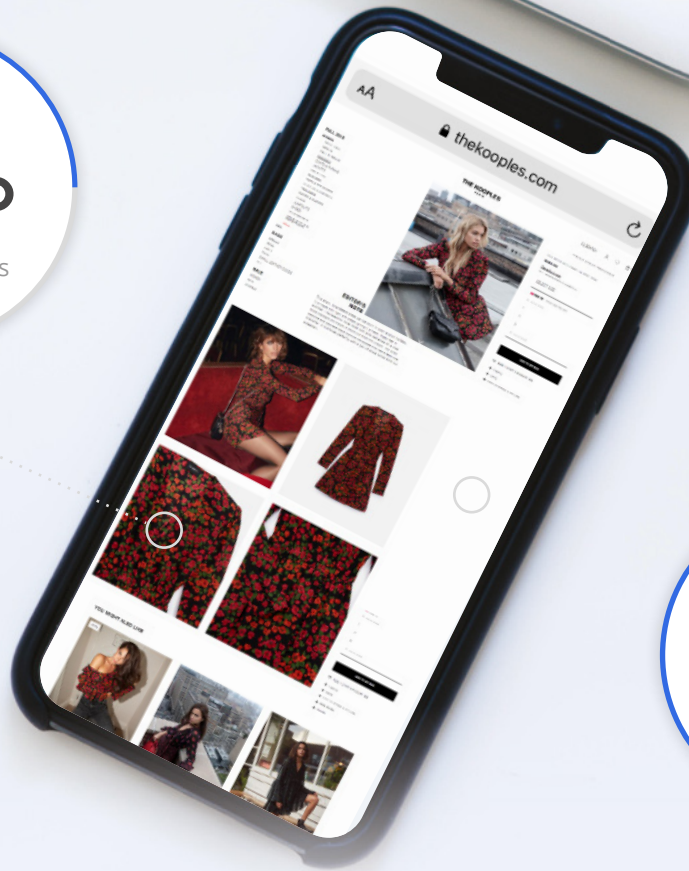


+
10%
increase in
conversion rates



+
9.5%
increase in
average order
value

Attraqt + **The Kooples**

The Kooples worked with Attraqt to implement a global customer-centric personalisation strategy, and as a result significantly increased its global conversion rates.



We're incorporating personalisation to our email and overall omnichannel strategy. We believe omnichannel is the future of retail, and we want to digitise our points of sale by aligning our offline and online strategies. We will also roll-out the Attraqt recommendations system across the in-store devices for the use of sales people on the shop floor.



*Darwin Chau, Online Country Manager, Europe
The Kooples*

Customer Profile

Founded in 2008, French fashion retailer, The Kooples, has quickly become a global icon. Famous for its gender-fluid style and high-end products, the company has grown rapidly to establish more than 450 retail stores across 36 countries.

Market Challenge

In 2017, The Kooples online sales were already up with a yearly growth of 50%. However, the fashion retailer believed its conversion rates and turnover could be improved even further.

The Kooples main objective was to improve its cross-sell, up-sell and personalisation opportunities across their online stores. To achieve this, the retailer needed a personalisation solution, that was able to fully support The Kooples' multilingual, multi-currency websites and be able to respond to consumer behaviour in their core markets: UK, USA, France, Germany and Switzerland.

The Solution

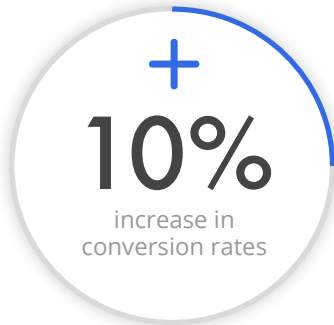
Working with Attraqt, The Kooples was able to make swift improvements in the following areas:



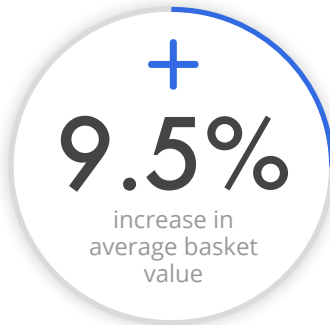
- **Localised Recommendations Strategy:** Having implemented the Attraqt Experience Orchestrator (XO), The Kooples had an ability to A/B test a number of recommendations' strategies in each of their key markets. The ability to match customer behaviour and provide the best recommendations strategy for each market globally resulted in a significant increase in conversion rates and the overall company turnover.
- **Optimised Product Recommendations:** The Kooples' product pages are crucial to the customer journey, generating 70% of sales in France and 55% in the United Kingdom and the United States. With Attraqt XO, The Kooples was able to A/B test customer-centric algorithms based on complementary rules. This resulted in optimised product recommendations, which significantly increase The Kooples turnover.
- **Increased Average Basket Value:** Attraqt's XO solution enabled The Kooples to make recommendations based on the contents of the customer's basket. The recommendations were fully optimised to increase the average basket value without disrupting the sale and resulted in a significant increase in sales.

