



## Driving Incremental Revenue Through Personalization & Increased Consumer Confidence

### RETAILER PROFILE

UGG brand is a leading retailer in the footwear and apparel industry. The UGG brand is best known for its distinctive "Classic" sheepskin boots for both men and women.



### Personalization Initiative

Over the past several years, UGG has rapidly expanded its collection with new styles and new categories. UGG partnered with True Fit in Nov. 2015 to bring a more personalized experience to its customers and to help increase confidence among digital shoppers, whether it's a new customer buying UGG's classic boot for the first time, or brand loyalist returning to try out one of its many new styles that's maybe less familiar to the customer. **UGG decided to take advantage of True Fit's massive data Genome for footwear and apparel and Confidence Engine to personalize its entire catalog for each consumer.** Implementing True Fit on Salesforce Commerce Cloud (formerly Demandware) was easy using the cartridge, and UGG was able to get up and running in time for holiday to end Q4 strong.

"Fit and size is personal in nature, and our partnership with True Fit is helping us communicate personally about fit and size with our customers at scale, in a way that is **authentic and informed by rich data.**"

— **Graham McCulloch**

Director eCommerce Marketing & Merchandising | *Deckers Outdoor Corporation*



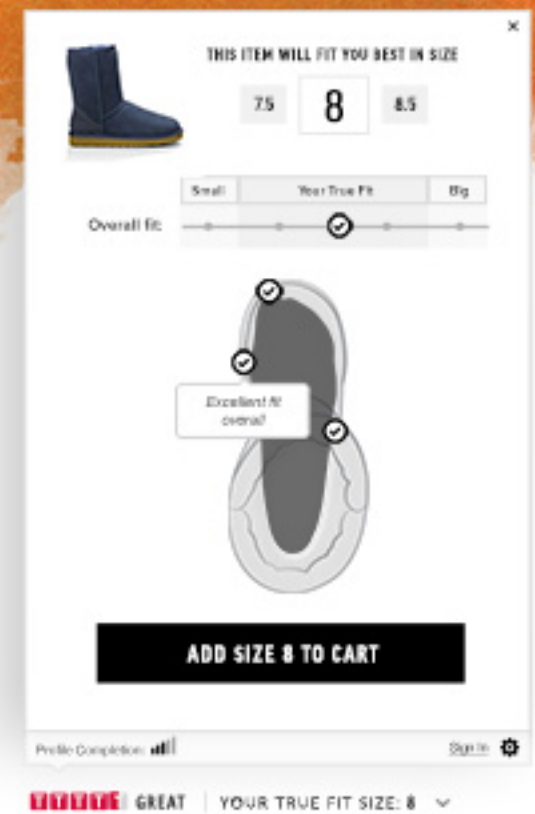
# the results



1. Customer delight through enhanced, personalized UX

2. Significant reduction in fit related returns

3. **2X** Conversion increase for True Fit users



## Thinking ahead

1. UGG has deepened their True Fit Integration through expansion of product features.

2. Deckers is expanding True Fit personalization technology to other portfolio brands

### About T TRUE FIT™

True Fit is footwear and apparel's discovery platform. It has organized the **largest platform of apparel and footwear data** through its partnerships with thousands of top brands, the world's leading retailers, and millions of consumers. Its data is mapped into the first-ever Genome™ for apparel and footwear, which helps retailers and brands unlock digital growth in the nearly **\$2 trillion global** footwear and apparel industry.

**Consumers who use True Fit buy more, return less.**