russian manufacturer and seller of women's clothing Wisell.ru.

More information on our site.

The online fitting room increased the sales conversion by three times.

Implementing the AstraFit online fitting room on Wisell.ru allowed to increase the sales conversion from 0,78% to 2.71%.

2.71% conversion among visitors who took advantage of the online fitting room.

All the buyers who used the AstraFit online fitting room bought three times more often than the online store visitors who did not use this service. At the same time, if you use the service, then the choice of products for you becomes truly limitless. Using the automatic fitting function of each item, you can easily choose the products you liked. No more compromise in online shopping. According to Wisell.ru experts, this feature has increased the share of regular customers at their website.

According to Wisell.ru estimates, the possibility of online fitting positively influenced a number of store indicators. In particular, according to analysts,[2] users spent 20% more money at purchase, and most importantly for a traders, the use of an online fitting room had a positive effect on sales growth.

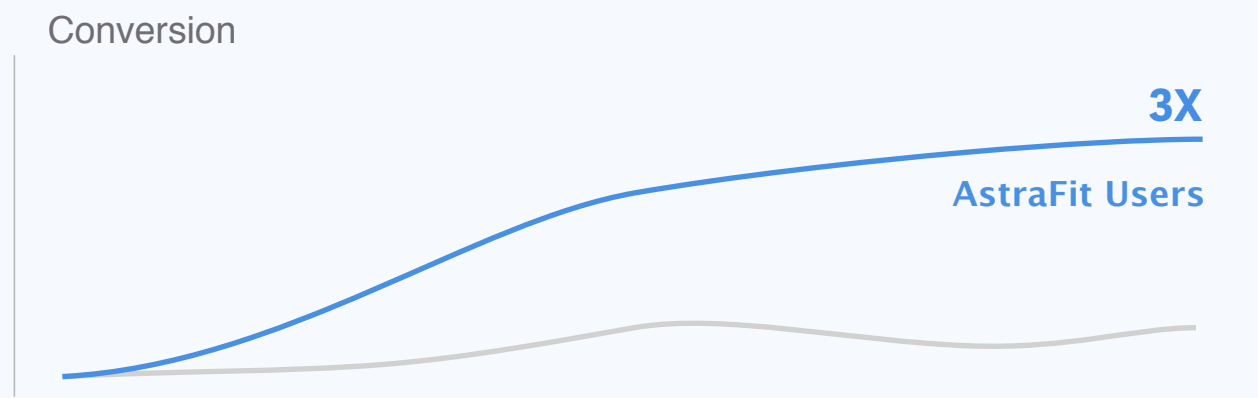
At the same time about 15% of buyers use the fitting room at the moment. The growth potential is obvious; the more visitors use the AstraFit fitting room online, the stronger the impact on growth revenue and the online store. Not to mention that the fitting room turned out to be a great helper for those visitors who buy goods for relatives and friends. You can buy a dress for your beloved, knowing only her preferences in style and some parameters of her body. Having entered them on the website of the online store it will not be difficult to find the perfect gift that used to be almost impossible.

The cooperation of Wisell.ru and AstraFit has been lasting for more than a year and it can be said with confidence that the partnership is mutually beneficial not only for the companies themselves, but also for the buyers and clients of Wisell.ru.

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.

