

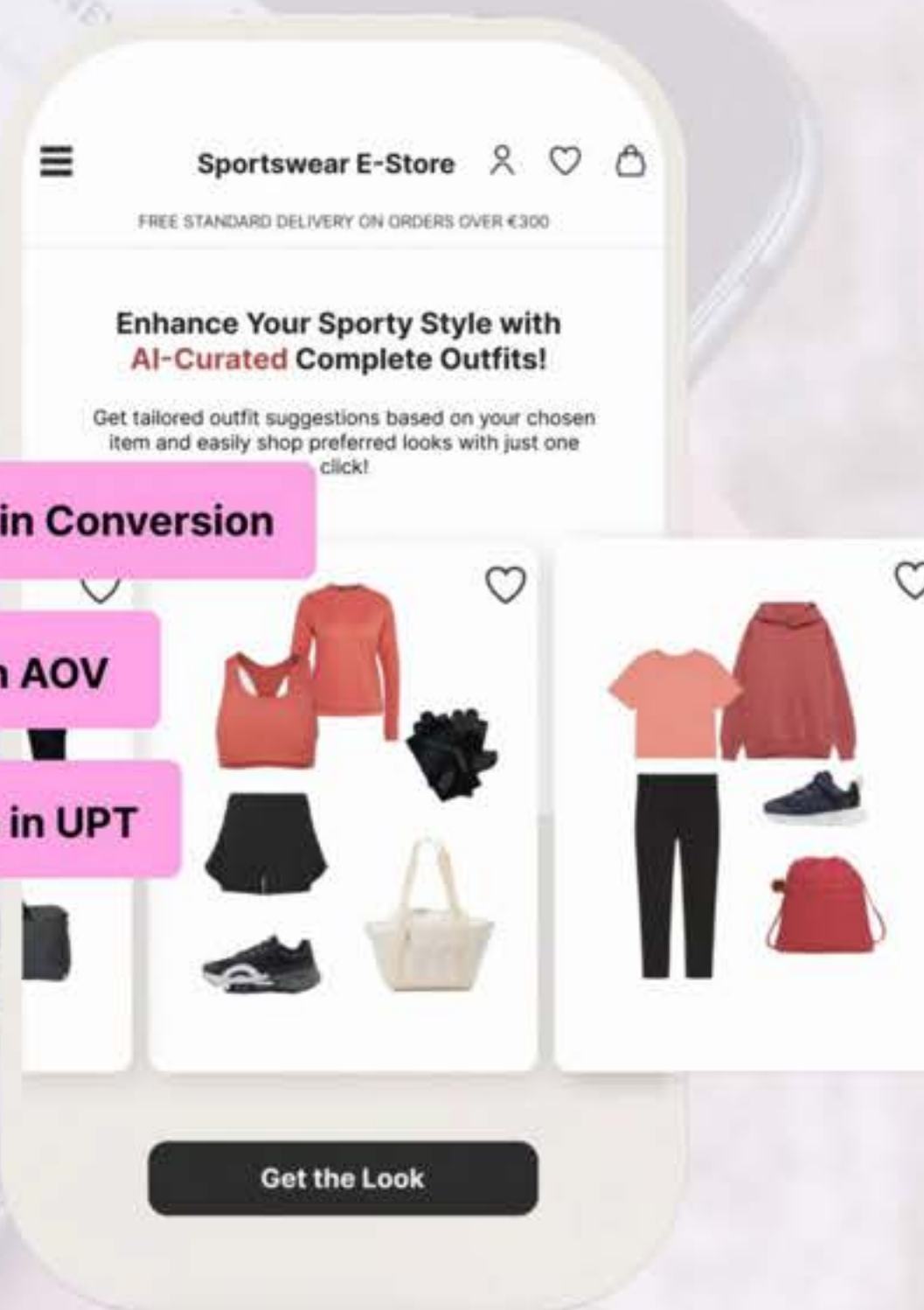
## CASE STUDY

# How a Legendary Sportswear Brand Boosted **Conversion Rate** by 214% with **GardeRobo.AI**

✓ 214% increase in Conversion

✓ 10% increase in AOV

✓ 18.2% increase in UPT



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# The Challenge

The sportswear brand was in search of an **advanced solution** that would offer visually appealing, **intuitive methods for product discovery**. Their objective? To provide personalized, current, and context-based recommendations, ensuring flexibility and ongoing optimization for exceptional customer service and increased shopping cart sizes. This led them to select GardeRobo.AI's '**Shop the Look**,' '**Pop-up Style Assembler**,' '**Shop the Model Look**,' and '**Recommendation**' solutions.



