



FINDMINE

FASHION RETAIL BENCHMARKING GUIDE TO OUTFIT SUGGESTIONS

IMPORTANT INFORMATION

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It is generally expected that
SHOPPERS SPEND MORE
when they get guidance
on how to use the products
they're evaluating.

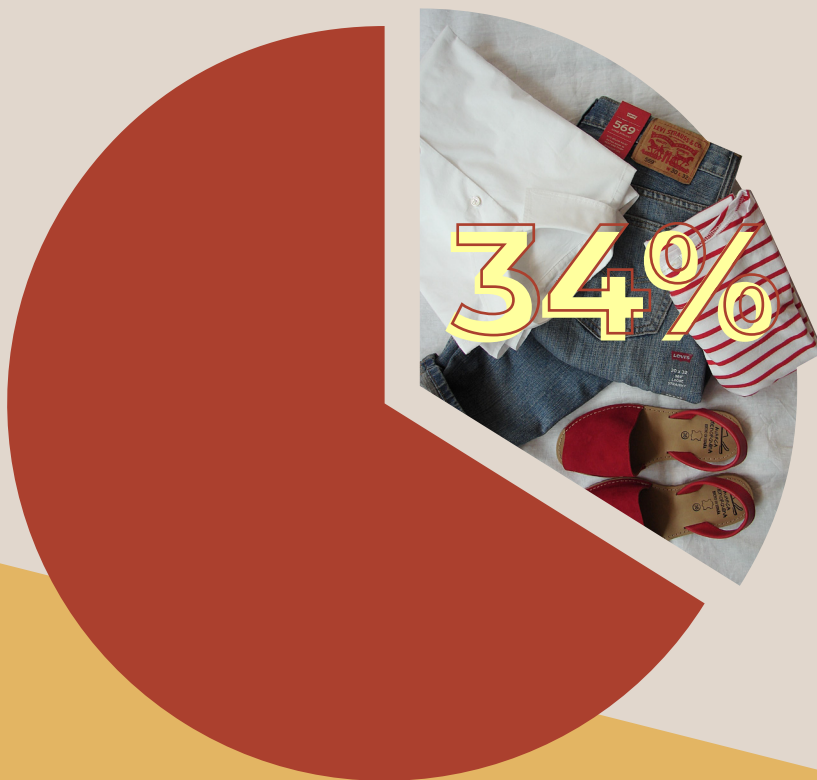
**Apparel
on the
mannequin
always
sells out
fastest.**

It is imperative for retailers to help guide their customers not just in store, but online and other channels where they may interact with products.



The trend toward providing shoppers curated guidance is increasing.

Gartner L2 recently found that 43% of department stores presented 'curated looks' on their fashion ecommerce product pages. We expanded that analysis across some of the largest North American retailers that offer a full range of products in Fashion, Home, or Beauty. In this report, we focused exclusively on Fashion.



Only 54 of 155 apparel sites surveyed had some inspirational guidance in the form of outfit suggestions.

By analyzing Alexa's engagement data across the above sites, we found these compelling reasons to provide consumers with this guidance:

SITES THAT SHOWED HOW TO WEAR A PRODUCT IN AN OUTFIT ON THE PRODUCT DETAIL PAGE VS SITES WHO DID NOT HAD

14%
HIGHER PAGE
VIEWS/VISITOR

20%
MORE TIME
SPENT ON SITE

9%
LOWER
BOUNCE RATES

Despite the fact that providing this expertise vs. not is a driver of success metrics, we found that **all suggestions are not created equal.**

Below are 3 criteria that we found among those sites that offer some kind of guidance that further impact conversions and revenue¹ and a 4th criteria that we are working to appropriately quantify in the future.



PDP “COVERAGE”

What use are Outfit Guidance if shoppers aren't seeing them?

While this sounds obvious, the ability to scale Outfit Guidance with high quality outfits has been extremely challenging for retailers.

