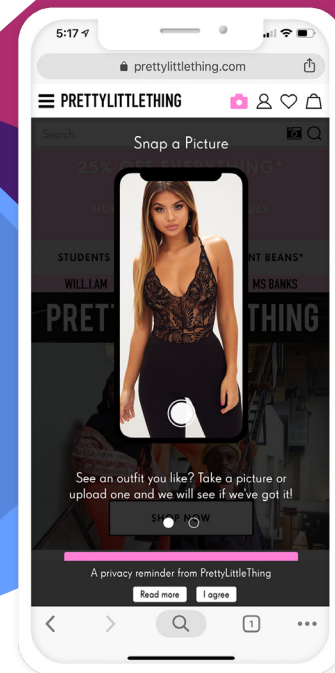


Case Study: PRETTYLITTLETHING.COM

Background

Founded in 2012, PrettyLittleThing (PLT) is a United Kingdom-based online fashion retailer aimed at women aged 16 to 24 years old. The company also operates in Australia, France, Ireland, and the United States, and is known for its collaboration with influencers. PLT wanted to:

- ▶ Build on their strong pre-existing mobile traffic
- ▶ Improve conversions from mobile
- ▶ Improve search results and product discoverability



Challenge

PLT wanted to leverage its massive social media presence and integrate it into its onsite experience. PLT's buyer journey from product inspiration to purchase was disjointed. To improve this journey, PLT focused on:

- ▶ Building on their strong pre-existing mobile traffic
- ▶ Improving conversions from mobile web while leveraging social media assets
- ▶ Improving search results and product discoverability

Solution

Syte built a Visual AI Camera Search funnel for PLT including social media images to inspire shoppers, and educational funnels to increase Visual Search adoption rate.

Results

Overall, PLT experienced substantial increase in total website conversion rate and improved product discovery experience.

Camera Search

- ▶ Total Website Conversion uplift by +2.0-11.7% (varied per region and solid A/B tested)
- ▶ Total Revenue Per Session uplift by +2.3%