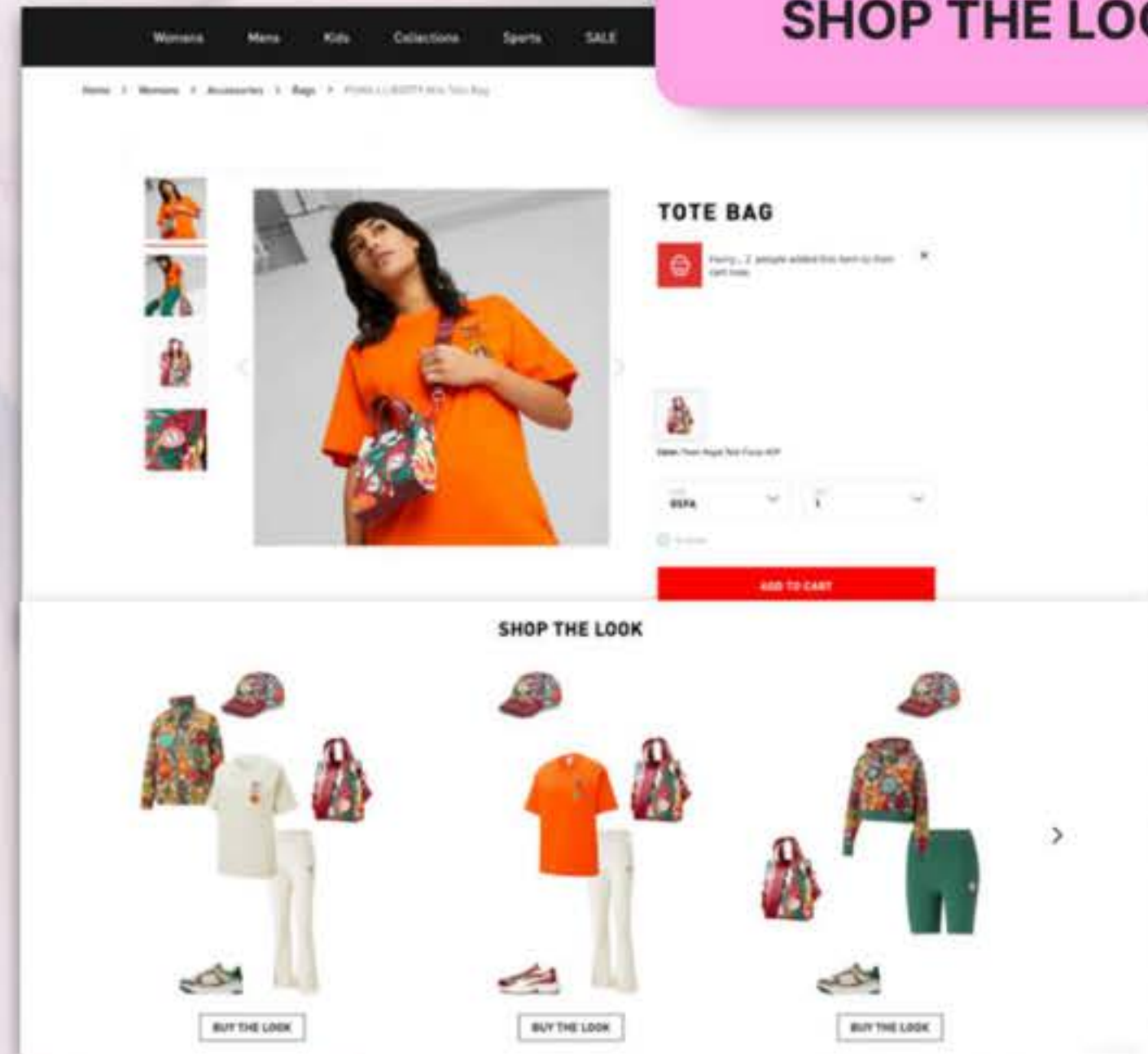


## THE SOLUTION #1

# 'Shop the Look'

This solution presented an innovative approach for shopping experience on the sportswear brand's e-commerce platform, that streamlined the selection process for their shoppers, **saving time and enhancing engagement**. This feature showcased complimentary clothing and accessories **in a collage format**, enabling customers to **purchase entire outfits**.

