

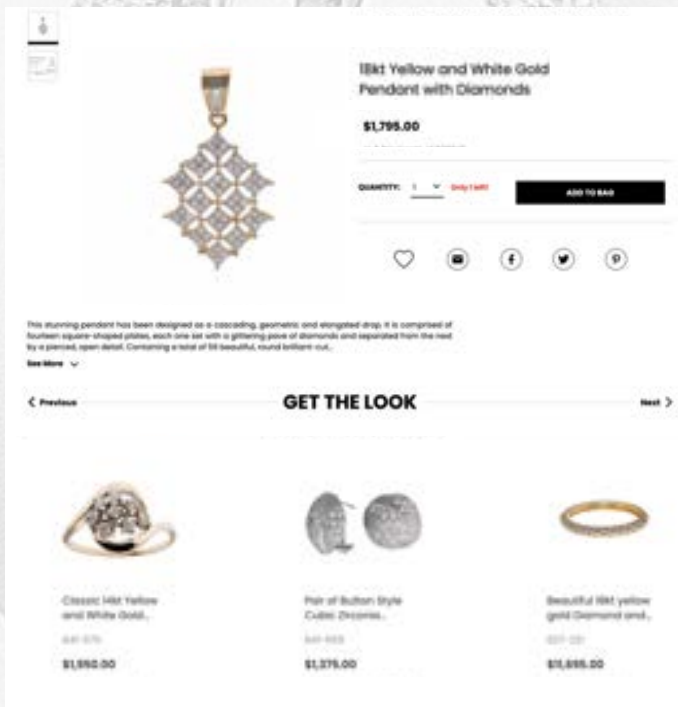
ADORN YOURSELF WITH COMPLETE THE LOOK

For decades this multi-brand retailer has been providing one-of-a-kind shopping experiences that are interactive, diverse and highly-curated. Always providing customers with high-quality, exceptional value, and convenience, they have become industry leaders in the retail space.

THE CHALLENGE

Due to the extensive catalog size of top-name jewelry brands that all need to be merchandised separately, creating complete looks around each item at scale posed a challenge.

Since jewelry is one of their top-performing categories, this retailer wanted to inspire shoppers with multiple pieces of jewelry from the same collection and increase basket size for the higher value category.



THE SOLUTION

This retailer used FINDMINE to show complete jewelry looks on every item to show the shopper the corresponding jewelry pieces that can be worn together from each collection. Using FINDMINE gave the retailer the flexibility to show the outfit that makes the most sense for each category for their shopper.

During an 8 week long A/B test, 50% of their shoppers saw 3 FINDMINE powered looks on their jewelry product pages, while the other 50% did not.

During the A/B test, the FINDMINE branch saw the following lifts in the jewelry category:



**2.66% increase
in average order value**



**4.36% increase
in overall jewelry revenue**

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At our company, 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”

Sr. Director of Digital Experience

THE RESULTS

Automating complete looks around every jewelry item drove tremendous value for the online shopper and for the retailer. It allowed the retailer to contextualize the items for their shoppers while delivering a guided shopping experience. If a shopper was looking for a ring, she also saw the earrings, bracelet, and necklace that would pair perfectly with that item. This experience led to powerful gains in revenue and average order value for the retailer, strengthening the product category even further.