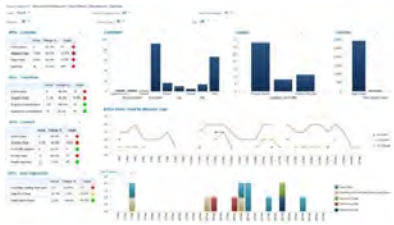
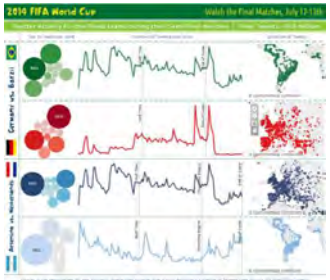
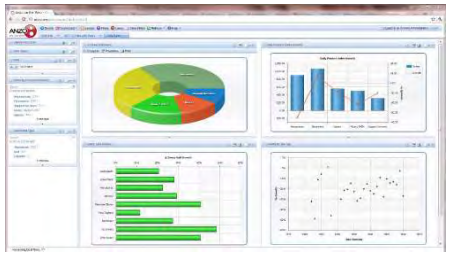
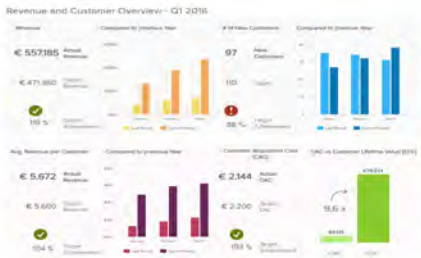
FIT
YOU

Do you know your web users?





