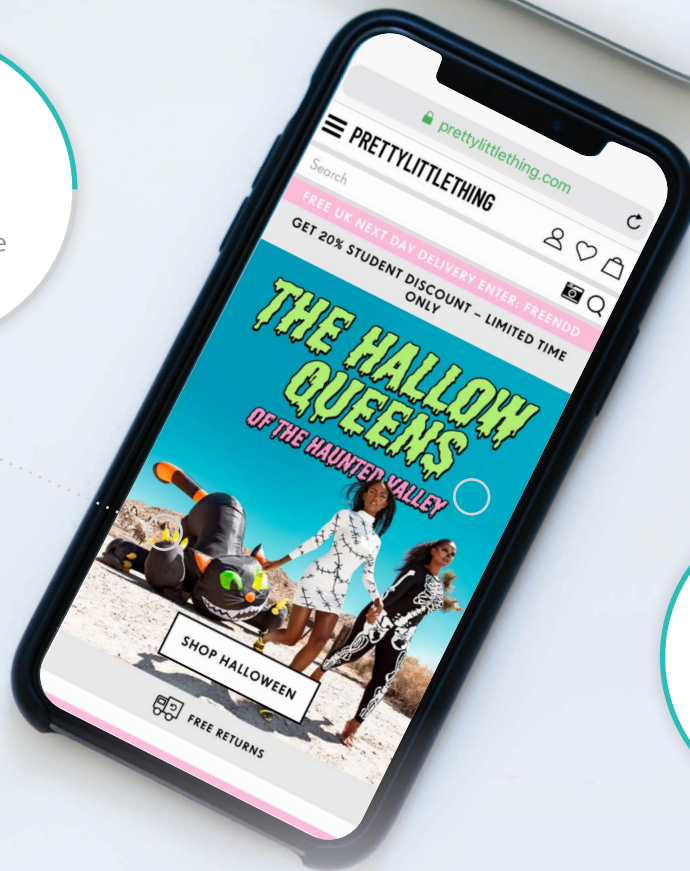


+
8%
uplift in average
order value



+
7%
increase in
conversion rates

Attraqt + PRETTYLITTLETHING

Responding to PrettyLittleThing's requirements for delivering both relevancy and inspiration to shoppers, Attraqt delivered an impactful combination of features and services.



Our global operation has many complexities and Attraqt's technology is able to cope with these demands. Search functionality has improved considerably, while merchandisers working on international sites now have the freedom to style a page as they wish, based on seasonality.



*James McDougall, Head of IT
PrettyLittleThing*

Customer Profile

PrettyLittleThing is a UK-based fashion retailer offering the latest trends and seasonal styles. The brand is currently operating in the UK, Ireland, Australia, US and France.

Market Challenge

Providing an exciting and relevant experience to a young, demanding and technologically savvy audience that inspires brand loyalty. The brand required a comprehensive approach that covered all key customer touchpoints, from product selection and presentation through to search, filtering and choice of promotions. PrettyLittleThing needed a platform that enabled automation to take care of the heavy lifting, while giving its in-house merchandisers the freedom to manually curate pages as needed.

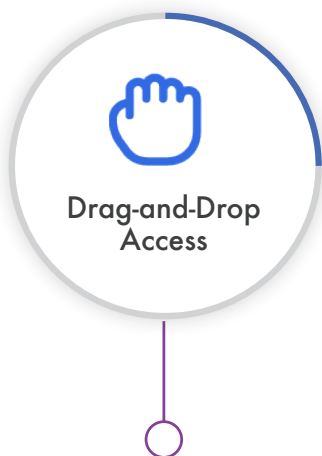
The Solution

Online Visual Merchandising

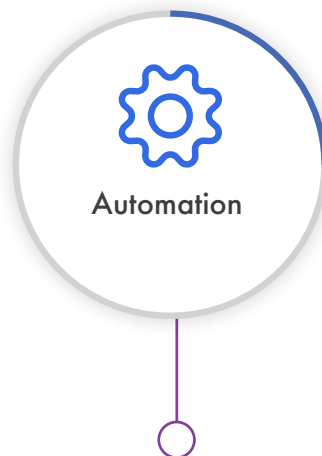
Even though entire product catalogs can be ranked, all the way to the last item of the last page of any given category, it's the first couple of pages that demand special attention. This process is empowered by an agile 'visual search' mechanism that allows intuitive drag-and-drop access to any item in a category while the team is building a page. The intuitive system also allows advanced item grouping functions to speed up merchandising processes using 'touch of a button' automation.

Superior Search Experience

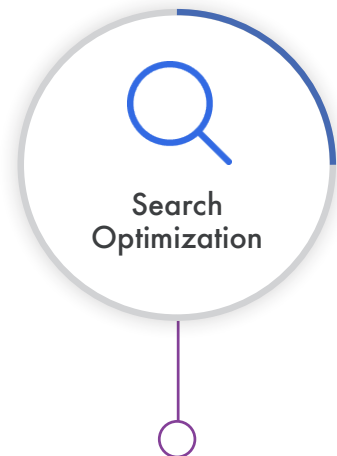
While navigation is the most popular way for users to find what they want on PrettyLittleThing's site, the on-site search bar still needs to work efficiently for a stand-out customer experience. Attraqt's search functionality optimizes this by processing all search terms for PrettyLittleThing, while disposing of any excess and errors that come from natural language expression such as pluralization, use of special characters and stop words. This allows for an intuitive search experience that makes on-site search easy for the end customer.



Allowing teams to focus on optimizing product pages that matter



Making merchandising processes quick and efficient



Delivering superior search experiences for the customer

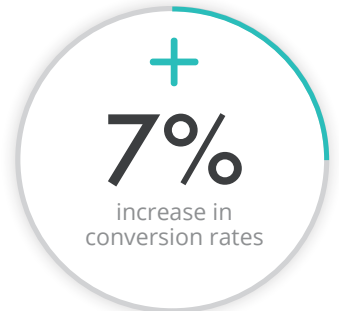
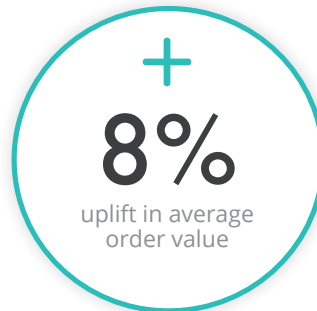


Results



Commercial Value

By using Attraqt, PrettyLittleThing has enhanced the performance of its UK business, international websites and shopping app.



Customers are guided through the fashion retailer's extensive digital shelves in more relevant and individualized ways, providing an all-round superior shopping experience.



Infrastructure Gains

Attraqt's multilingual cloud technology enables PrettyLittleThing to standardize processes across global websites, while allowing the management of bespoke set-ups for multiple sites and seasonal merchandising strategies.



Operational Efficiency

Page-level automation was introduced to allow teams to focus on creative input, such as curating key trends to keep the site fresh and relevant.



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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