

Creating a consistent luxury omni-channel experience

Customer Profile

An iconic British luxury retailer with a strong brand 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.

HARVEY NICHOLS

“As we’ve gradually rolled out Attraqt Fredhopper’s technology, 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 at
Harvey Nichols*

Key Achievements



Commercial Value

+31% uplift in conversions from category to product pages via desktop.

+23% uplift in conversions from category to product pages via mobile.



Infrastructure

+5x faster server response time, improving overall website performance.



Shopper Experience

Customers are staying longer on the website.

Increased customer engagement across the site.

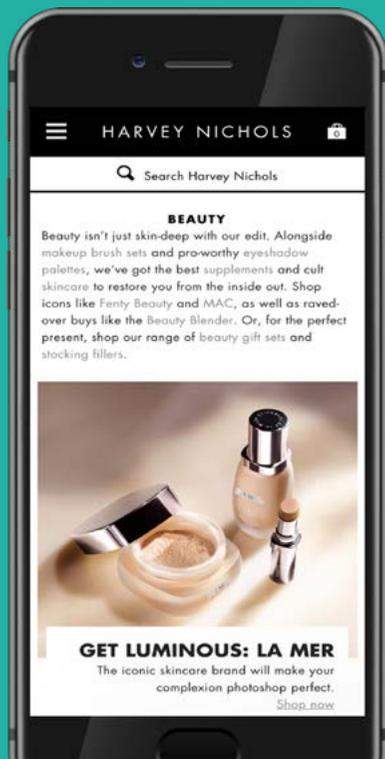


The Solution

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



The Results



Commercial Value

Harvey Nichols has worked with Attraqt Fredhopper since 2013. The restructure of its online store has enabled the retailer to maximize the full potential of ATTRAQT Fredhopper's game-changing technology.

Shoppers are inspired to delve deeper and discover more products, which is reflected by the **+ 31% uplift** in conversions from category to product pages via desktop, as well as a **+ 23% uplift** in conversions from category to product pages via mobile, over just a four-week period.



Infrastructure Gain

An overall improvement in the website performance was also delivered, with a server response time that's **5 times faster** than before.



Shopper Experience

A richer online experience has been delivered across the board with things such as the online style assistant, "Complete the Look" functionality and the display of curated content, all of which mirrors an engaging in-store shopping experience.

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

Attraqt

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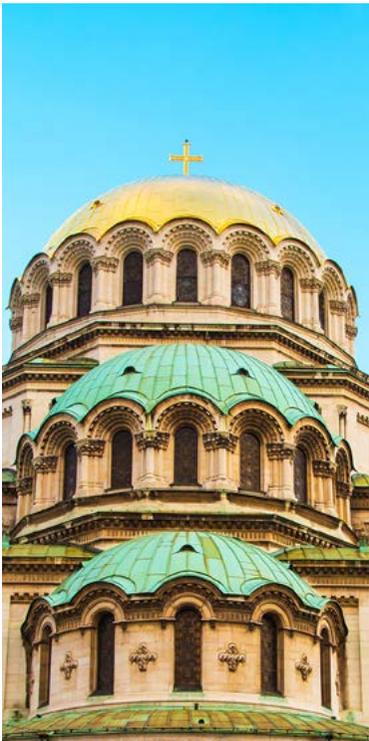
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