With Shop the Look by Garderobo, the sportswear brand took its **cross-selling game to the next level**. By featuring items from various categories, GardeRobo's Shop the Look widget significantly expanded the breadth of the sportswear brand's product offerings. Rather than just selling individual items, they showcased how these items could be combined to create a complete look, **inspiring their customers to buy more**.



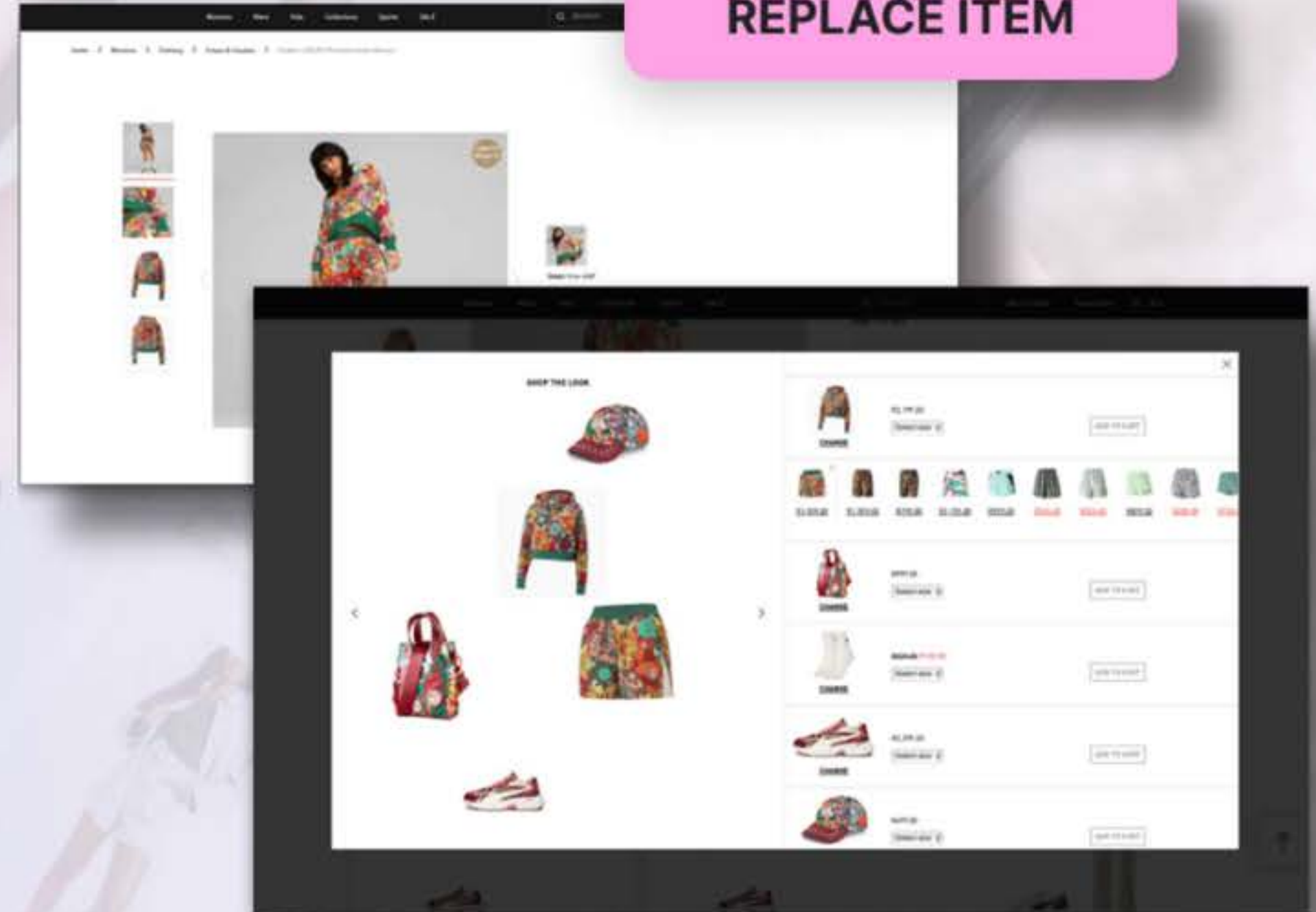


## THE SOLUTION #2

# 'Pop-Up Style Assembler'

This interactive tool was implemented into each of the sportswear brand product pages to cater to the diverse shopping preferences of every customer. It enabled shoppers to **curate their unique outfits themselves**, by allowing them to modify the total outfit collages and **replace suggested items** with the preferred ones, thus contributing to a **personalized and engaging shopping experience**.

