

# UK Apparel Brand Weird Fish Uses Advanced Machine Learning to Boost E-Commerce Conversions by 8%

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British lifestyle clothing brand Weird Fish boosted online conversions by 8% in just two months by implementing the Fit Finder size advisor from [Fit Analytics](#) on their site.

Already blessed with a return rate well below industry averages, Weird Fish were looking to drive e-commerce growth and build on their established reputation for excellent customer service. Aware that uncertainty around sizing is a conversion killer online, the company turned to Fit Analytics and its Fit Finder size advisor to help improve user experience on Product Detail Pages while unlocking additional revenue.

The results were impressive - in a two month A/B test against a traditional static size chart, Weird Fish shoppers using Fit Finder showed an 8% increase in conversion rate. Improved user confidence around fit also led to a 2% increase in average revenue per visitor.

Commenting on the results, James Lloyd (E-Commerce Manager at Weird Fish) said, "We have always had an extremely low returns rate, so to see such an improvement in conversion was very impressive. The set up was quick and simple and the aftercare is great. We look forward to new developments from Fit Analytics and an ongoing successful partnership."

Fit Analytics' CEO Sebastian Schulze added, "We were delighted to see the uplift Fit Analytics' machine-learning approach was able to deliver for Weird Fish against the backdrop of an incredibly competitive UK apparel e-commerce market. With just a couple of lines of easily integrated code, Weird Fish were able to leverage the power of the same sizing platform trusted by industry giants such as ASOS, JD Sports, and The North Face to drive immediate bottom-line improvements. We look forward to supporting them on sizing for many years to come."

Full details of the case study can be found online at <https://www.fitanalytics.com/success-story-weird-fish>.

## About Fit Analytics

Fit Analytics uses the power of machine learning to give leading apparel brands and retailers all the tools they need to solve sizing, sell smarter, and turn data into actionable insight. By using our solutions, firms are able to conquer checkout doubt and sell more of the right clothes to the right people at the right time.

With bases in Berlin, Chicago, San Francisco, New York, and Prague, we support partners across six continents in delivering unbeatably accurate sizing recommendations to hundreds of millions of shoppers worldwide every month.

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