

## **PRESS RELEASE**

### **THE ICONIC Changes the Future of Retail in Australia by Using Machine Learning Technology to Boost Net Revenues by 5.9%**

*In a three-month AB test, THE ICONIC, Australia and New Zealand's leading online fashion and sports retailer, saw shoppers using the "Find Your Fit" tool contribute to a 5.9% increase in net revenue.*

Berlin | 20-June-2018 | Fit Analytics

THE ICONIC is Australia's leading online multi-brand retailer, boasting over 700 local and international brands, 45,000 products and 200 daily new arrivals. THE ICONIC has built its success on a commitment to providing an unparalleled shopping experience through its product offering, technological innovation and stellar customer service.

In 2017, THE ICONIC partnered with Fit Analytics and leveraged the power of machine learning to reduce returns and improve UX by taking the guesswork out of sizing. An A/B test against a standard size chart showed that the Fit Finder size advisor positively impacted THE ICONIC's bottom line.

In a three-month A/B test, visitors to THE ICONIC exposed to the tool contributed to 5.9% higher Net Revenue after returns. The Fit Finder also directly delivered a 1% increase in conversions and a 0.4% decrease in returns.

Zoe Ghani (Chief Technology Office at THE ICONIC) commented, "Our customers are at the heart of everything we do at THE ICONIC. We know that finding the right size is a pain point for Australians when shopping online, especially in the absence of standardised sizing. Working with Fit Analytics to help us develop our 'Find Your Fit' tool was a great solution for this issue and now helps our customers determine their best size from the get-go when purchasing from THE ICONIC."

Commenting further on the results, Fit Analytics CEO Sebastian Schulze said, "We're huge admirers of how THE ICONIC have used technology to reinvent online apparel retail for Australian shoppers and were delighted to be able to play a significant role in boosting margins across such a wide product selection. We look forward to seeing the positive impact future Fit Analytics product releases can have on both shopper experience and THE ICONIC's bottom line."

Full details of the case study can be found online at <https://www.fitanalytics.com/success-story-the-iconic>.

## About Fit Analytics

The world's best apparel brands and retailers trust [Fit Analytics' machine-learning platform](#) to help them solve sizing, sell smarter, and turn data into actionable insight.

Our [Fit Finder size advisor](#) supplies more than 250 million unbeatably accurate sizing recommendations worldwide per month, is fully localized in over 20 languages, and has coverage of over 10 million apparel items across more than 17,000 brands.

Our platform also enables a range of additional data-driven e-commerce solutions including [Fit Connect](#), [Fit Intelligence](#), and [Fit Source](#).

**Contact** - [pr@fitanalytics.com](mailto:pr@fitanalytics.com)