

# Findify Passes Strict A/B Tests For Leaner Organic Growth

"Findify is super advanced. For us, that switch was easy."



## SNAPSHOT

### About Sleafs

SLEEFS owns a "startup mentality"—using the battle-tested Lean approach—to manage and maintain over 200 custom products for over 200,000 visits to their site each month.

SLEEFS designs and produces custom compression gear—everything from arm sleeves, headbands, and more with wholesale options available. Proudly designed in the USA. SLEEFS has been in business since 2011.

STORE URL	<b>sleafs.com</b>
INDUSTRY	<b>Fashion &amp; Sports Apparel</b>
REGION	<b>North America</b>

## Goals

1. Inserting as much value-add technology as possible to maintain the low-cost/high return Lean approach that has been crucial to their impressive success

## Approach

1. Implement advanced A.I solutions to take over management of over 200 custom products and variants
2. Replace static search and browsing solutions with dynamic capabilities to increase customer engagement—the cornerstone of SLEEFS business model for growth
3. A/B test Findify's newly released personalized search to determine true value-add

## Results highlighted

**18%** Increased revenue per user with a real-time personalized shopping experience

Increased customer engagement

**\$** Saving thousands that would otherwise be lost paying for custom solutions

"For us, success is growing as much as we can—organically—without having to dump a lot of money into it."

## THE PROBLEM

### Lean niche leader needs to learn fast to grow quickly

SLEEFS targets many different kinds of audiences with a single goal in mind —quality engagement. Their customer base varies so widely that taking a Lean approach—quick tests and swift evaluation on ROI—is the most profitable way for them to learn how to win them over without breaking the bank.

Jaime—CEO and cofounder—and his partner have self-funded the company from the very beginning. Maintaining strict guidelines for profitability is at the core of their business success. They never spend money they don't have. They evaluate everything carefully. If it doesn't work, they don't keep it.

It's always been that simple.

"We did find other solutions that were cheaper—but not smart."

## THE CHALLENGE

### "Affordable" solutions stunted growth

Jaime's focus is to keep on the cutting edge—to try to put as much technology as they can into their approach. Because this Lean approach is so important to success, being able to display product collections as if they were search results was one of the things they were avidly looking for. This allowed them to test how small collections of products perform before scaling to larger inventories for sale.

When they set out to find a solution that would allow them to do this, they had only four criteria:

1. How easy is it to use
2. How much does it cost
3. How many resources would it take to try it out
4. What's the value-add

The "affordable" apps they came across were pretty basic. The more involved integrations required lengthy contracts that Jaime and his team wouldn't even touch—knowing they needed to make sure they could run a quick enough test to make a decision about value and profitability. All of the solutions they researched could pre-populate results but **not accommodate customer behavior**. Being an e-tailer of over 200 custom products, SLEEFS knew that a smarter solution was non-negotiable for growth.

When they found Findify—the only solution that was as responsive to customer behavior as they were—giving it a test was a no-brainer. **The search was so advanced that it instantly improved customer engagement** on the SLEEFS site—even though, initially, they'd have to do without the collection pages they wanted.

Findify quickly passed Jaime's strict test for value-add.

### Lean Findify Solutions Open the Opportunity to Customize Deeply

1. Personalized Search
2. Personalized Recommendations
3. Smart Collections
4. Custom Development

"Their ability to adapt to our needs and help us out has been surprising. Within a couple of days we had a completely custom solution that was specific to us."

"We've seen great results with Findify from the beginning."

## THE SOLUTION

### Tailoring Findify to meet every need

Being an intelligent search solution that displays relevant, personalized results to SLEEFS customers returned **instant benefits to their bottom line**. With this integral part of the SLEEFS customer experience in place, Jaime and Findify went to work to improve it even more.

