A Top 100 Retailer expands partnership with Shoptelligence to add STyle Finder to their website, seamlessly boosting conversion rates by 150%.

Challenge

This Top 100 Retailer has a vast inventory of high-quality products that appeals to a wide range of customer preferences and budgets, often making it difficult to find the right product. They recognized that their website lacked the personalization and ease of use today's shoppers demand. With so many options for home furnishings online, they knew they needed to find a way to help shoppers quickly and easily find products that match their style preferences, without overwhelming them with too may choices.
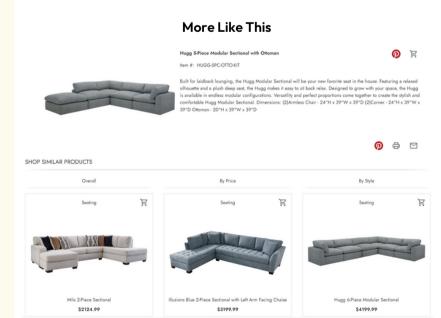
They first partnered with Shoptelligence to deploy Room STylist, a solution that increases AOV by showing a shopper a personalized ensemble around a product to "complete the look." After seeing success, they were looking to expand their collaboration with Shoptelligence, allowing them to accelerate their digital strategy without overwhelming their shoppers or team.

Top 100 Retailer

This Top 100 Retailer is a high-quality home décor and furniture retailer, passionate about offering their customers unparalleled experiences and products.

They are dedicated to providing an exceptional shopping experience for their customers, whether they are browsing their website or visiting their stores.

This retailer is committed to building lasting relationships with their customers and exceeding their expectations at every step along the way, leading their executive team to prioritize new technologies and digital innovation.

More Like This

Hugg 5-Piece Modular Sectional with Ottoman

Item #: HUGG-SPC-OTTO-KIT

Built for laidback lounging, the Hugg Modular Sectional will be your new favorite seat in the house. Featuring a relaxed silhouette and a plush deep seat, the Hugg makes it easy to sit back relax. Designed to grow with your space, the Hugg is available in endless modular configurations. Versatility and perfect proportions come together to create the stylish and comfortable Hugg Modular Sectional. Dimensions: (2)Armless Chair - 24"H x 39"W x 39"D (2)Corner - 24"H x 39"W x 39"D Ottoman - 20"H x 39"W x 39"D

SHOP SIMILAR PRODUCTS

Overall	By Price	By Style
Seating	Seating	Seating
Mila 2-Piece Sectional	Illusions Blue 2-Piece Sectional with Left Arm Facing Chaise	Hugg 6-Piece Modular Sectional
$2124.99	$3199.99	$4199.99

STyle Finder

Increase same-category product discovery, maximizing customer engagement

Visual and interactive, enabling the shopper to discover the perfect product in no time

Maximize revenue by preventing lost sales from out-of-stock items by showing similar items

Shoptelligence

Solution

To take their digital innovation a step further, this Top 100 Retailer expanded their current partnership with Shoptelligence to also implement STyle Finder on their website. Shoptelligence's STyle Finder technology helps shoppers explore similar styles, seamlessly. Same-category suggestions are curated based on the categorical attributes of the product being viewed, giving shoppers a variety of options to choose from that fall within their preferences and budget. Not only does this enhance this retailer's current customer experience, but also enables them to optimize inventory by pairing relevant styles with high margin in-stock products, ultimately maximizing revenue potential.
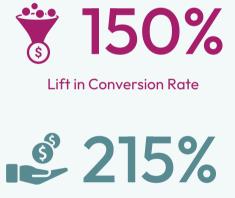
Adding STyle Finder to their website alongside Shoptelligence's Room STylist solution allows them to seamlessly provide their shoppers with a personalized shopping experience that helps them find the exact product(s) that matched their style preferences and shopping objective-with minimal effort.

Results

The results of implementing STyle Finder on their website have been impressive.

The module makes it easy for shoppers to find the right product, boosting conversion rates and maximizing sales. As a result, this Top 100 Retailer has seen a 150% lift in conversion rate and a 215% lift in revenue-per-visitor.

Not only have they seen great success, but being that STyle FInder paired so well with Room STylist, there was no incremental work to double their digital investment on their site.

150%
Lift in Conversion Rate

215%
Lift in Revenue-per-Visitor

> " Thanks to our prior success implementing Room STylist on their website, integrating STyle Finder alongside it on the site was a seamless process. A quick and easy implementation process coupled with expert guidance and support throughout the process helped make the addition a stress-free and easy experience for everyone. "

—
Laura Khoury
CEO of Shoptelligence

Future

Given the ease and success of implementing STyle Finder on this Top 100 Retailer's website, there is potential for continued collaboration and further enhancements to their e-commerce platform through their partnership with Shoptelligence.