



# MISSGUIDED

4.8% Headline Growth by Improving Findability!

## Company Profile

- Site: Missguided.com
- Founded: 2009
- Products: 30,000 SKU's
- Geos: UK, US, Middle East
- Category: Fast Fashion

## Key Challenges

- Customer Engagement
- Conversion Rate
- Sales Revenue

## Fast facts

- 4wk integration
- Impacted 15% of user journeys
- Grew conversion +4.8%

# +4.8%

Increase in site wide conversion rate

## Confidence in conversions!

### The expectations of the young, digital and savvy!

Missguided is a leader in the rapidly growing and highly competitive global fast fashion business for women between 16 and 35.

The Missguided girl, is young, digital and savvy, and will increasingly use her mobile devices to browse products and make purchases. Born into instant search, relevant choices, 1 click buy and next day delivery. Her expectation of a retailer's capability in all areas, is high.

To meet the expectations of their audience, Missguided needed to deliver a shopping experience where Findability was instant and frictionless. Almost pre-emptive. The customer should feel like the options had been curated just for their needs, and they shouldn't have to endlessly interrogate the website.

Therefore, it requires the business to be several steps ahead of the customer, and to know what they were likely to want, ahead of them viewing or landing on any and every touchpoint in the desktop, mobile or app ecosystem.

Enter **FoundIt!** The AI driven findability platform, that worked out what customers wanted, where to go, and delivered predictive navigation across the site pre-empting exactly the options they need to find that thing they were after.

## The issue of Findability!

The business requirement for Missguided to engage with FoundIt! was to connect more online shoppers with the very items they had entered the store to find. The rationale was that if more customers were able to find what they were looking for, there would be greater potential to increase conversion and sales revenues.

FoundIt! used Big data and AI to understand customer intent and natural language across the site. This meant it would be able to recognise what a customer was most likely to want, whichever page they happened to be on.

It would then use that insight to deliver predictive guided navigation that actually prompted what the customer was likely to want, and allow them to navigate straight to it, regardless of whether there was a page already created for it.

## Integration and deployment

The solution was implemented very rapidly in 2 parallel streams that came together in deployment in under 4 weeks.

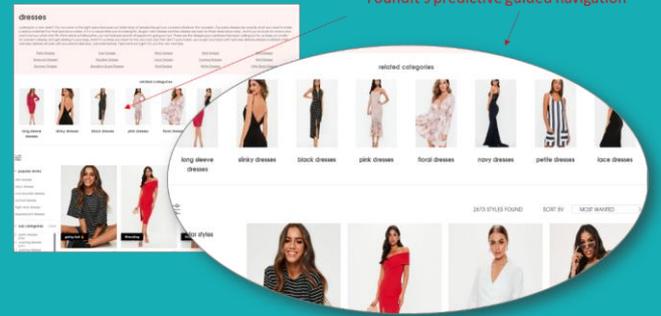
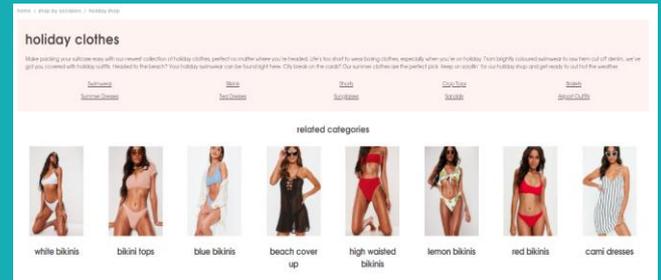
FoundIt! learns about customers through the data in analytics and its experience in analysing the site and its products. FoundIt! just needed to be added in Missguided's analytics account. The rest is all done automatically.

## The Results!

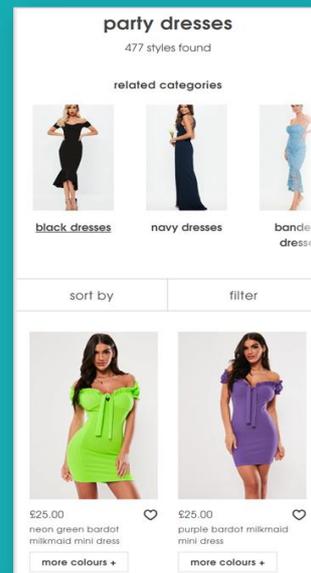
The project was incredibly successful and led to many further opportunities for Missguided to increase the performance of their business. Notably the improved navigation experience led to an increase in site wide conversion of **4.8%**, as tested by a **50/50 A/B** split-test.

It showed that when browsing shoppers saw and engaged with FoundIt!'s navigation, they were almost **2.5** times more likely to buy on mobile and **2** times on desktop, versus shoppers that browsed normally.

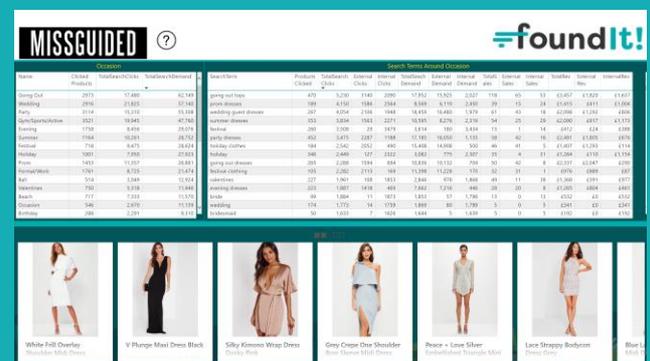
The results were impressive and showed that FoundIt! genuinely helped more users find what they were looking for, faster and easier than all the other methods on the site, including search, facets and filters, and so



FoundIt! navigation on desktop and tablet



FoundIt! on mobile with thumb scroll navigation



Visual example of one of FoundIt!'s analytics dashboards.



## Will Brooks

Ecommerce Analyst &  
Product Owner  
Missguided

“You are the best tech partner we work / have worked with.”

## Click, Click...Boom!

That's what a FoundIt! Moment feels like. Think about the last time you found exactly what you were looking for on a website. The journey was fast, easy and simple. All the options were spot on. You were spoilt for choice, not overwhelmed by it...and then Boom! There it was! The thing you were after. So you clicked it bought it, and were off to the races.

Unfortunately, plenty of shopping journeys just aren't so simple. Customers are overwhelmed with choice and have to click, sort, search, filter and paginate their way through endless reams of products. It's probably happening on your site like this right now.

FoundIt! is here to make it easier. We're committed to creating more FoundIt! Moments for retailers and their customers to share in. So we've developed ground breaking software that simplifies the journey, accelerates purchasing and revolutionises the way we think about and deliver a relevant shopping experience, and we're doing it all with data straight from the customers.

After all, who else are we laying out all those links and products for?

### Sound interesting?

If you want to make shopping easier for your customers and grow headline sales, go to our site to learn more, or get in touch with the FoundIt! team, and see how much FoundIt! could add to your business.

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