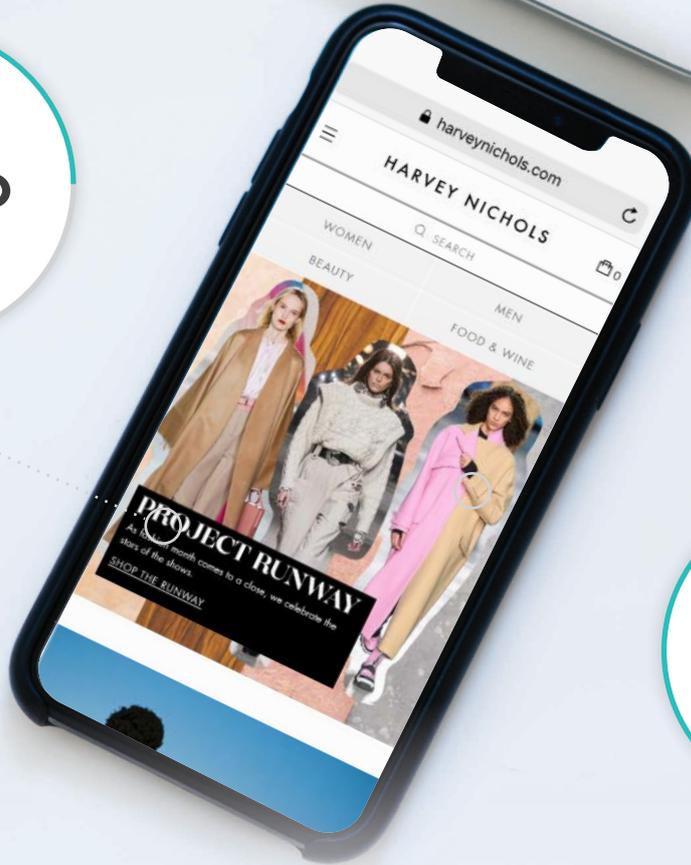


+
31%
uplift in conversions via desktop



+
23%
uplift in conversions via mobile

Attraqt + HARVEY NICHOLS

Renowned for its sophisticated browsing and discovery experiences in-store, Harvey Nichols worked with Attraqt's Fredhopper Discovery Platform to extend their rich brand experience to their online shoppers.



As we've gradually rolled out Attraqt's Fredhopper Discovery Platform, we've felt increasingly comfortable entrusting the running of parts of our business. We are impressed with the performance and results, and that gives us peace of mind, especially at peak trading times."



*Pamela Reynolds, Head of Online
Harvey Nichols*

Customer Profile

Harvey Nichols is recognized as the UK's premier luxury fashion retailer and is internationally renowned for its expertly edited fashion and beauty merchandise, premium food and wine offerings and award-winning restaurants. The luxury retailer has 8 stores across UK and Ireland, 7 international stores and an ever-growing online presence.

Market Challenge

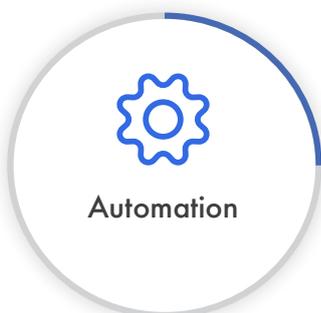
- The appetite for buying luxury goods online has increased. Harvey Nichols wanted to mirror their sophisticated and elegant in-store 'browsing and discovery' experience across its website pages. A major challenge facing luxury retailers such as Harvey Nichols is finding a way to balance promoting an aspirational brand image online, while still maximizing revenue.
- As part of a website restructure, Harvey Nichols needed to improve its creative online merchandising strategy and encourage customers to explore Harveynichols.com in more depth - and as a result, spend more of their time online.

The Solution

Harvey Nichols uses Attraqt's most advanced automated processes to supply all information required to arrange and present category pages, making it easier for customers to search and navigate the website.

Meanwhile, responsive merchandising tools allow Harvey Nichols to manually curate individual category pages. This ensures products displayed to the customer can be prioritized according to brand and business requirements such as trends or campaigns.

Harvey Nichols has worked with Attraqt since 2013, and restructuring its online store has enabled the retailer to maximize the potential of Attraqt's technology.



Enhanced search and navigation on the website



Products displayed can be prioritized according to business requirements



Maximizing the full potential of Attraqt's technology

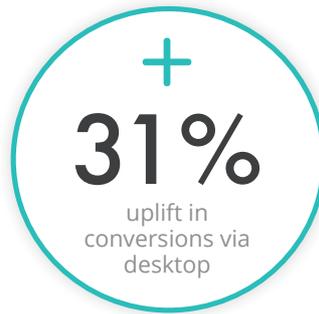


Results



Commercial Value

The restructure of its online store has enabled the retailer to maximize the full potential of Attraqt's technology.



Infrastructure

Shoppers are inspired to delve deeper and discover more products.



Shopper Experience

Customers are staying longer on the website. Increased customer engagement across the site.



Shoppers are staying longer on our website - engaging more with category filters and clicking onto product pages, ultimately, increasing sales.

Pamela Reynolds
Head of Online at Harvey Nichols





Attraqt™

Attraqt powers exceptional shopping experiences for over 300 of the world's leading retail brands.

Attraqt's core product, the Fredhopper Discovery Platform, drives relevant and inspiring ecommerce experiences through personalization, search, recommendations, internationalization and Merchandising SaaS solutions.

Simple-to-use interfaces and efficient workflows enable Merchandisers to take full control and enhance the value of smart automation with their own strategic expertise and creativity.



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