

Case study

February – May 2015

Start of Cooperation

MustHave - this is the first and largest Ukrainian mass market providing clothing products at affordable prices. Cooperation with the brand MustHave began in the year 2013. It can be said that AstraFit and MustHave developed on parallel paths in these two years.

During this period there were many AstraFit functional changes, which had a positive impact on the results achieved.

Metrics

Shoppers can use AstraFit to choose their specific size for all the women's clothing available on the MustHave site, which makes up 95% of all the items available on MustHave.

It is also important to note that MustHave is a mono-brand. Of their online shoppers, 60% are regular customers who have made purchases at the shop before. In addition, 55% of those regular customers use AstraFit repeatedly to select the size that suits them best for each new purchase. Shoppers do so because even within one brand, product measurements can vary depending on the model, body type, type of material used, and, especially, the way the garment has been sewn.



AstraFit's effect on new users who buy MustHave clothes for the first time (possibly in their first online purchase) is significant. **The conversion rate for purchases is 67.7% higher for those who use AstraFit during their first purchase** than the rate for new users who place order without using our online fitting room. Thus, AstraFit increases the number of new shoppers, who may then become permanent customers.



New shoppers
conversion rate
increase

By increasing the overall conversion rate by 62.96% compared to those who do not use online fitting when ordering, **AstraFit generates approximately 55% in additional revenue.**

55% more revenue

When shoppers are confident that they know the true size of the product they are ordering, they will spend more money (the average sale for shoppers who use AstraFit increased by 55.72%) and order more items (20% more items in one order).



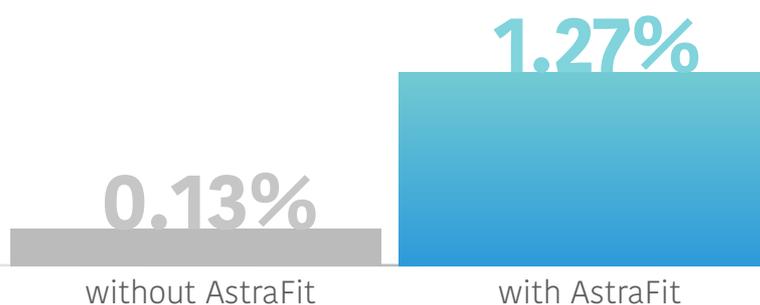
For customers who make purchases online using AstraFit, the number of returns made because the wrong size was selected decreased by 50%. This significantly reduces shipping and return costs, therefore retaining profits.

The data we obtained by collecting and analyzing statistics shows using AstraFit:



With all this data, we can examine how AstraFit affects the store's key indicators to determine the level of ROI.

New shoppers conversion rate



Opinion of the owners

MustHave's co-founders, Anna Kovalenko and Anastasia Yakovenko, said this about AstraFit:



“With AstraFit, we get more satisfied customers, who then become regular customers. The service has eliminated users’ uncertainty and fear when buying clothes online that the size they select might not fit. In this way, we reduce the burden on our call center by eliminating the need for managers to spend a lot of time trying to help clients choose a size.

We`ve been working with AstraFit for over 2 years. Now we can be sure that new customers who use the AstraFit online fitting room can buy our clothes without facing any size-related concerns. For regular customers, **AstraFit becomes as important as the re-gular fitting room in our two brick-and-mortar showrooms.** When we disconnected the online fitting room widget (for testing), we were bombarded with letters and phone calls asking one question: 'Where is AstraFit? How am I supposed to choose the size now?'

On the financial side, the cost of service paid off tenfold, which gave us the opportunity to earn much more than we did previously. **We have also reduced our returns.**

Our advice to anyone who sells clothes on the Internet is to implement AstraFit if you really care about your customers. Customer care is what united us with the guys from AstraFit.”

Thank you for reading.
AstraFit team.

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