Utilizing advanced recommendation technology, this tool suggested products that harmonized flawlessly with the user's **selected items**. It not only simplified the process of outfit creation but also encouraged users to explore and experiment, **fostering creativity and individual expression** in fashion choices.





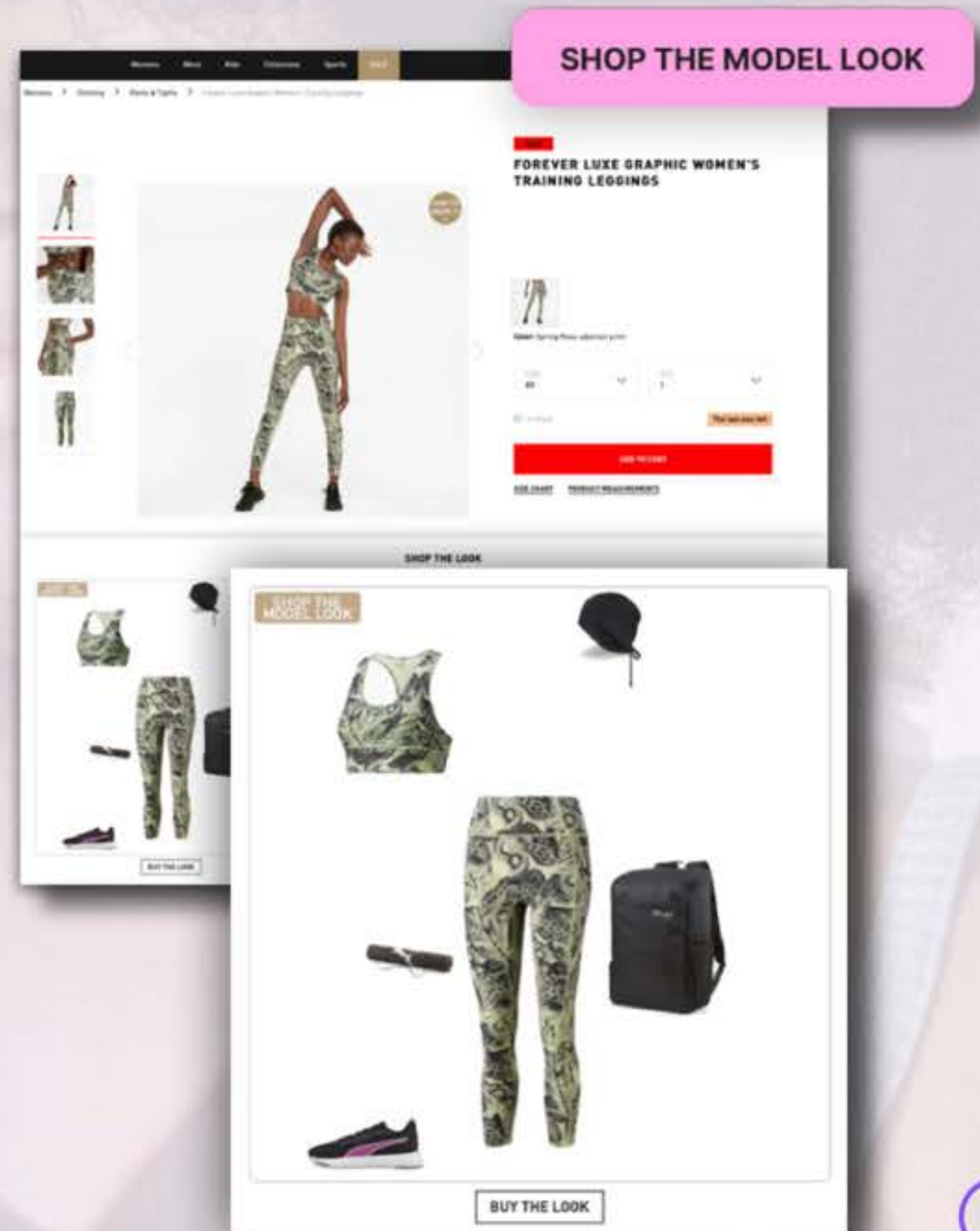
## THE SOLUTION #3

# 'Shop the Model Look'

The sportswear brand also implemented GardeRobo's "Shop the Model Look" widget that recognizes items **featured in model photos** and locates them within the catalog suggestions. The sportswear brand has integrated this solution into its product pages, offering users the opportunity to **dress just like their photo models** and discover additional products across **various categories**.