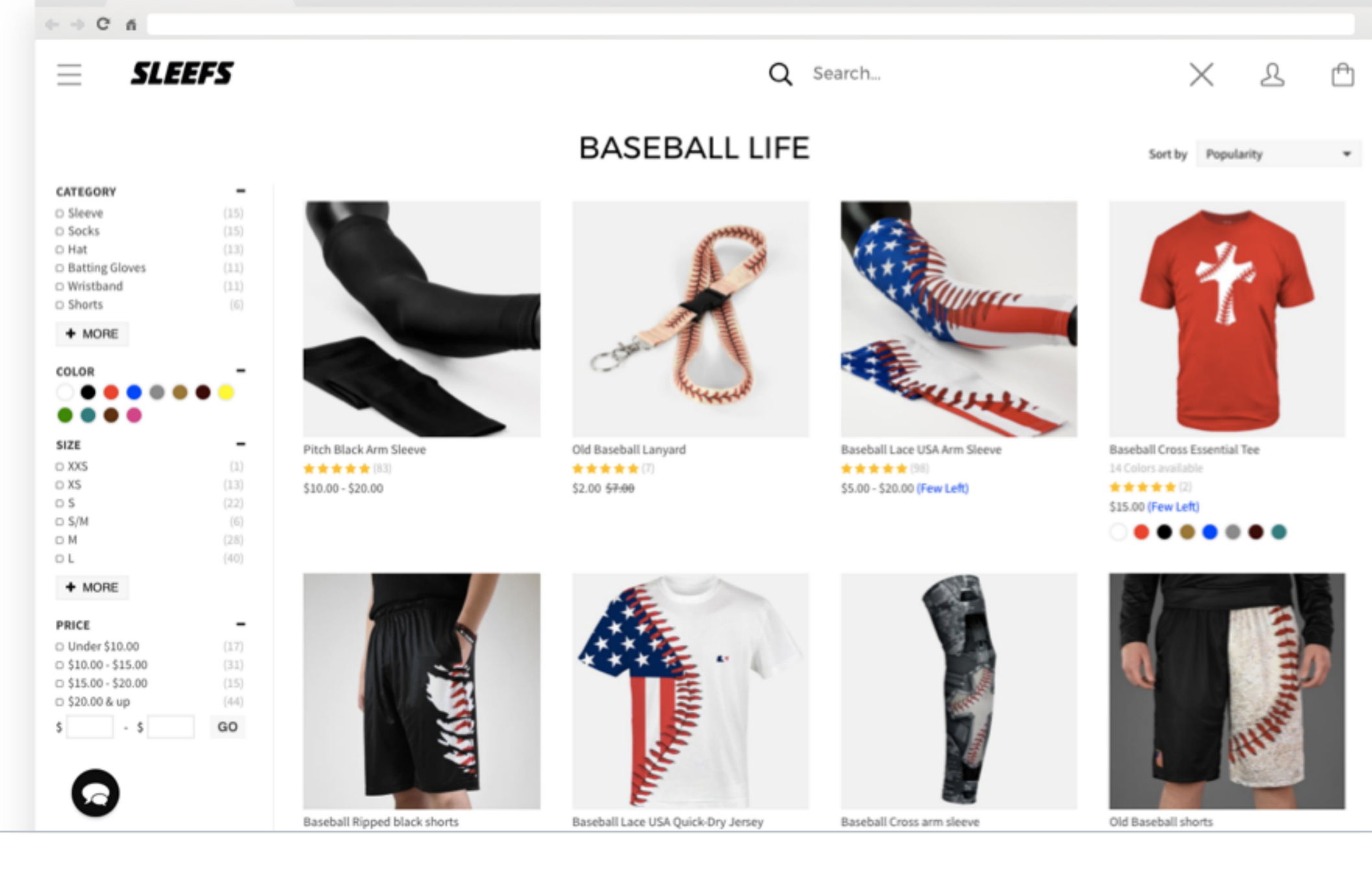
Jaime and Findify worked to **build the collection page feature together**. Jaime provided feedback on what they needed for their customers. Findify listened closely and worked quickly to make the vision a reality.

Findify's ability to adapt to Jaime's needs and help them out was surprising because they'd worked with all sorts of developers before—from guys in India and Pakistan to guys in the States. Even when Jaime asked for the ability to do things that were specific to SLEEFS—like displaying color variants on search results—Findify delivered, quickly. Unlike any of those other experiences—within a couple of days—SLEEFS had a completely custom solution that was specific to them.

True to Jaime's vision, SLEEFS now could display their big collections just like search results with smart filters.

Findify automated everything—**saving Jaime and his team the time and money** on creating manual templates. With Findify's advanced machine learning and A.I. continuing to learn and improve behind the scenes, the daily investment Jaime was making became clearer with each day.

SLEEFS uses Smart Collections to give their customers the same machine learning power & dynamic filtering as their search



"With the AB tests it was easy to see what the difference is before and after."

## THE RESULT

### A clear increase in engagement and sales

"A lot of guys would be eaten by Amazon. And—if they're not—they sell on Amazon." SLEEFS doesn't.

For them, truly listening to their customers by being responsive to their behavior is key. They pay attention. They act fast. And, they require that every piece of the customer experience does the same.

Findify ran A/B tests to prove the quality of the solutions they had built together, with glowing results. With Findify's newly released personalized search on the SLEEFS site, Findify's solutions **definitively increased their revenue per user by 27%**.

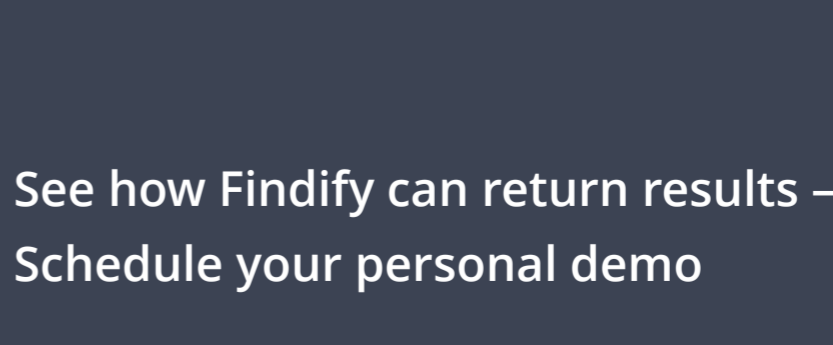
**People were clicking more, engaging more, and buying more.** The numbers were plain as day.

## About Findify

Findify's A/B tested Athletic A.I. and advanced machine learning returns engaging, relevant results for every visitor—and increased ROI for merchants. Gain an average 30% increase in revenue per user in less clicks than any other integration.

- ✓ Integrates in minutes
- ✓ Easily scales as you do
- ✓ Bullet-proof ROI

See how Findify can return results — Schedule your personal demo



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