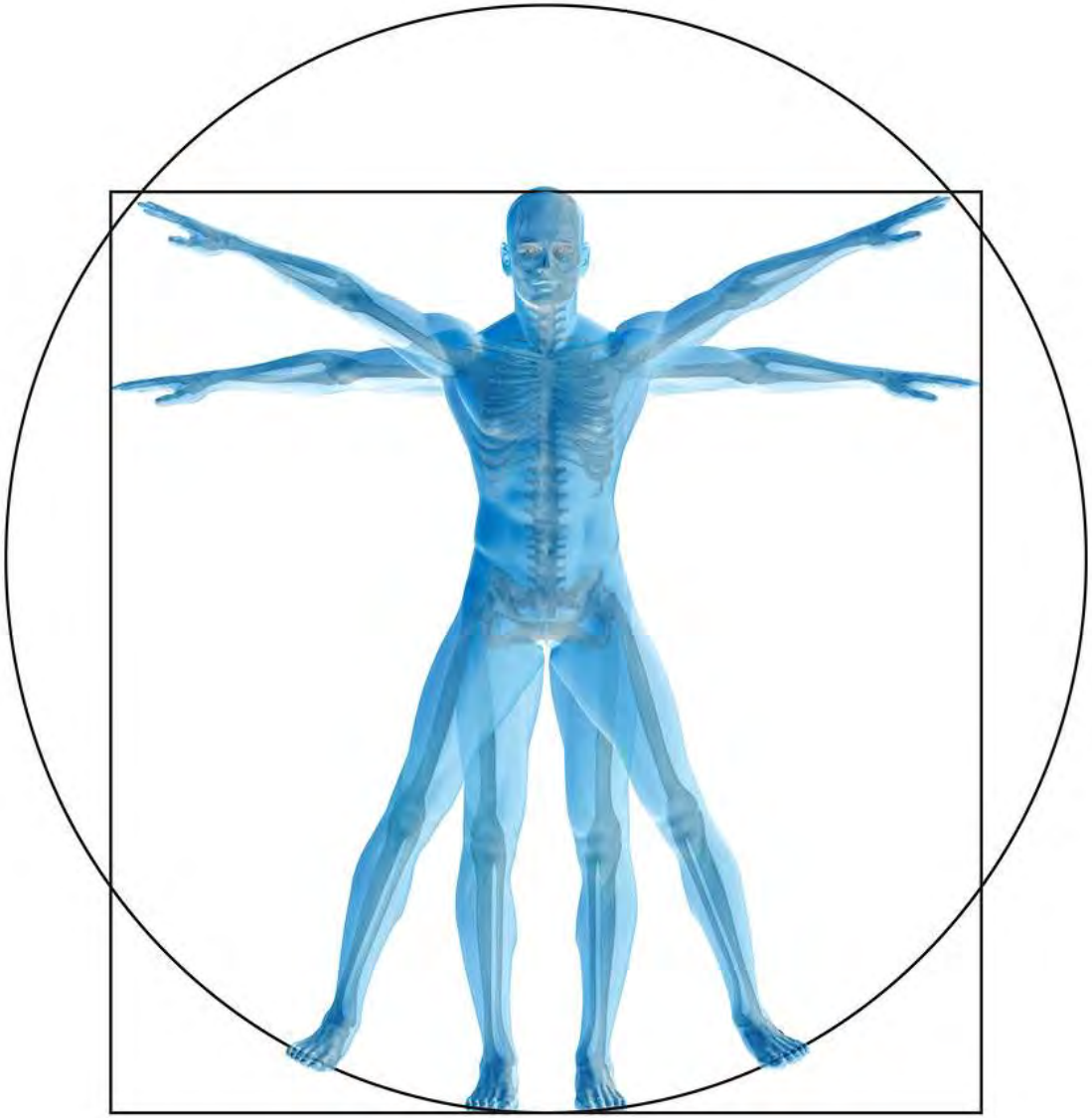




SIZE YOU

...sentiment ...semantics... behaviour... profiling...

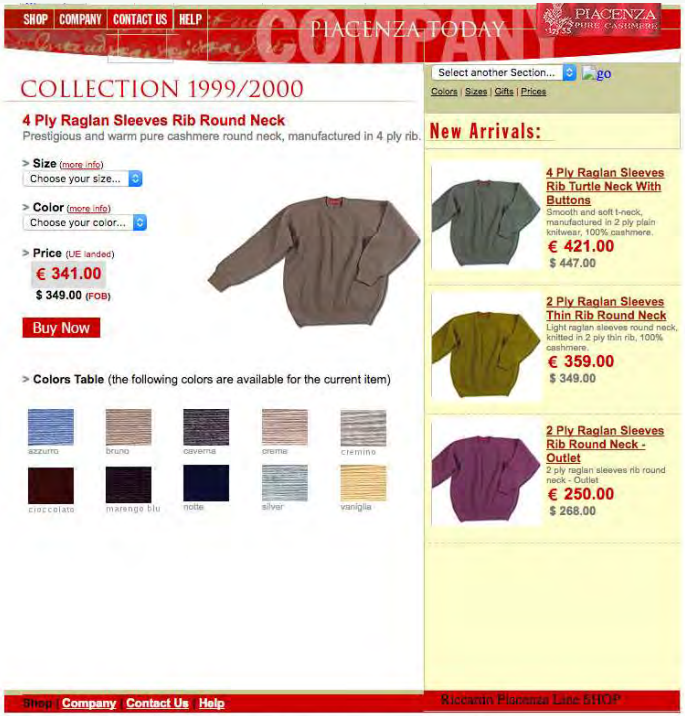
do you miss anything...?



His real body, nobody knows it!

Then...

e-commerce way to sell
is moving nowhere



1999...

Few things have changed

2017

18 years of e-commerce

Few things have changed

How many returns from e-commerce clothing in EU?

More or less than 1 million per year?

1
MLN
1
MLN
1
MLN
1
MLN
1
MLN
1
MLN
200.000.000 in 2014
Est.400.000.000 in 2016

200.000.000 in 2014

Est.400.000.000 in 2016

64.000 tons of goods

11.760 tons of CO2

1.44 BLN Euro margin
LOST

What we do?