Our advanced algorithm identifies items on model photos from multiple categories that allowed the sportswear brand to **seamlessly upsell to their customers**, offering them a curated selection of items that perfectly complement their chosen attire. This feature has significantly contributed to the conversion growth and overall customer **satisfaction** with **personalized recommendations** that took their style to the next level.

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## THE SOLUTION #4

# 'Smart Recommendations'

Additionally, the sportswear brand implemented an interactive smart recommendations carousel featuring items from the user's recently visited three categories, personalized in real-time using AI and reflecting the individual's browsing behavior. Once some of the products went out of stock, our **AI made sure that a similar item was recommended** to keep recommendations relevant.

This solution has helped the sportswear brand to cut out lost sales due to bloated product catalogs that forced shoppers to scroll through irrelevant products. Thus, contributed to **reduced browsing time**, helping customers to instantly find more items that matched their look, and **buy more units per order**.





# TWO-WEEKS A/B TEST

All visitors of the sportswear brand have been split into **two equal groups**. The "GardeRobo.ai" Group could see product recommendations provided by GardeRobo widgets: "Shop the Look", 'Pop-up Style Assembler', "Shop the Model Look", and "Recommendations". For the visitors of the "Control" Group **the widgets have been hidden**.

*The results of the A/B test were highly promising and demonstrated that the "Shop the Look", 'Pop-up Style Assembler', "Shop the Model Look", "Recommendation" solutions by GardeRobo had a substantial positive impact on key metrics and overall performance.*



Performance analysis of GardeRobo.ai widgets on product page vs to the same PDP without GardeRobo.AI





# Success in Action

Working together with this sportswear brand has resulted in an improvement of its **key metrics**.



Results for the first 5 months of the collaboration with GardeRobo.AI.

