



TODAY'S *Shopping* CHOICE™

INCREASE YOUR VALUE WITH COMPLETE THE LOOK

The Shopping Channel is a leading interactive, multi-channel retailer, offering a vast assortment of exclusive products and top brand names to its customers. As one of Canada's most innovative and diversified retailers, TSC incorporates entertainment, inspiration, personalities and industry leaders to provide a unique shopping experience.

THE CHALLENGE

Always putting the customer first, TSC aims to be a source of inspiration to help guide their shoppers towards what's new and exciting. With an exclusive list of daily showstoppers, they're already experts in curating the leading items.

Considering their large catalog size, TSC was looking for opportunities to drive more cross-sells across different categories. They wanted to increase customer exposure and engagement with their wide variety of top name brands, but were unable to make these types of recommendations at scale without compromising quality.

Flash SALE 65% OFF ON NOW UNTIL 11:59PM SHOP NOW Today's Showstopper™ Deals On Air Products Program Guide Watch Us Live

TSC TODAY'S *Shopping* CHOICE™

Search over 23,000 products... Sign in Favourites Bag

FASHION SHOES & HANDBAGS JEWELLERY BEAUTY HOME & GARDEN KITCHEN HEALTH & FITNESS ELECTRONICS COINS CLEARANCE

Nuage Italian Wool Coat With Attached Zip-Up Puffer Vest
407-430
\$439.99
or 6 Payments of \$73.33
SHIPPING: \$8.99

STYLE: BLACK

SIZE: MEDIUM

QUANTITY: 1 **ADD TO BAG**

Hover over to Zoom, Use Mouse Wheel or Touch Pad to zoom in and out

Get set ready snow! With this coat by Nuage you'll be ready for any cold weather that comes your way, look stylish and chic when you layer this piece with a thermal or turtleneck! • Long sleeve, button closure, pockets, lined, shoulder pads.

GET THE LOOK

 Diane Gilman Striped Knot Tee 404-258 \$37.88 \$56.00 or 6 Payments of \$6.31	 NYDJ Ami Skinny Essential Jean 409-873 \$149.00 or 6 Payments of \$16.55	 Vince Camuto Benedie Bootie 407-348 \$157.88 \$226.00 or 6 Payments of \$26.31	 The Sak Ashland Bucket Bag 405-373 \$248.00 or 6 Payments of \$41.33
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THE SOLUTION

With the help of FINDMINE, TSC was able to guide shoppers at scale through automation. During an 8 week long A/B test, 50% of their shoppers saw 3 FINDMINE powered looks on their fashion, jewelry, handbags, and shoes categories, while the other 50% did not.

Bypassing the need for any feed configuration, FINDMINE pulls product information directly from TSC's API. This enabled TSC to fully customize the look and feel of the module on their site and reduced the need for a custom feed or additional work.

During the A/B test, the FINDMINE branch saw:



2% increase in average order value across the 3 categories tested



3% increase in revenue across the 3 categories tested

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At TSC, we put the customer at the center of everything we do. That is why FINDMINE is such a great fit for us. This solution offers the customer complimentary products to 'Get the Look'. While still early, we are seeing increased basket size and higher AOV when FINDMINE is activated.

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Rosie Riolino-Serpa
Senior Director of Digital Experience, TSC

THE RESULTS

Adding complete looks around all of the products in four of their major categories led to significant gains in AOV and revenue, while exposing and introducing shoppers to a wide range of their catalog.

FINDMINE served over 24 million outfits to TSC customers during the 8 week pilot and continues to drive value for the brand!