

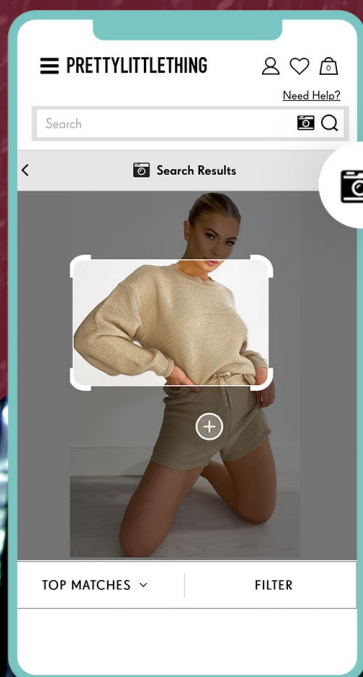
PRETTYLITTLETHING



How PrettyLittleThing Created an Inspired Customer Experience and Increased Conversion by 2.3X

PrettyLittleThing (PLT) is on a mission to merge the power of social media with its forward-thinking fashion brand to redefine what online shopping looks like today.

Founded in 2012 in the United Kingdom, PLT quickly evolved into a global fashion destination, with presence in the US, Ireland, Australia, and France. Its clientele is predominantly women aged 16 to 24, and it's known for its standout collaborations with influencers.



269%
ROI in Direct
Revenue Generated

2.3X
Higher CVR

2.3%
Uplift in Revenue
Per Session

THE CHALLENGE

From Likes to Purchases to Lifelong Loyalty

With more than 12.4 million followers on Instagram and 2 million likes on its Facebook page, PLT already had the advantage of a massive social media presence. The challenge was leveraging their reach to improve product discoverability and increase conversion. PLT sought to:

Capture the momentum of its already-strong mobile traffic

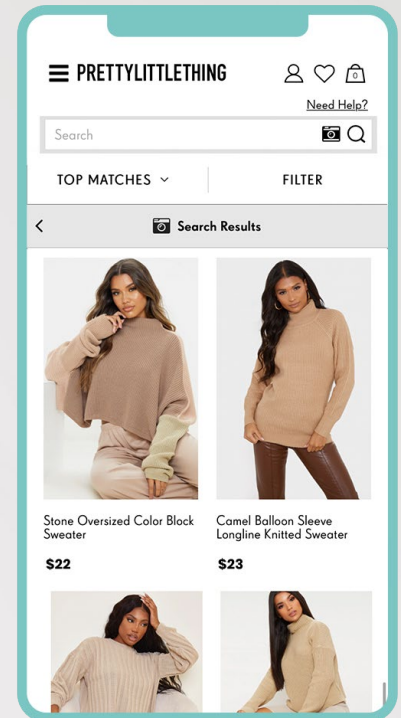
Leverage social media assets to boost conversion from mobile web

Transform product search and discovery into a captivating experience

THE SOLUTION

The Uplifting Effect of Syte's Product Discovery Platform

Syte's two-part solution for PLT was designed to encourage users to interact with more product pages and ultimately add more to their carts. First, Syte built a visual AI Camera Search funnel featuring social media images to inspire shoppers. Second, it created educational funnels to increase adoption of the Camera Search tool. Combined, the results were an enhanced customer experience and massive revenue growth.



THE RESULTS

ROI of 269% per month in revenue

The conversion rate jumped by 2.3X

Each session now generates an average of 2.3% more revenue

Camera Search results led to a 43% click-through-rate

