Fanplayr | **ARKnets**

Fanplayr analyzed shopper's onsite behavioral data and proposed a targeting strategy aimed at very specific, under-performing visitors. As a result, the conversion rate increased by an impressive 198%.

ARKnets is a men's and women's fashion EC site that deals with high quality brands for people in their 20s to 40s. ARKnets selects valuable products from a wide range of fashion brands and operates its stores and e-commerce site with the philosophy of "providing highly quality products to shoppers who recognize and care about quality".
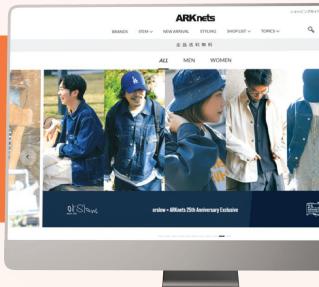
CHALLENGE

ARKnets handles more than 700 brands and a wide variety of categories, so they were looking for a web-based customer engagement tool that would allow them to make personalized appeals to a finer segment of the market than is possible with ordinary web-based customer service tools.

The company is also characterized by the fact that it has many deep-rooted fans, and it plans to analyze the behavior of its fans and strengthen measures to promote repeat purchases. Fanplayr's strengths in analyzing and acting upon **real-time and historical customer behavior**, such as "**repeat analysis**" and "**RFM analysis**," matched their needs and they therefore adopted the platform.

198%
CONVERSION RATE

RESULTS

Fanplayr analyzed **shopper's onsite behavioral data** and proposed a targeting strategy aimed at very specific, under-performing visitors. **As a result, the conversion rate increased by an impressive 198%.**

Fanplayr®

"

Fanplayr has a large number of scenarios for the display of personalized messages to improve the customer online experience. We plan to adopt many of their scenarios ourselves as we develop precise shopper segmentation in the future. This is important due to an ongoing need to simplify navigation across our many brands and categories.

Tsunakawa Hiroto
Web Team Leader