

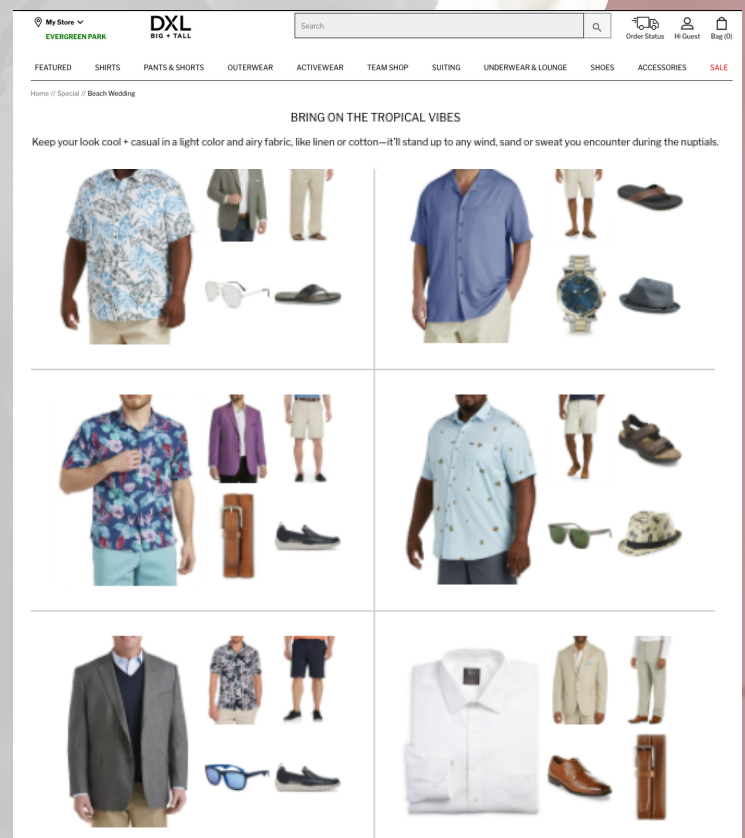
THEMATIC AND DYNAMIC LANDING PAGES WITH FINDMINE

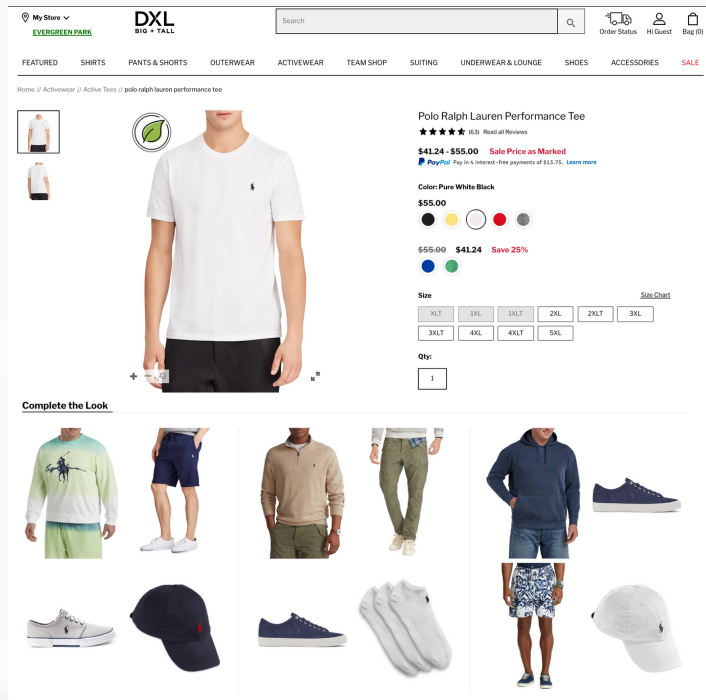
THE CHALLENGE

DXL knows the big + tall shopper better than anyone else and they set out to solve one of the big challenges their demographic faces: how to find outfits that will make them look and feel their best. The big + tall community knows DXL as their go-to spot for shirts, but DXL wanted to take the step forward and become a destination for their shoppers by offering them complete outfits, by showing other categories. These complete, put-together outfits help their shoppers look great for every occasion and everyday events.

THE SOLUTION

DXL partnered with FindMine to expand their brand point of view not only on their product pages, but earlier in the conversion funnel on curated landing pages. The retailer implemented FindMine across all their product pages and FindMine powered 4 different seasonal and occasion-based landing pages to scale their marketing campaigns, including 3 curated wedding pages and a summer outfitting campaign.





FINDMINE®

“ Our shopper is an underserved customer, and he often finds it difficult to outfit and buy clothes at other places due to a lack of broad selection and fit. We are most excited about FindMine’s ability to bring to our digital channels the high touch store service around styling and outfitting that customers have come to expect from our store associates, while saving us significant time and effort in doing so. ”

Ujjwal Dhoot
Chief Marketing Officer, DXL Group

THE RESULTS

Versus a control group, by adding FindMine to Product Pages, DXL achieved:



**2.5% increase
in AOV on mobile**



**Take advantage of more
“micro-moments,” like a trend
toward backyard weddings**



**4.2% increase
in AOV on desktop**



**Achieve an 8% conversion rate
and a 65% interaction rate.**



**5% increase
in sell through for
accessories**



**Promote product discovery
and increase overall
customer engagement with
the brand.**