



Fanplayr® | StyleStore

In the last 6 months, Fanplayr targeted only 6% of total visitors but generated **19% of total orders.**

Moreover, Fanplayr's orders AOV is **44% higher** than non-Fanplayr orders.

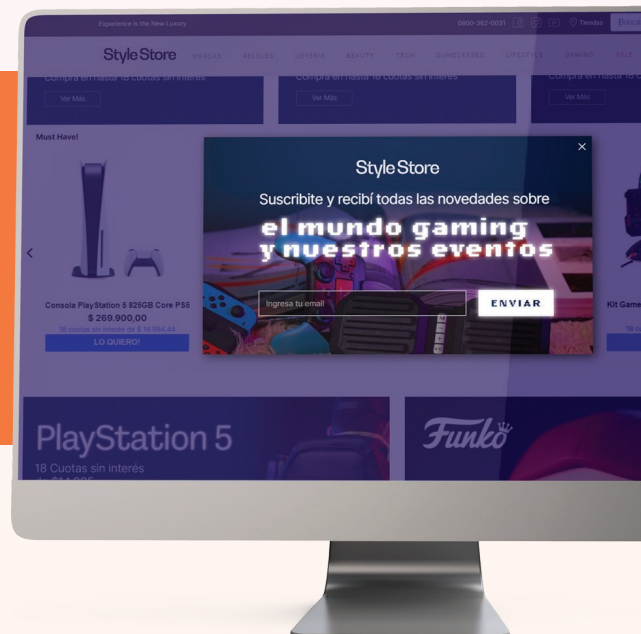
Style Store is the first Trend Concept Store in Argentina, an accessible luxury brand with physical stores located in the best shopping malls throughout the country and has an online store StyleStore.com.ar.

It is a leader 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 Style Store a full range of services that help in successfully catering to its different types of customers, and also in reaching specific e-commerce objectives such as: **increases in CR% and incremental revenue**. The services provided include: **on-site segmentation, email collection, web push notifications and product recommendations**.

44% Higher

FANPLAYR'S ORDERS
AOV VS.
NON-FANPLAYR ORDERS



RESULTS

In the last 6 months, Fanplayr targeted only 6% of total visitors but generated 19% of total orders. Moreover, Fanplayr orders' AOV is 44% higher than for non-Fanplayr orders. And thanks to Email Collection and Web Push Notifications, Fanplayr is helping Style Store build a pool of users that agree to receive direct communications outside the website. Finally, Product Recommendations are showing visitors, based on their behavior, the most relevant additional products thus generating even more **incremental high margin revenue**.



Thanks to Fanplayr we have access to a full range of services that smashed our revenue targets and helped create a pool of loyal customers. We look forward to continuing to leverage 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