

COMPLETE THE LOOK: HOME EDITION

FINDMINE®

THE CHALLENGE

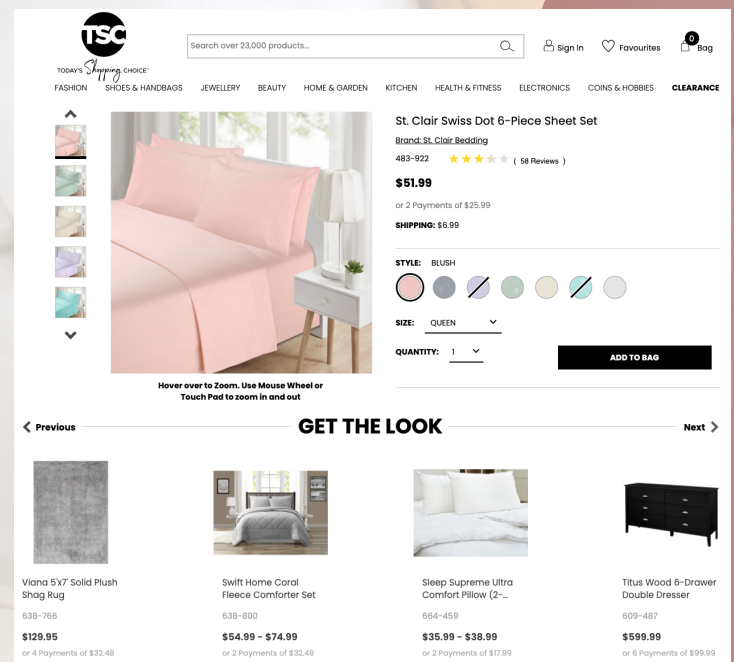
In 2019, TSC launched 'Get the Look', powered by FindMine, in fashion and jewelry categories and discovered the following benefits: revenue lifts, new category exposure, and positive customer feedback on the experience. Their shoppers not only find the feature useful and easy to navigate, but also view it as a great resource for inspiration on how to style each product and saving time putting looks together.

As a multi-vertical retailer, TSC wanted to expand this positive response to other high-impact product categories to drive inspiration for their shoppers and better contextualize the rest of their product offerings outside of fashion.

THE SOLUTION

TSC implemented FindMine across their entire home category, including products ranging from garden planters to bedding. FindMine shows three distinct ways to style and pair together items using inspiration from TSC's merchandising team, product expertise, and performance data, at scale.

After a 4-week A/B test where 50% of traffic saw FindMine-powered "Get the Look" interior decor and product expertise on products in the home, and 50% of traffic did not see Get the Look but only You May Also Like. At the conclusion of the test, FindMine was implemented across 100% of traffic in the home category.



THE RESULTS

FINDMINE®

New Category Exposure

While known for their bedding and vacuums, FindMine helped expose TSC shoppers to other categories that pair with these top categories, like rugs, duvet covers & decor.

Showing shoppers how their products go together helped to increase exposure to new categories. This continues to lead to new revenue for the retailer across many of their categories.

29% of Bath category revenue is FindMine influenced



24% of Home Decor category revenue is FindMine influenced



24% of Furniture category revenue is FindMine influenced



Revenue

2% increase in overall revenue from the home category during the 4 week test period

“

FindMine is unique in the way that they help give our shoppers guidance on how our products go together. We were already seeing great results within fashion, so adding them onto additional categories was a no-brainer. We've used their platform to expose our shoppers to other home categories that were typically less navigated and have already been seeing a positive impact there,

”

Rosie Riolino-Serpa
Head of Digital, TSC

BOTTOM LINE

TSC is successfully upselling their home catalog by exposing shoppers to new categories and products through 'Get the Look'.

Guiding customers with the retailers' interior design expertise within the home category is just as important as guiding them in fashion, and yields meaningful results from a revenue and category sell-through perspective.