Our methodology for measuring coverage was to visit a sample of 25 PDPs across 5 categories (generally tops, bottoms, outerwear, footwear, accessories, or dresses as applicable) in both men's and women's apparel products (when applicable). We then assigned a coverage score for each site:

	PDPs SHOWING (A) SUGGESTED OUTFIT(S) TO WEAR WITH MAIN ITEM	35% OF SITES THAT HAD ANY OUTFIT GUIDANCE
VERY HIGH	81%+	40%
HIGH	61-80%	16%
MEDIUM	41-60%	7%
LOW	21-40%	14%
VERY LOW	<20%	20%


VERY HIGH COVERAGE SITES VS. VERY LOW COVERAGE SITES

31%
HIGHER PAGE
VIEWS/VISIT

7%
MORE TIME
SPENT ON SITE

14%
LOWER
BOUNCE RATE

HIGHEST COVERAGE SITES

MR PORTER MATCHESFASHION Reebok  REVOLVE BANANA REPUBLIC

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MULTIPLE OUTFITS

The first outfit shown may not always resonate with the shopper, which is why showing multiple ways to wear a product is crucial. We have found that suggesting multiple different outfits drive higher incremental revenue compared to single Outfit Guidance.

From FINDMINE's own customer data, we have observed that

moving from 1 to 3 different outfits for each product drives an incremental 4.5% lift in revenue.



Of the sites we evaluated for this research, just

37% of those who had any styling suggestions presented multiple Outfit Guidance

WHEN SITES SHOWED MULTIPLE OUTFITS, WE OBSERVED THE FOLLOWING DIFFERENCES IN METRICS VS THOSE WITH A SINGLE OUTFIT:

1%
HIGHER PAGE
VIEW/VISIT

20%
MORE TIME
SPENT ON SITE

6%
LOWER
BOUNCE RATE

3

ON MOBILE

With the majority of site traffic coming from mobile devices these days, it is important to have this guidance for consumers show up not only on the desktop experience but also (or even more importantly) on the mobile experience. Of the retailers with any outfit suggestions, most (92%) had a corresponding experience on mobile. However, this is only the tip of the iceberg, as we have observed that

a thoughtful UI can have a significant revenue impact, especially in mobile.

For example, we have seen that improving image sizes, allowing for easy add to cart without taking the customer off their journey, and placement higher up the fold in mobile

further increases revenue per visitor gains an additional 1% or more.

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QUALITY

Lastly, it is important that the outfit is consistent with a brand/retailer's aesthetic and is high quality. For the purposes of this analysis, we didn't quantify quality but will do so as an update to this research. For now, here are a few examples of common issues we noticed concerning quality of the outfits suggested:

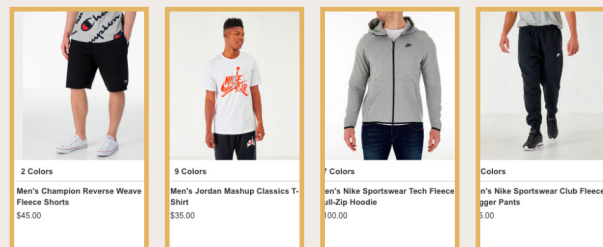


EXAMPLE 1

Pair of pants outfit recommendation

No top is shown

All items are sold out



EXAMPLE 2

Pair of sneakers outfit recommendation

Shorts and long pants shown together

COMMON QUALITY ISSUES WE FOUND:

SOLD OUT/MISSING PRODUCTS


(i.e., showing an "outfit" that is missing bottoms or a top which are clearly required for humans to be successfully dressed)

PRODUCTS THAT WHEN COMBINED MAKE EMBARRASSING OUTFITS

(i.e., multiple pairs of pants, clashing colors)

OUTFITS THE BRAND WOULD NEVER STAND BEHIND

(i.e., mixing short skirts with skimpy tanks is appropriate for some brands but definitely not for others)



Doing it right,
with very high
coverage,
presence across
platforms, with
multiple outfits
and high quality
is very hard

but it pays off
with further
increases in
engagement.

Here you'll find the complete data by website. While this data is far from complete, it shows a **strong correlation between showing outfit guidance to fashion shoppers and higher engagement metrics**. This is an important insight for brands and retailers who want an advantage over their competition, as relatively few of the top brands and retailers are doing it at all yet. Further, just having outfit guidance alone is not enough to maximize engagement. Doing it right requires attention to detail and scale. We hope you'll use this as a playbook of sorts for getting it right, and we are always here if you need support.

[YOU'LL BE SEEING UPDATES FROM
US AS WE GATHER MORE FINDINGS]

ABOUT FINDMINE

“Innovative solutions like FINDMINE are fundamental to the execution of our customer engagement strategy”

–Perry Ellis, CEO



FINDMINE's award-winning content engine scales a brand's unique point of view across their entire organization. Our Complete the Look product shows shoppers how to use each product across ecommerce, email, personal shopping, marketing channels, and in store. FINDMINE increases ecommerce revenues by 3-10% while creating looks scalable (serving over 2B looks annually) to give merchandisers 99% of their time back.

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