john varvatos

Driving Both Conversion + AOV

JV was looking for a product recommendation tool that would show complete outfits. It was imperative that these looks reflect the brand's unique aesthetic with no manual work required by their team.

By utilizing FINDMINE's "Automated Complete the Look" on the PDP of items on their site, JV saw increases across their KPI's.
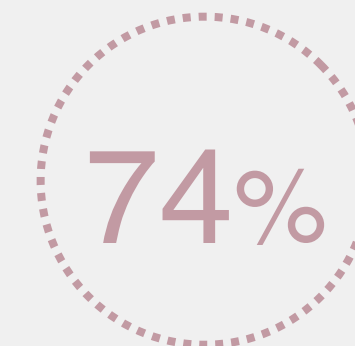

COMPLETE THE LOOK

SULLIVAN

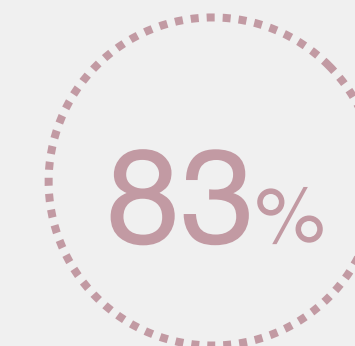AUSTIN TEXTURED PANTS

MORRISON SHARPEI BOOT
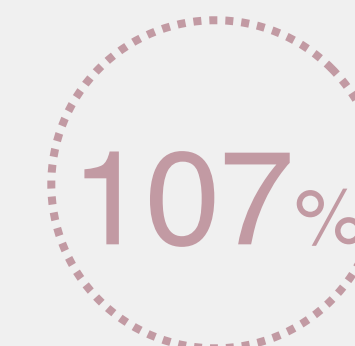
HOOK & BAR SHAWL COLLAR JACKET

74% Average Order Value (AOV)
When customers interact with FINDMINE

83% Conversion Rate
When a customer makes a purchase

107% Time Spent on Site
Client saw an increase on

FINDMINE

"

*With FINDMINE's
"Complete the Look" product we've increased
revenue, the efficiency of our merchandising team,
and engagement from our customers during their
site experience.*

"

Scott Lux
Dir, Digital Experience

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