

PRESS RELEASE

UK Apparel Brand Weird Fish Uses Advanced Machine Learning to Boost E-Commerce Conversions by 8%

British lifestyle clothing brand Weird Fish boosted online conversions by 8% in just two months by implementing the Fit Finder size advisor from Fit Analytics on their site.

Berlin | 27-June-2018 | Fit Analytics

Already blessed with a return rate well below industry averages, Weird Fish were looking to drive e-commerce growth and build on their established reputation for excellent customer service. Aware that uncertainty around sizing is a conversion killer online, the company turned to Fit Analytics and its Fit Finder size advisor to help improve user experience on product display pages while unlocking additional revenue.

The results were impressive - in a two month A/B test against a traditional static size chart, Weird Fish shoppers using Fit Finder showed an **8% increase in conversion rate**. Improved user confidence around fit also led to a **2% increase in average revenue per visitor**.

Commenting on the results, James Lloyd (E-Commerce Manager at Weird Fish) said, "We have always had an extremely low returns rate, so to see such an improvement in conversion was very impressive. The set up was quick and simple and the aftercare is great. We look forward to new developments from Fit Analytics and an ongoing successful partnership."

Fit Analytics' CEO Sebastian Schulze added, "We were delighted to see the uplift Fit Finder's machine-learning approach was able to deliver for Weird Fish against the backdrop of an incredibly competitive UK apparel e-commerce market. With just a couple of lines of easily integrated code, Weird Fish were able to leverage the power of the same sizing platform trusted by industry giants such as ASOS, JD Sports, and The North Face to drive immediate bottom-line improvements. We look forward to supporting them on sizing for many years to come."

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

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](#).

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