

## CASE STUDY

# Quantzig's Digital Analytics Helps a Prominent Fashion Retailer Analyze their Website Performance



The client: A prominent fashion retailer

Area of engagement: Digital analytics

Amid the recent economic uncertainty, companies in the fashion retail industry have started re-aligning their product offerings to expand their customer base and boost revenues. The fashion retail industry, at large, is shifting toward digitization to stay abreast of all the new developments. Moreover, in the current market landscape, the proliferation of data, and an exponential increase in technology are compelling businesses to leverage digital analytics to improve their business models. Also, with a radical decline in the brick-and-mortar store's traffic, companies in the fashion retail space are looking for efficient ways to reduce store operating costs, re-evaluate store networks, and innovative in-store experiences.

Here are some of the prominent factors influencing the growth of the fashion retail space:

- Consumerism:** As the retail industry is shifting toward a consumer-centric business model, the preferences of the consumers keep leading fashion retailers are under constant pressure to offer products that meet the needs and wants of the customers. Moreover, with the growing number of e-retailers, prominent companies have started facing the need to expand their product range, collections, and packaging options to enhance brand loyalty and retain the most profitable customers.
- The 'Black Friday' effect:** With the availability of discounts and offers on Black Friday, fashion retailers are under the pressure to offer huge discounts on apparel. Since e-commerce platforms offer these discounts on an everyday basis, brick and mortar businesses have started to promote their products with seasonal discounts and offers.

To identify and reach out to the customers in an agile and seamless manner, prominent businesses in the fashion retail industry are leveraging digital analytics solutions. Digital analytics solutions involve the collection, measurement, and analysis of digital data in terms of the user behavior on the websites and mobile applications.

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## The Business Challenge

The client, a renowned fashion retailer, wanted to understand how their websites are performing and optimize their customer experience to improve business performance. The client wanted to leverage the use of predictive analytics to accurately measure the business metrics in terms of traffic, leads, and sales. The client wanted to understand the effectiveness of their marketing campaigns on the website's performance. With the help of Quantzig's digital analytics solution, the client in the fashion retail space wanted to diagnose deficiencies in specific channels in their marketing mix and make adjustments to strategies to enhance their overall marketing activity.



## The Solution Benefits and the Business Impact

*Strategies that we recommend based on our analysis to improve customer satisfaction.*

The digital analytics solution offered by Quantzig helped the prominent fashion retailer understand the customer behavior, anticipate customer movements, and interpret messages in driving customers to conversion. The fashion retailer was able to understand how well the businesses are performing. Moreover, the engagement also focused on tracking and analyzing visitor behavior over time and across multiple channels. Moreover, the client was able to offer personalized marketing action to target specific customer requirements.

## Digital Analytics Solution Predictive Insights

With the aid of the digital analytics engagement, the fashion retailer was able to monitor the visitor activity over time to further inform and develop a targeted marketing plan. The engagement also helped the client quickly calculate the return on investment for each marketing channel. Moreover, the client was able to manage their digital marketing efforts with flexible dashboards and benchmarks.