Results

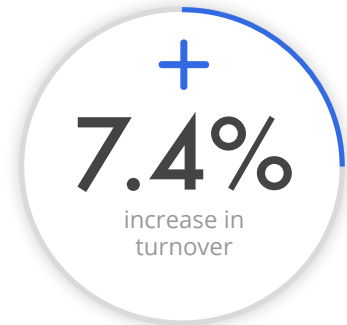
COMMERCIAL VALUE



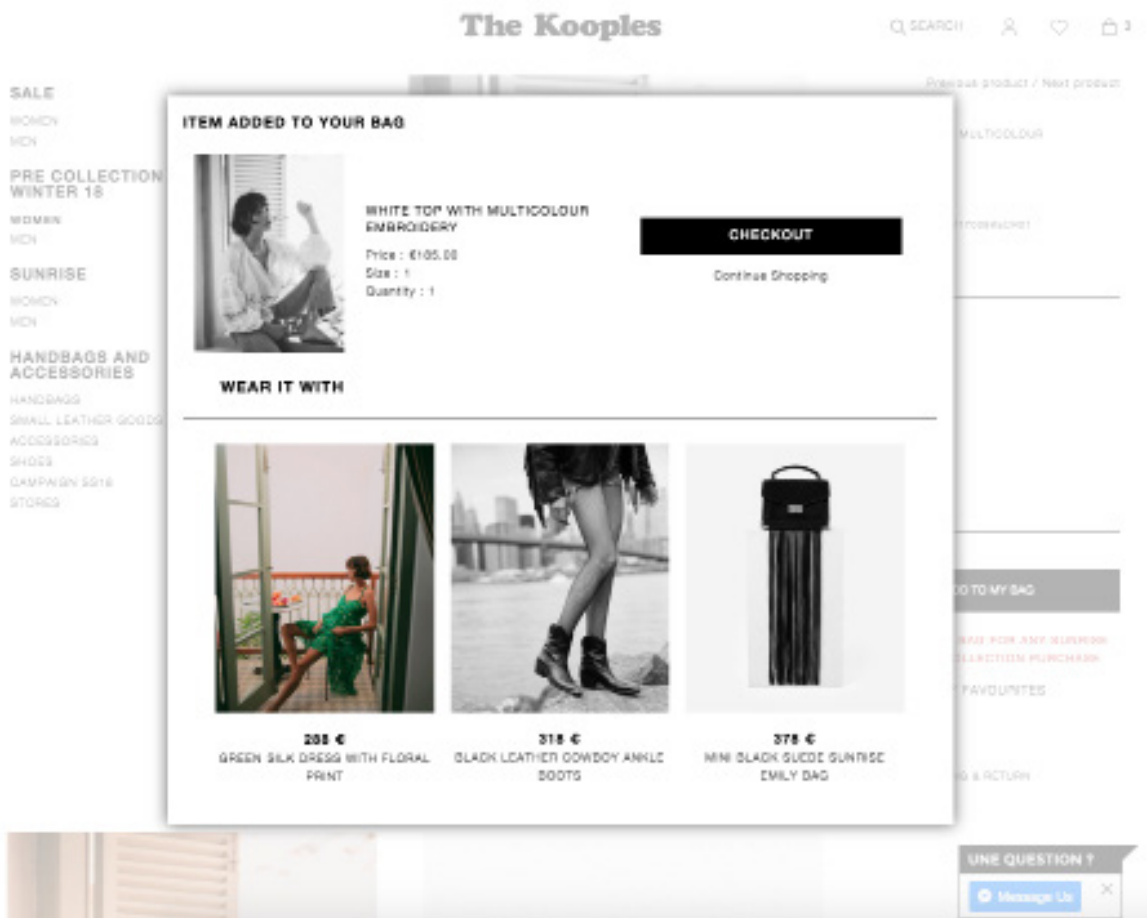
Personalising local market recommendations resulted in an increase in conversion rates



A/B tests revealed that basket based recommendations increased the average basket value



By optimising the product recommendations The Kooples saw an increase in their overall turnover figures





Ready to find out more?



[Request a demo](#)

About us

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

Attraqt's core products drive relevant and inspiring ecommerce experiences through personalisation, search, recommendations, internationalisation and merchandising SaaS solutions. We enable international brands, manufacturers and retailers to optimise their ecommerce site performance by delivering exceptional shopping experiences to their customers.

Contact us



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