

Fanplayr® | StyleStore

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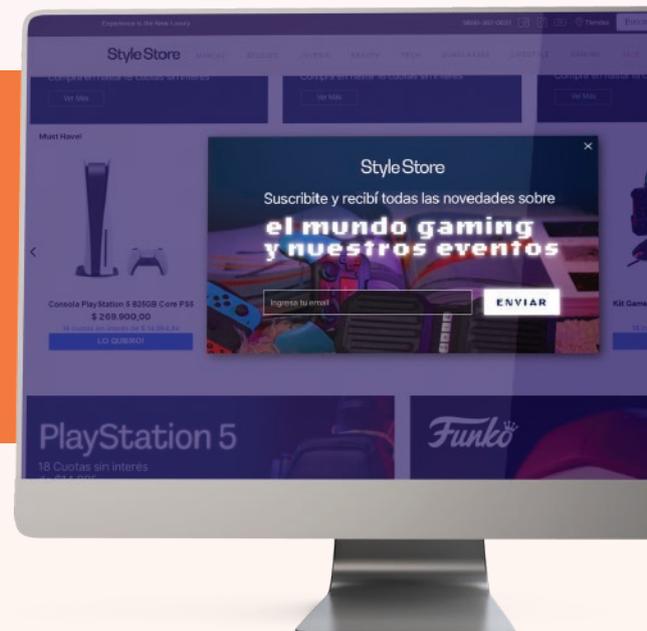
Style Store is the first Trend Concept Store in Argentina, an accessible luxury brand with physical stores located in the best shopping malls throughout the country and the online store StyleStore.com.ar.

Leaders in categories such as watches, jewelry, technology, audio, music & vinyl, sunglasses, fragrances, make up & skin care, sustainable mobility, books, fashion accessories and lifestyle.

Fanplayr provides to Style Store a full pack of services that are helping the client in successfully managing its different kind of customers and reaching specific objectives such as: increase of the CR% and incremental revenue. The services are: on-site segmentation, email collection, web push notifications and product recommendations

44% Higher

FANPLAYR'S ORDER AOV
VS.
NON-FANPLAYR'S ONES



RESULTS

In the last 6 months, **Fanplayr targeted only 6% of total visits** and **generated 19% of total orders**. Moreover, **Fanplayr's orders AOV is 44% higher than non-Fanplayr's ones**. And thanks to Email Collection and Web Push Notifications, Fanplayr is helping the client building a pool of users that spontaneously accept to receive direct communication from Style Store outside the website. Finally, Product Recommendations are showing to the users, according to their navigation, the most suitable products generating even more **incremental revenue without reducing the client's margins**.



Thanks to Fanplayr we have access to a full pack of services that smashed our revenue number and created a pool of affiliated customers. We look forward to keeping on leveraging the amazing solutions Fanplayr can offer.

Gabriel Safirsztein

CEO

Fanplayr is a global leader in e-commerce and websites behavioral data, using machine learning and AI to enable businesses to increase conversion rates and revenue, collect more leads, and retarget visitors. Fanplayr is headquartered in Palo Alto, California with offices in New York, Buenos Aires, Mexico City, Milan, London, Amsterdam, Sao Paulo, Melbourne and Tokyo.

Book a demo at fanplayr.com