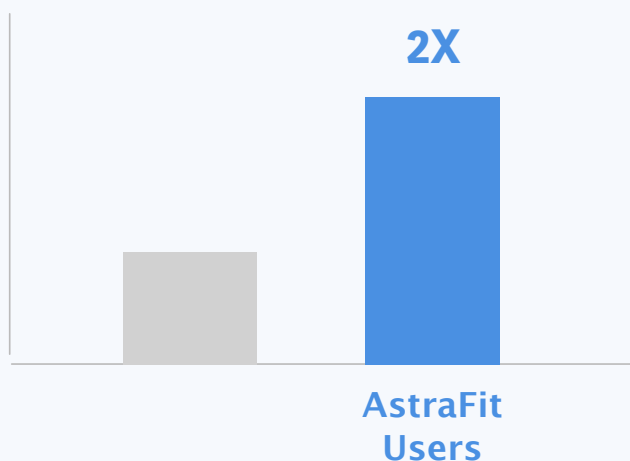


User engagement

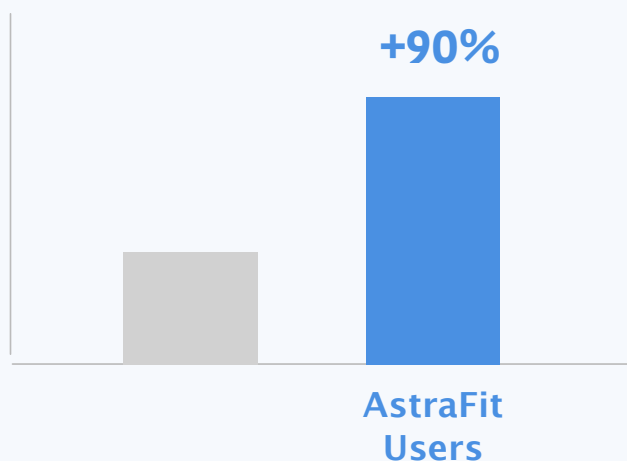
The engagement of shoppers we analyzed by two key indicators - the time spent on the site and the number of products viewed per visit.

Data are given in comparison, not in absolute values.

Session duration

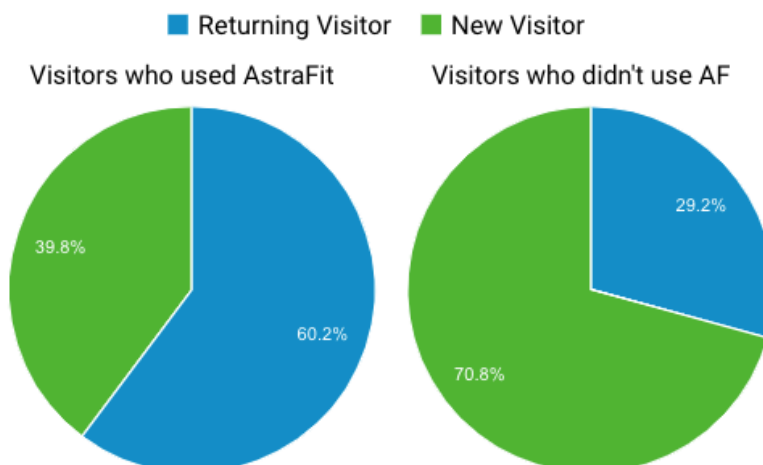


Pages viewed per session



Regular customers

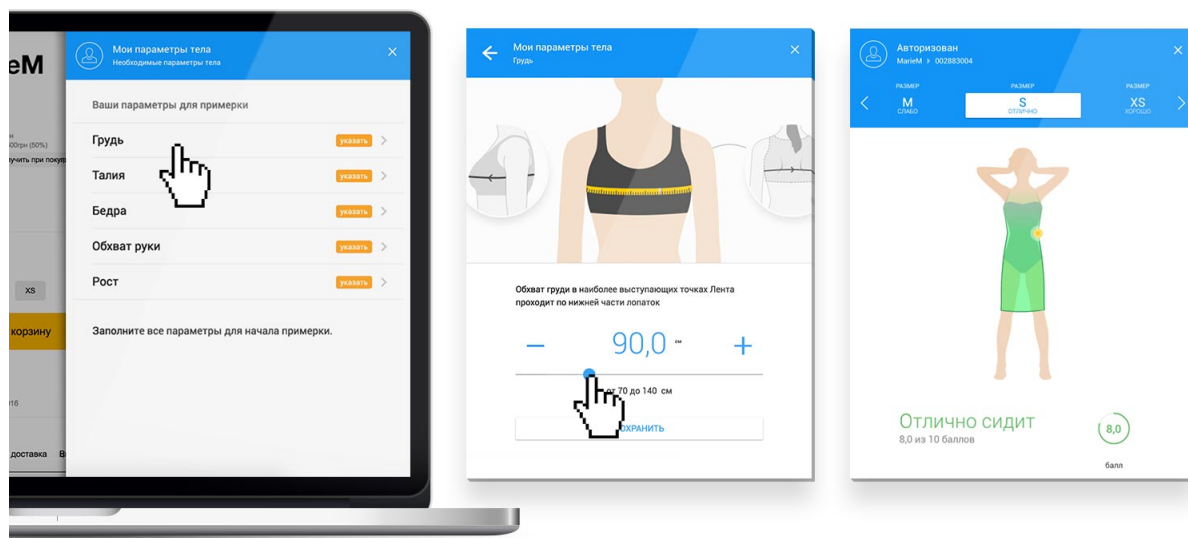
The engagement of regular customers was obvious, because there were 60% of regular customers who used the function, compared to 29% who did not use the function.



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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