



LANDS' END

CASE STUDY

Lands' End Delivers Global B2C and B2B Personalization with True Fit



25% OF ALL

transactions were influenced by True Fit

True Fit was responsible for 15% of all orders on www.landsend.com

Lands' End: Guaranteed. Period.®

Lands' End is a classic American lifestyle brand that has established itself as an international multi-channel retailer for quality clothing, accessories, footwear and home products, legendary service and real value. Their mission guarantees customer satisfaction; the company is passionate about every item that it sells, and customer needs influence decisions made across the business.

The retailer, based in Dodgeville, Wisconsin, was founded in 1963, and today ships to more than 160 countries and territories worldwide.

Lands' End chose to partner with True Fit in order to **leverage True Fit's vast set of data to help better understand their customers at an individual level**, and gain insights into those customers' purchasing behaviors.

Introducing E-commerce Personalization

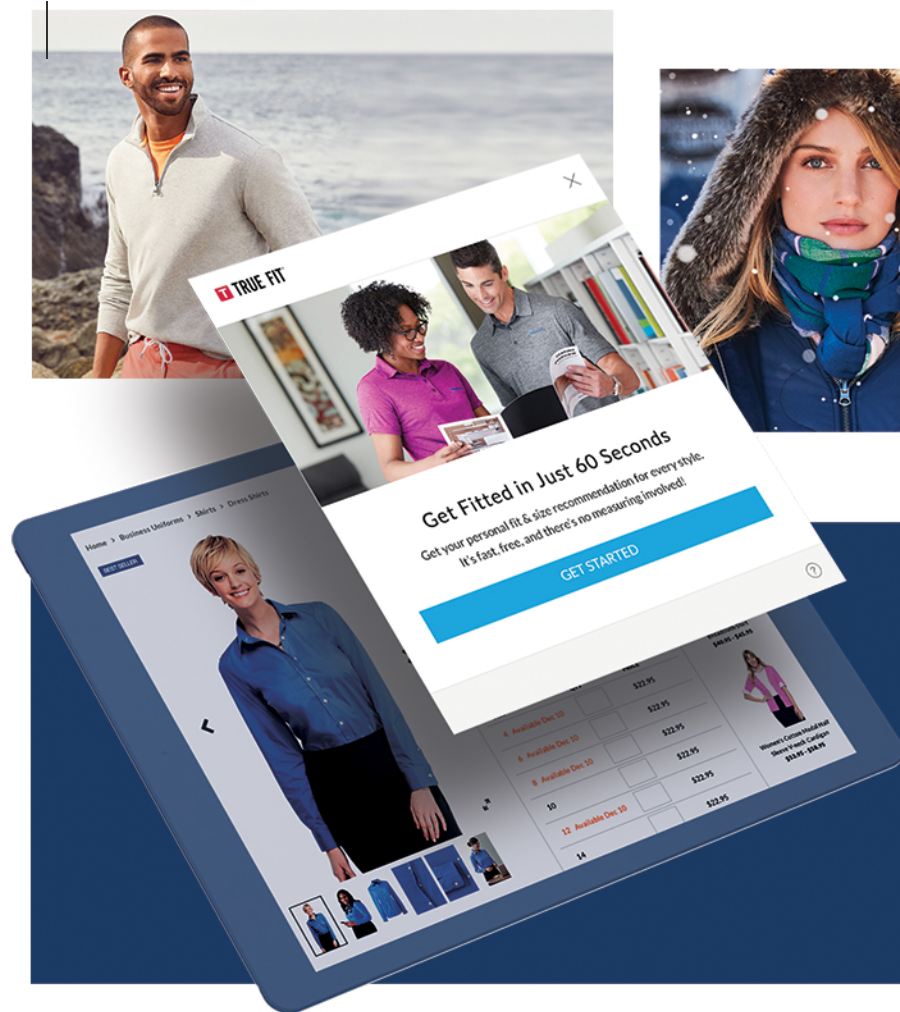
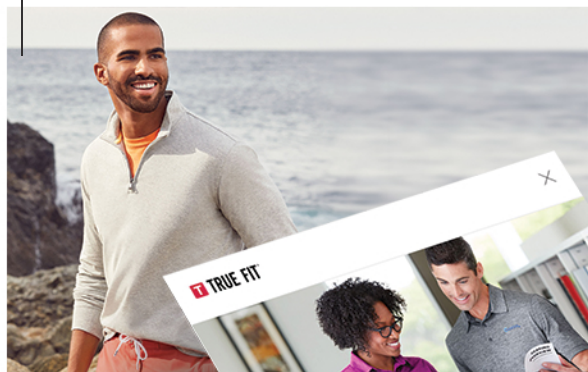
In an effort to improve online shopping experiences, True Fit was tasked with tracking consumer buying patterns and worked with Lands' End to implement personalized product recommendations to all customers on their U.S. website.

Within the first nine months of implementing True Fit's personalization platform there were over 24 million recommendations served on the Lands' End website. Customer engagement and adoption of the personalization features was high, with **more than a quarter of all transactions being influenced by True Fit recommendations**, and **True Fit was responsible for 15 percent of all orders on www.landsend.com**. Lands' End found that as shopper adoption of the enhanced True Fit experience increased so did their return on investment. As a result, the retailer continues to partner with True Fit through a variety of marketing campaigns that encourage online shoppers to join the personalization platform.



Partnership Success in US Leads to Global Expansion

Due to the success of the partnership on the U.S. website, the retailer requested to scale personalization initiatives using True Fit's platform throughout Europe. The platform expansion first kicked off in the UK, bringing personalization to consumers shopping on the Lands' End UK website, and then rolled out across France, Germany and Austria.



From B2C to B2B

Lands' End further extended the value of True Fit's personalization platform beyond business-to-customer to their business-to-business unit, which hosts e-commerce platforms across a variety of industries, including business uniforms, corporate apparel, etc. As a trusted brand partner, True Fit is eager to continue working with Lands' End on future platform offerings.

About TRUE FIT®

PERSONALIZING EVERY TOUCHPOINT OF THE CONSUMER JOURNEY

True Fit is a **data-driven personalization platform** for footwear and apparel retailers that decodes personal style, fit, and size for every consumer, every shoe, and every piece of clothing. Its Fashion Genome is the industry's most comprehensive data set and collective in the nearly \$2 trillion global apparel and footwear industry. By connecting manufacturing design data from thousands of leading apparel and footwear brands, anonymized consumer order data from hundreds of top retailers, personal preference data from millions of registered True Fit users, and hundreds of millions of anonymous shoppers.

It maps the detailed style, fit, size and other technical attributes from clothes and shoes to the detailed style preferences and buying behaviors of **millions of individual shoppers**.

The Fashion Genome powers the True Personalization Platform, which allows retailers and brands to **provide consumers with unparalleled personalization** via software-as-a-service, APIs, and data-as-a-service, including consumer preference data, personal style rankings, fit ratings, size recommendations, fit details, and merchandising analytics.