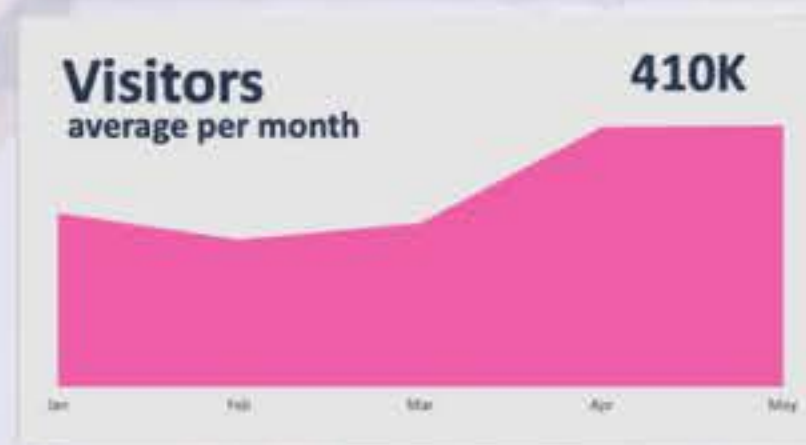
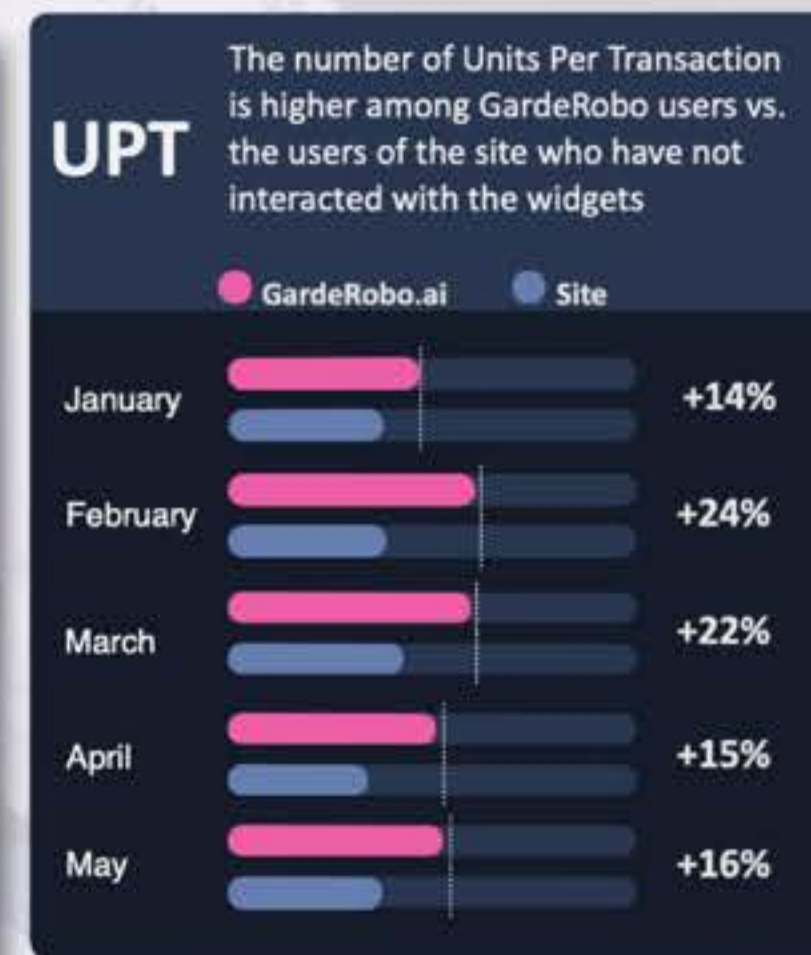
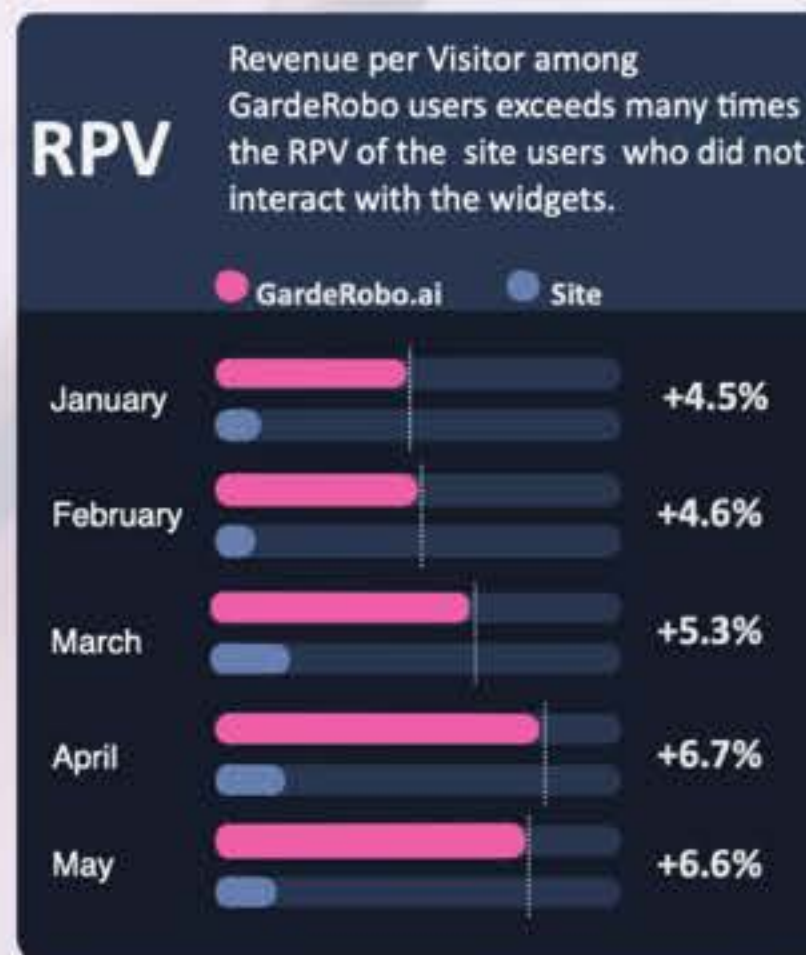




# Success in Action

Less than 10% of users leveraging the GardeRobo.ai service, contributed **over 50% of the total revenue for the online store.**

By enhancing user engagement through tactics such as **setting recommendations within the shopping cart, integrating our 'composite widgets,' and curating personalized content for your email newsletters**, we firmly believe that deeper integration will result in a substantial boost to user experience. [Get in touch](#) with us to learn more!





# Get In Touch

Request Demo

## Email

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