We ease the returns

Nevertheless
78% of purchases stop at size selection

Source: Nielsen

Breaking Big Data Silos
between objects and human beings

Interior design

Wellness

Automotive

Made to Measure
Customised goods

Aerospace

Public events

Clothing

Alternative solutions:

manual input

83% wrong measures

Alternative solutions:
body scanner or measuring devices

Limits

Boots on the ground

great investments

Less than 3 minutes

Limits

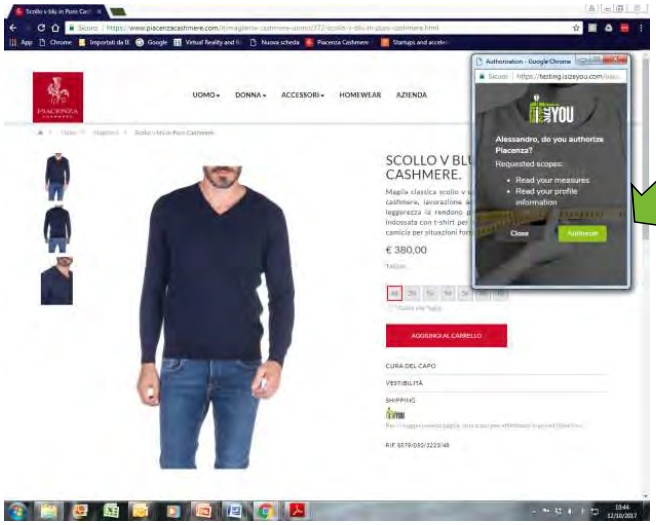
Reduction of impulsive purchase

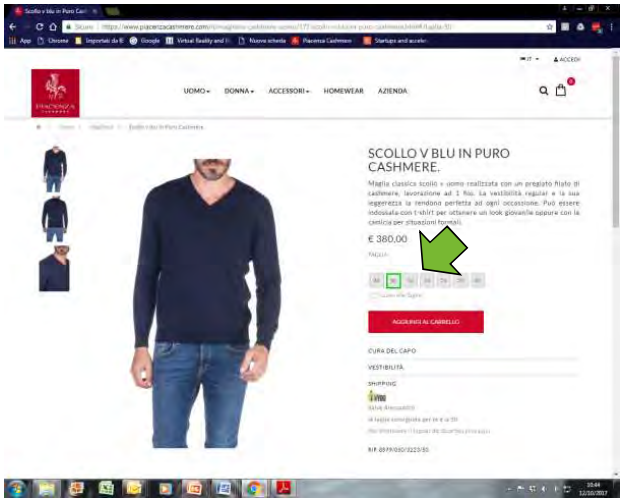
Our solution

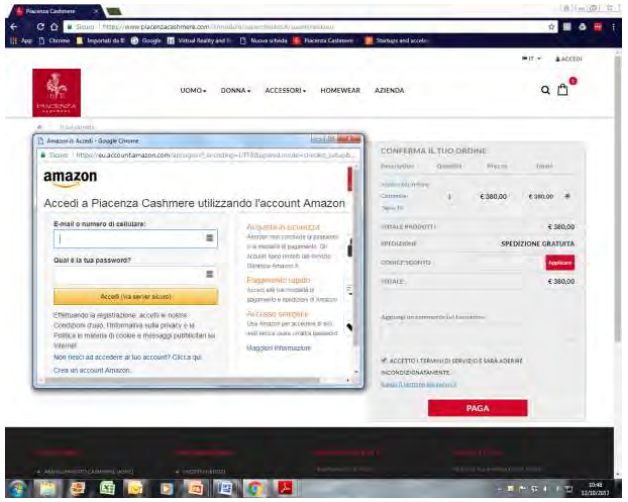
Our solution - App:

Body scan level of detail (2.5% measure tolerance)
2’35” profiling time

at home, easy and user-friendly







Front end:

2 click selection

Full integration with CMS

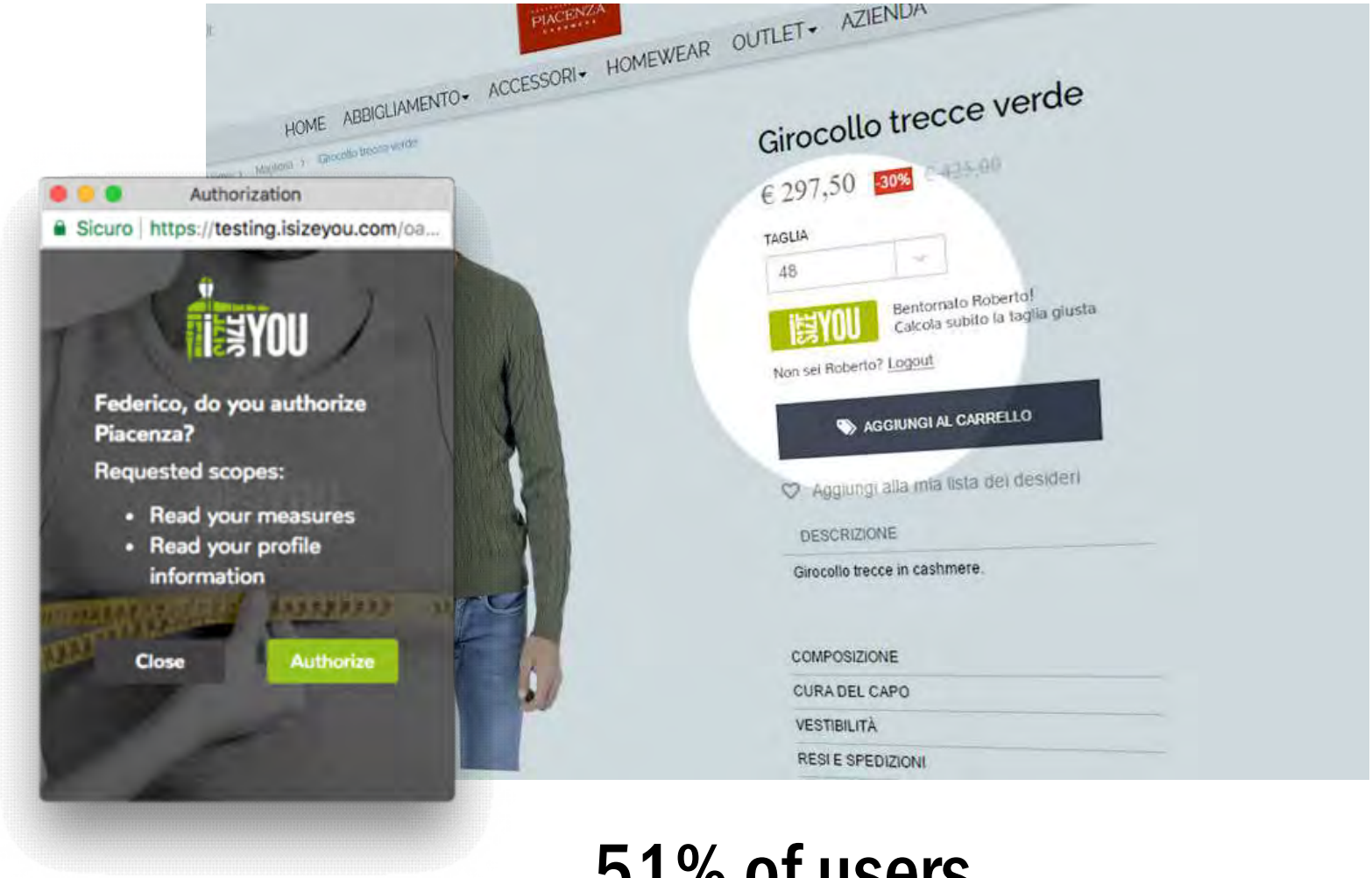
Shop Assistant:

No integration needed

Back end:

Centralised EAN bases product collection

“Google like” measure input



51% of users
has completed measure collection

23.5% of profiled users
has purchased an item

100%
have followed size suggestion

9,5% of adverting e-mails
target on size base

has converted

No returns due to size

Nov 2016 - Mar 2017

W

The team

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Our research partners

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Holonix S.r.l. (Holonix)

Technical University of Munich (TUM)

Sparsity Technologies S.L. (Sparsity)

Weblogs, S.L. (Weblogs)

Mandelli Laura (Dena)

Not just a label, Ltd. (NJAL)

Fratelli Piacenza S.p.A. (Piacenza)

Thank You

http://www.youtube.com/watch?v=s5SOGzTE0ns
http://www.youtube.com/watch?v=viEZAMEszIE