7DIAMONDS

Customer Case Study

We are so happy with WAIR and how seamless the functionality is on our site for users. The elevated shopper confidence is clear with the uptake and AOV increase.

8.8%
WAIR uptake

13%
Increase in AOV for new site visitors using WAIR

29%
Increase in new shopper conversions

The Brand

7Diamonds was incorporated in the year 2000 with the mission of delivering premium and fashion-forward everyday wear to the masses. With an incredibly diverse clothing line comprised of sophisticated designs and high-grade fabrics, 7Diamonds clothing provides shoppers with the versatility needed to look and feel great on any occasion.

The Situation

As a brand that highly emphasizes customer success, 7Diamonds wanted to ensure that sizing was properly conveyed and understood by their shoppers. With a rapidly expanding shopper base bringing a heightened risk of size-related issues, they faced a dilemma. Do we optimize existing size charts and model dimensions, or do we integrate sizing tools so that we can remain focused on our craft and dedication to our customers?

The Solution

7Diamonds integrated WAIR in Q2 of 2021 and saw an immediate uptick in shopper engagement. Despite the swift growth, however, the WAIR team knew that a change from a link-style CTA to a simple button-style CTA would likely boost open rates even further. The results? A 35% increase in open rates in less than one month! The shopper data being filtered through WAIR has also proven invaluable in shaping 7Diamond's eCommerce strategy.

WAIR

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